

# WEST VIRGINIA HIGHWAY SAFETY PROGRAM ANNUAL REPORT 2022



WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

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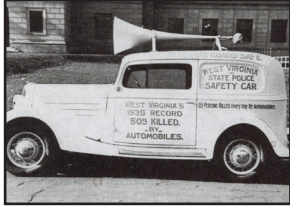
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OCTOBER 1, 2021 | SEPTEMBER 30, 2022



# Where We've Been and Where We're Going

Today's motor vehicles are ever-evolving. We rely on motor vehicles to get where we need to go. However, cars weren't always the way we see them present-day. The first car was a rough draft of what we see today. The first motor car was made by Carl Benz in 1885. This vehicle contained the absolute basics: a structure, seats, wheels, and an engine. Many changes occurred over the years to shape the automobiles of today into the vehicles we use to travel near or far. Through the years, strides have been made to make Americans safer in their vehicles. Some notable innovations include:

- 1885: The first seat belt patent was secured by Edward J. Claghorn.
- 1908: Henry Ford's mass production of the Model T, that offered a "car for the great multitude."
- 1966: Congress creates the United States Department of Transportation.
- 1967: West Virginia Governor Hulett Smith signed Executive Order 6-A 67, which created what is now known as the West Virginia Governor's Highway Safety Program (GHSP).
- 1970: The agency that is now known as the National Highway Traffic Safety Administration (NHTSA) was formed.
- 1985: The "You Could Learn a Lot from a Dummy" NHTSA ad campaign promoted seat belt use.
- 1993: The 5-Star Safety Ratings Program is introduced by NHTSA to help relay vehicle safety information to vehicle owners in the United States.
- 2003: The *Click It or Ticket* seat belt enforcement program goes national, working to increase seat belt use in all 50 states.
- 2005: All states, along with DC and Puerto Rico, have .08 BAC per se laws.
- 2013: The West Virginia Legislature passed the Primary Seat Belt Law during Regular Session.
- 2018: West Virginia's seat belt usage rate climbs above 90 percent for the first time, at 90.53 percent.
- 2020: The West Virginia Legislature clarified language in the Distracted Driving law.
- 2022: West Virginia's seat belt usage rate reaches a new record, 92.5 percent.

Since the passage of the Primary Seat Belt Law in 2013, roadway fatalities have steadily declined as more West Virginians buckle their seat belts. With cell phone use being more common than a decade ago, the GHSP is striving to curb distracted driving. Though alcohol and drug impaired driving continues to be an issue, the GHSP continues its work to stop impaired driving. The GHSP staff are using data-informed measures now more than ever to target locations and driver behaviors that need to be changed so that all West Virginians are safer on our roads.

As the West Virginia Governor's Highway Safety Program ends its 55th year with the conclusion of Federal Fiscal Year 2022, its mission remains to reduce the number of crashes, fatalities, and injuries on West Virginia roads. Our mission continues well into the 21st century. Here's to 55 more years of safer roads in West Virginia.

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Ohio River  
Robert C. Byrd  
Bridge

## SEAT BELT USE



88.12%

2021

92.5%

2022

280

2021

TRAFFIC FATALITIES  
AS OF 12/31/21

766



TOTAL SERIOUS CRASH  
INJURIES

12

WERE DRIVERS UNDER AGE 20

77

WERE UNRESTRAINED  
(NOT USING A SEAT BELT)

46

WERE ALCOHOL-IMPAIRED WITH A  
BAC OVER .08

64

WERE MOTORISTS KILLED  
IN SPEED-RELATED CRASHES

27

WERE MOTORCYCLISTS  
WEARING HELMETS

2

WERE MOTORCYCLISTS  
NOT WEARING HELMETS

36

WERE PEDESTRIANS  
KILLED BY MOTORISTS

0

WERE BICYCLISTS  
KILLED BY MOTORISTS



45

CHILD SAFETY SEAT FITTING  
STATIONS



221

NATIONALLY CERTIFIED CHILD  
PASSENGER SAFETY TECHNICIANS



178

CHILD SAFETY SEATS PROVIDED TO  
QUALIFYING FAMILIES



898

CHILD SAFETY SEATS CHECKED FOR  
PROPER INSTALLATION

# Executive Summary

Federal Fiscal Year 2022 (FFY2022) saw somewhat of a return to normalcy following the disruption the COVID-19 pandemic had on highway safety efforts in FFY2020 and FFY2021. National and local mobilizations returned to their pre-pandemic schedules, and overtime enforcement patrols in general appeared to be improving in frequency from the previous two years.

West Virginia's Seat Belt Program took center stage in FFY2022. Section 402 funds were used to create West Virginia Local Heroes, a community-centered multimedia campaign featuring state, county, and municipal law enforcement officers from across West Virginia. The overall goal of the program is to show West Virginia drivers that law enforcement officers would rather write a citation than make a death notification, and that seeing tragic, preventable deaths is an unfortunate part of their job. The aim of the Local Heroes program is to increase seat belt usage in West Virginia by utilizing broadcast television commercials, radio spots, billboards, and social media ads to support the statewide seat belt law enforcement mobilization surrounding the national Click It or Ticket initiative.

The annual Observational Seat Belt Survey was conducted in June 2022. Our previous survey conducted in June 2021 revealed a disappointing decrease in seat belt use of 88.12% from the previous survey of 90.17%. However, the results of the June 2022 survey produced a record statewide use rate of 92.5%.

Grant-funded traffic arrests declined in several categories in FFY2022 (see chart on page 6) from FFY2020 (Impaired Driving, Misdemeanors, Felonies, and Drug Arrests), yet there was a significant increase of 31% in Fugitive Arrests. Grant funded citations generally increased in FFY2022 (Child Restraint, Speeding, and Distracted/Cell Phone/Texting) but there was a decline in Red light, Stop Sign, and Yield citations issued. Notably, there was a 92% decline in Underage Alcohol citations issued in FFY2022,

dropping from 318 in FFY2021 to a mere 27 in FFY2022.

Fatalities in West Virginia increased from 267 in Calendar Year (CY) 2020 to 280 in CY2021. However, fatalities for the first three quarters of CY2022 are trending downward and stand at 182 as of September 30, 2022.

Motorcycle fatalities decreased in CY2021 to 29 from 38 in CY2020. Of major significance is the fact that Unhelmeted Motorcycle Fatalities decreased from a high of 20 in CY2020 to an all-time low of 2 in CY2021.

Pedestrian fatalities are a growing concern in West Virginia. These fatalities increased from 18 to 36 between CY2020 and CY2021, a 100% increase.

Unrestrained fatalities, although still higher than acceptable, were back to a pre-pandemic level in CY2021 (77) compared to 84 in CY2020.

Despite the disruption and effect the COVID-19 pandemic had on highway safety programs and efforts in FFY2020 and FFY2021, the West Virginia Governor's Highway Safety Program (GHSP) has continued its mission to promote safe driving practices to the best of its ability, and we feel we have rebounded positively in FFY2022. 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 of speeding, distracted driving, and impaired driving.

## TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS

The Traffic Records Program is located within the GHSP and is overseen by the Traffic Records Coordinator. The coordinator is responsible for

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oversight of projects that improve the collection of crash, driver, citation, and adjudication data to aid the 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 the driver's history systems.

As of September 30, 2022, 220 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 FFY2022, 511,566 eCitations have been processed into the Electronic Citation System.*
- *In FFY2022, 111,736 new eCitations were written; 107,751 were traffic-related and 3,985 were criminal-related.*
- *Of the 111,736 new citations, 74,813 were non-warning type citations and 36,923 were warnings.*
- *Of the 111,736 new citations, 59,943 have*

*been adjudicated by a Municipal Court or Magistrate Court.*

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

## 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. Training levels in FFY2022 have returned to pre-COVID-19 levels, with an increase in interest in trainings now that they are in-person again.

In FFY2022, the Traffic Safety Resource Prosecutor (TSRP) program trained 701 prosecutors and

Child Passenger Safety	Classes	Students
CPS Technician Certification	5	67
CPS Technician Renewal	2	16
CPST Technical Update	0	0
Law Enforcement Only Training	Classes	Students
Speed Enforcement & Radar/Lidar	4	33
LE Occupant Protection	7	287
Managing Checkpoints	1	9
DUI Refresher (Drugs and/or Alcohol)	2	16
Crash Data & Diagramming	11	64
ARIDE	9	198
Motorcycle/ATV/UTV	1	28
DMV-314 Training	1	22

judges, as well as 841 law enforcement officers 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 and assisted with multiple requests for technical assistance from prosecutors, law enforcement, and magistrates.

Training provided by the TSRP included the NHTSA Impaired Driving programs, such as SFST, ARIDE, and the DRE program; *Rolling Stoned* (a Drug-Impaired Driving Training); Testimony Labs; *Toxicology in DUI Cases*; *Implicit Bias and Traffic Stops*; *Medical Cannabis in WV*; and *Prosecuting the Drugged Driver*. This position provides for many training and educational needs of law enforcement, emergency personnel, and legal professionals in highway safety-related issues. The TSRP attends training events outside of the State and also provides training at out-of-state events in person and virtually, which helps to promote and expand partnerships to improve highway safety, as well as increases the variety of training opportunities that are brought back to law enforcement, prosecutors, magistrates, and other highway safety-related professionals in the state.



Law enforcement officers from across West Virginia were recognized during an awards luncheon in May

## STATEWIDE LAW ENFORCEMENT LIAISON (LEL) PROGRAM

The Law Enforcement Liaison (LEL) serves as a link between the GHSP 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 FFY2022, 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 Program either provided instruction or funded classes directed toward officer safety and enforcement issues, and programs for public education concerning children and highway safety. The LEL acted on behalf of the GHSP 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 also provides the financial support for an Assistant LEL to cover the northern region; the Lead LEL covers the southern region.

In FFY2022, the LEL Program 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 some training due to the nature of the classes, which required hands-on or in-person instruction.

**OCCUPANT PROTECTION:** During FFY2022, the LEL contributed to a limited number of programs relating to occupant protection. Programs included Child Passenger Safety (CPS) Technician Certification and Recertification, and *Below 100* presentations. *Below 100* is a program geared toward officer safety in several aspects including

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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 also lengthened to incorporate the Traffic Occupant Protection Strategies 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 FFY2022, the LEL Office facilitated one Motorcycle/ATV/UTV class.

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

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 FFY2022, 185 agencies were registered with the program, up from 180 in FFY2021 and 176 in FFY2020. Participation in DTASP is now a prerequisite for receiving grant funding from the GHSP.

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 FFY2022, the WV Lifesavers Program had a total of 1,133 registered members, up from 1,061 members in FFY2021.



Joseph Jones (left) and Sgt. Joey Koher (right) present during the 2021 Winter Prosecutors Conference



## EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT

Traffic safety enforcement makes up a large portion of West Virginia’s Highway Safety grant funds awarded 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 agencies. 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.

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

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GHSP Grant-Funded Enforcement	FFY2021 Citations	FFY2022 Citations	Percent Change
Seat Belt Violations	7,783	7,703	-1%
Child Restraint Violations	75	91	-21%
Speeding Violations	10,374	13,847	+33%
Red Light, Stop Sign & Yield Violations	1,233	974	-21%
Distracted (Cell Phone) Violations	2,340	3,411	+46%
Grant-Funded Arrests	FFY2021 Arrests	FFY2022 Citations	Percent Change
Impaired Driving Arrests	849	735	-13%
Misdemeanor Arrests	1,608	1,423	-12%
Felony Arrests	400	385	-4%
Drug Arrests	762	688	-10%
Fugitive Arrests	77	101	+31%
Other Results	FFY2021 Violations	FFY2022 Violations	Percent Change
Underage Alcohol	318	27	-92%

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 the GHSP. The agencies receiving grant funding are required to detail



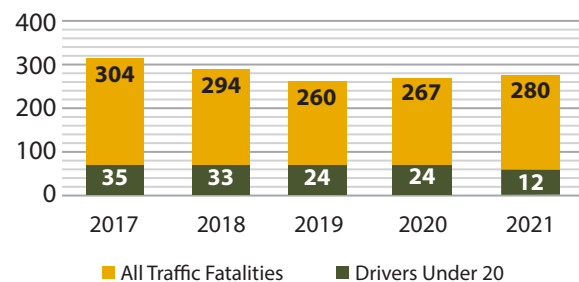
GHSP Director Bob Tipton gives opening remarks during the 2022 statewide recognition event

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 GHSP. Enforcement activities and efforts are also monitored continuously, not only from the GHSP 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 GHSP requires all grantees to be monitored three times during the year by program staff. The first two must be on-site. During FFY2022, the initial on-site visits were completed for most grantees virtually through Google Meet, although some were still conducted in person.

### All Traffic Fatalities -vs- Fatalities of Drivers <20 From 2017 to 2021



Many of the second on-site monitoring visits were also conducted virtually. Risk Assessments are completed on all sub-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 Governors 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 FFY2021 and FFY2022, only the FFY2021 data is complete. FFY2022 data will not be finalized until early 2023.

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

### 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. The SHSP is a statewide coordinated safety plan that provides a data-driven and comprehensive framework for reducing fatalities and serious injuries on all public roads.

West Virginia’s current SHSP (2022–2026) was updated in 2022. The objective of the 2022-2026 West Virginia Strategic Highway Safety Plan is to achieve zero fatalities and ultimately zero serious

injuries on our roadways by reducing fatalities and serious injuries 4% annually over the next five years.

Emphasis Areas represent key factors contributing to crashes for which the development of strategies could have the greatest potential to reduce fatalities and serious injuries. Establishment of Emphasis Areas allows West Virginia to prioritize the use of limited funds and resources and ensure that safety efforts are targeted effectively to meet the objective of the SHSP.

The SHSP identified the following Emphasis Areas:

1. Speeding and Aggressive Driving
2. Roadway Departure
3. Occupant Protection
4. Older Driver (65+) Involved
5. Alcohol and Drug Impaired Driving
6. Intersections – Regionally Focused
7. Pedestrians – Regionally Focused
8. Improving Highway Safety Data

The first seven data-driven Emphasis Areas listed above account for 98% of fatalities and 95% of serious injuries in West Virginia.

West Virginia has seen great success through the SHSP process, but there are still many lives to save each year.



## FFY2021 Core Performance Measures & Targets

Performance Measure <i>/Data Source</i>	From (2014-2018 Average)	To (2017-2021 Average)	Actual Result (2017-2021 Average)	Target Met Yes or No
C-1 Decrease Fatalities/ <i>FARS</i>	281	263.7	281	No
C-2 Reduce Serious Traffic Injuries/ <i>WVDOH</i>	1163	1002.40	906	Yes
C-3 Reduce Fatalities/ <i>VMT/FARS</i>	1.459	1.459	1.52	No
C-4 Reduce Unrestrained Passenger Vehicle Occupant Fatalities/ <i>FARS</i>	88	83	80.4	Yes
C-5 Reduce Alcohol Impaired Driving Fatalities/ <i>FARS</i>	70	65	61.6	Yes
C-6 Reduce Speed-Related Fatalities/ <i>FARS</i>	73	71	76.2	No
C-7 Reduce Motorcycle Fatalities/ <i>FARS</i>	30	27	32	No
C-8 Reduce Unhelmeted Motorcycle Fatalities/ <i>FARS</i>	10	9	11	No
C-9 Reduce Fatalities Drivers Aged 20 and Younger/ <i>FARS</i>	32	30	25.6	Yes
C-10 Decrease Pedestrian Fatalities/ <i>FARS</i>	22	21	26.6	No
C-11 Reduce Bicycle Fatalities/ <i>FARS</i>	2	1	2.8	No
B-1 Observed Seat Belt Use Rate from State survey	2021 HSP Target: 91%	2021 Actual: 88.1%		No

While many of West Virginia's Core Measures appear to be trending in the right direction in CY2021 and the first half of CY2022, several of the goals established using 5-year averages are still not being met. Some of that can be attributed to the increases in the risky driving behaviors experienced across the United States during the COVID-19 pandemic in 2020 and 2021.

In FFY2021, West Virginia met targets established for Serious Traffic Injuries, Unrestrained Passenger Vehicle Occupant Fatalities, Alcohol-Impaired Driving Fatalities, and Driver Fatalities Aged 20 and Under.

Targets were not met (from 2014-2018 averages to 2017-2021) for the following Core Performance Measures:

- *Fatalities*
- *Fatality Rate per MVMT*
- *Speed Related Fatalities*
- *Motorcycle Fatalities*
- *Unhelmeted Motorcycle Fatalities*
- *Pedestrian Fatalities*
- *Bicycle Fatalities*

The West Virginia Governor's Highway Safety Program will continue to fund targeted overtime

# FFY2022 Core Performance Measures & Targets

Performance Measure /Data Source	From (2015-2019 Average)	To (2018-2022 Average)	Current Progress (Actual Number) 9/30/22	On Track to Meet Target Yes or No
C-1 Decrease Fatalities/FARS	279	262	182	Yes
C-2 Reduce Serious Traffic Injuries/ WVDOH	1182.8	926	N/A	Unknown
C-3 Reduce Fatalities/VMT/FARS*	1.438	1.558	1.43	Yes
C-4 Reduce Unrestrained Passenger Vehicle Occupant Fatalities/FARS	84	74	N/A	Unknown
C-5 Reduce Alcohol Impaired Driving Fatalities/FARS	65	59	33	Yes
C-6 Reduce Speed-Related Fatalities/ FARS	77	62	N/A	Unknown
C-7 Reduce Motorcycle Fatalities/FARS	31	21	33	No
C-8 Reduce Unhelmeted Motorcycle Fatalities/FARS	10	6	3	Yes
C-9 Reduce Fatalities Drivers Aged 20 and Younger/FARS	30	24	6	Yes
C-10 Decrease Pedestrian Fatalities/FARS	24	18	19	No
C-11 Reduce Bicycle Fatalities/FARS	3	2	0	Yes
B-1 Observed Seat Belt Use Rate from State survey	FFY2022 HSP Target: 91%	FY 2022 Actual: 92.5		Yes

\* This goal was determined by the WVDOH. Although this is an increase, the target assumes low VMT with improved fatalities and is consistent with making the 262 Fatality performance measure target. The WVDOH believes strongly that this increase in the Fatality/VMT target was needed due to the anticipated increase in Fatality/VMT that is predicted.

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 media, 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 FFY2024 Highway Safety Plan

to better meet performance targets as follows:

**Fatalities and Fatality Rate per MVMT:** We feel the largest impact on increased fatalities and the fatality rate was the COVID-19 pandemic. As previously mentioned, an increase in risky driving behaviors contributed to a national increase in roadway fatalities due to lower presence of law enforcement because of restricted enforcement policies. Another ongoing issue is the fact that many law enforcement officers can find opportunities to work overtime in less stressful

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# West Virginia Traffic Safety Trends

Core Performance Measures		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
C-1	Traffic Fatalities	339	332	272	268	269	304	294	260	267	280
C-2	Serious Traffic Injuries	1,887	1,465	1,344	1,233	1,180	1,063	993	906	802	766
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	137	113	93	99	80	98	70	73	84	77
C-5	Alcohol-Impaired Fatalities (involving driver or a motorcycle operator with a 0.08 BAC or greater)	94	91	84	72	68	72	57	56	76	46
C-6	Speed-Related Fatalities	144	130	66	66	60	84	88	85	60	64
C-7	Motorcycle Fatalities	31	24	26	32	29	26	39	28	38	29
C-8	Unhelmeted Motorcycle Fatalities	14	8	7	7	10	10	14	9	20	2
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	32	33	34	28	32	35	33	24	24	12
C-10	Pedestrian Fatalities	31	28	19	19	24	26	22	31	18	36
C-11	Bicycle Fatalities	1	0	2	1	1	3	5	3	3	0
B-1	Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	84.0%	82.2%	87.8%	89.0%	86.8%	89.7%	90.5%	90.17%	90.17%	88.1%

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

Core Performance Review, continued from page 10

situations and for much more money than their allowed overtime rate (NHTSA does not allow law enforcement officers to be reimbursed more than the standard time and one-half rate of their hourly rate for highway safety grant-funded projects. Officers are not impeded by this rule for opportunities in the private sector). The GHSP will continue to provide overtime enforcement opportunities for law enforcement agencies statewide, and we will continue our aggressive media campaigns to bring highway safety awareness to the public.

While West Virginia saw an increase in fatalities in both CY2020 and CY2021, it appears that we will experience a significant decrease in CY2022 based on data for the first nine months of 2022.

This will also result in an improved fatality rate.

**Speed-Related Fatalities:** While we did not quite meet our 2017-2021 average target, speed fatalities have greatly declined in West Virginia over the last ten years (144 in 2012 down to 64 in 2021, which is more than a 55% decrease). The GHSP will continue to provide enforcement funds to law enforcement agencies throughout the state, particularly in those areas where speed-related fatalities are highest. In FFY2023, 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. Our plan is to continue this project in FFY2024.

**Motorcycle Fatalities and Unhelmeted Motorcycle Fatalities:** The number of

motorcycle fatalities per year for the past ten years has remained somewhat consistent, although West Virginia experienced a 24% decline from CY2020 to CY2021. Unfortunately, through the first nine months of CY2022, we have exceeded the number of motorcycle fatalities in all of CY2021.

The GHSP will continue paid media focusing on both the motorcycle rider and drivers of other vehicles. Using state Motorcycle Safety funds, emphasis will also be placed on the importance of motorcyclists obtaining an “F” Class endorsement on their driver’s license by completing a Basic Rider Course. An insert in motorcycle registration renewal notices that an “F” Class endorsement is required by state law to operate a motorcycle will go out in February 2023 and will likely be done in FFY2024 as well.

Motorcycle Safety courses and participants have increased after a significant decline in CY2020 and CY2021 because of COVID-19, and we hope to continue to increase classes and participants in FFY2023.

Unhelmeted Motorcycle Fatalities significantly dropped in 2021 (2 plus 1 unknown) from 20 in 2020. There was evidence that in many cases, the investigating officer was erroneously checking “unhelmeted” on the crash report without being certain (victim already removed from the scene prior to officer completing report). This led to a significant number of motorcycle fatalities being reported as unhelmeted. We will continue to monitor each motorcycle fatality closely to get a more accurate accounting.

**Pedestrian and Bicycle Fatalities:** There was a 100% increase in pedestrian fatalities from CY2020 to CY2021 (18 to 36), but bicycle fatalities decreased 100% from CY2020 to CY2021 (3 to 0). The Regional Traffic Safety Coordinators will be encouraged to boost local education aimed at pedestrians and bicyclists (emphasis on pedestrians).

# ATV Safety Program



West Virginia law requires an All Terrain Vehicle (ATV) Safety Awareness Program for riders under 18 years old. Though West Virginia law focuses on riders under 18, fatalities occur with all ages of riders. West Virginia experienced 21 fatalities, specifically 12 ATV, 8 Utility Task Vehicle (UTV), and 1 Special Purpose Vehicle (SPV), in 2021.

Data supports that helmet use remains the most productive deterrent in preventing ATV, UTV, and SPV 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 GHSP promotes an expanded version of the training through partnerships with several state agencies including the 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 GHSP 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 GHSP on ATV Safety, and no federal funding is received for the ATV Safety Program, the GHSP will continue to increase public awareness and reinforce outreach efforts to reduce ATV fatalities and injuries.



# Cost Summary for 2022

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<b>FAST-ACT 402</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Planning and Administration	\$0	\$30,000.00	\$30,002.56	\$0
Alcohol	\$0	\$13,000.00	\$51,050.54	\$20,000.00
Motorcycle Safety	\$0	\$6,000.00	\$24,940.90	\$9,000.00
Occupant Protection	\$0	\$7,000.00	\$29,082.89	\$12,000.00
Pedestrian/Bicycle Safety	\$0	\$0	\$4,383.00	\$0
Police Traffic Services	\$0	\$53,000.00	\$213,616.40	\$86,000.00
Driver Education	\$0	\$2,000.00	\$7,457.51	\$3,000.00
Safe Communities	\$0	\$168,000.00	\$658,199.20	\$269,000.00
Pupil Transportation	\$0	\$5,000.00	\$17,400.40	\$7,000.00
Speed Enforcement	\$0	\$50,000.00	\$201,335.68	\$81,000.00
Paid Media	\$0	\$8,000.00	\$32,797.09	\$13,000.00
Traffic Records	\$0	\$17,000.00	\$76,662.04	\$27,000.00
Special Occupant Protection	\$0	\$10,000.00	\$40,671.12	\$16,000.00
<b>Total for FAST-ACT 402 Programs</b>	<b>\$0</b>	<b>\$369,000.00</b>	<b>\$1,387,599.33</b>	<b>\$543,000.00</b>
<b>FAST-ACT 405b Occupant Protection</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
High Visibility Enforcement	\$0	\$28,000.00	\$151,558.39	\$0
Training	\$0	\$5,000.00	\$20,747.80	\$0
Public Education	\$0	\$10,000.00	\$0	\$0
Child Passenger Safety	\$0	\$4,000.00	\$14,442.15	\$0
Child Seats	\$0	\$1,000.00	\$4,937.99	\$0
<b>Total for FAST-ACT 405b Programs</b>	<b>\$0</b>	<b>\$48,000.00</b>	<b>\$191,686.33</b>	<b>\$0</b>
<b>FAST-ACT 405c</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Traffic Safety Information Program	\$90,000.00	\$102,000.00	\$499,293.48	\$0
<b>Total for FAST-ACT 405c Programs</b>	<b>\$90,000.00</b>	<b>\$102,000.00</b>	<b>\$499,293.48</b>	<b>\$0</b>
<b>FAST-ACT 405d Impaired Driving</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Impaired Driving High Visibility Enforcement	\$0	\$96,000.00	\$382,385.54	\$0
Coordinator	\$0	\$1,000.00	\$3,000.00	\$0
Paid Media	\$0	\$37,000.00	\$149,330.94	\$0
Training	\$0	\$18,000.00	\$72,102.29	\$0
Information System	\$0	\$1,000.00	\$5,000.00	\$0
Impaired Driving Other Prob	\$0	\$4,000.00	\$14,574.26	\$0
<b>Total for FAST-ACT 405d Programs</b>	<b>\$0</b>	<b>\$157,000.00</b>	<b>\$626,393.03</b>	<b>\$0</b>
<b>FAST-ACT 405e Distracted Driving</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Distracted Driving Enforcement	\$28,000.00	\$82,000.00	\$357,062.00	\$0
Driver Education	\$45,000.00	\$16,000.00	\$126,781.82	\$0



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<b>FAST-ACT 405e Distracted Driving</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Paid Media	\$0	\$254,000.00	\$645,691.42	\$0
Special Occupant Protection	\$0	\$25,000.00	\$200,000.00	\$0
Traffic Records	\$0	\$0	\$250,000.00	\$0
<b>Total for FAST-ACT 405e Programs</b>	<b>\$73,000.00</b>	<b>\$377,000.00</b>	<b>\$1,579,535.30</b>	<b>\$0</b>
<b>FAST-ACT 405f</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Motorcycle Safety Awareness	\$8,000.00	\$10,000.00	\$9,090.73	\$0
Motorcycle Safety Training	\$4,000.00	\$1,000.00	\$47,613.74	\$0
<b>Total for FAST-ACT 405f Programs</b>	<b>\$12,000.00</b>	<b>\$11,000.00</b>	<b>\$56,704.47</b>	<b>\$0</b>
<b>BIL 402</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Planning and Administration	\$355,000.00	\$174,000.00	\$424,577.00	\$0
Alcohol	\$184,000.00	\$54,000.00	\$0	\$74,000.00
Motorcycle Safety	\$25,000.00	\$0	\$0	\$10,000.00
Occupant Protection	\$70,000.00	\$3,000.00	\$0	\$28,000.00
Pedestrian/Bicycle Safety	\$2,000.00	\$0	\$0	\$1,000.00
Police Traffic Services	\$362,000.00	\$34,000.00	\$0	\$145,000.00
Driver Education	\$8,000.00	\$1,000.00	\$0	\$3,000.00
Safe Communities	\$1,123,000.00	\$159,000.00	\$2,407,491.62	\$448,000.00
Pupil Transportation Safety	\$36,000.00	\$2,000.00	\$0	\$15,000.00
Speed Enforcement	\$532,000.00	\$92,000.00	\$0	\$213,000.00
Paid Media	\$525,000.00	\$119,000.00	\$0	\$210,000.00
Traffic Records	\$80,000.00	\$0	\$0	\$32,000.00
Special Occupant Protection	\$135,000.00	\$16,000.00	\$0	\$54,000.00
<b>Total for BIL 402 Programs</b>	<b>\$3,437,000.00</b>	<b>\$654,000.00</b>	<b>\$2,832,068.62</b>	<b>\$1,233,000.00</b>
<b>BIL 405b Occupant Protection</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
High Visibility Enforcement	\$174,000.00	\$67,000.00	\$339,108.52	\$0
Training	\$40,000.00	\$0	\$0	\$0
Public Education	\$85,000.00	\$0	\$0	\$0
Child Passenger Safety	\$48,000.00	\$5,000.00	\$0	\$0
Child Seats	\$26,000.00	\$4,000.00	\$0	\$0
<b>Total BIL 405b Programs</b>	<b>\$373,000.00</b>	<b>\$76,000.00</b>	<b>\$339,108.52</b>	<b>\$0</b>
<b>BIL 405c</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Traffic Safety Information Program	\$768,000.00	\$0	\$391,567.35	\$0
<b>Total for BIL 405c Programs</b>	<b>\$768,000.00</b>	<b>\$0</b>	<b>\$391,567.35</b>	<b>\$0</b>

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<b>BIL 405d Impaired Driving</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
High Visibility Enforcement	\$1,080,000.00	\$103,000.00	\$1,304,771.50	\$0
Coordinator	\$82,000.00	\$10,000.00	\$0	\$0
Paid Media	\$516,000.00	\$60,000.00	\$50,000.00	\$0
Training	\$151,000.00	\$23,000.00	\$22,000.00	\$0
Impaired Driving Other Prob	\$51,000.00	\$5,000.00	\$11,000.00	\$0
<b>Total for BIL 405d Programs</b>	<b>\$1,880,000.00</b>	<b>\$201,000.00</b>	<b>\$1,342,771.50</b>	<b>\$0</b>
<b>BIL 405e Distracted Driving</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Distracted Driving Enforcement	\$4,395,000.00	\$0	\$2,264,543.74	\$0
Driver Education	\$106,000.00	\$0	\$354,000.00	\$0
Paid Media	\$954,000.00	\$0	\$0	\$74,000.00
Special Occupant Protection	\$67,000.00	\$0	\$37,000.00	\$0
Traffic Records	\$162,000.00	\$0	\$112,000.00	\$0
<b>Total BIL 405e Programs</b>	<b>\$5,684,000.00</b>	<b>\$0</b>	<b>\$2,823,543.74</b>	<b>\$0</b>
<b>BIL 405f</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Motorcycle Safety Awareness	\$80,000.00	\$0	\$38,957.57	\$0
Motorcycle Safety Training	\$3,000.00	\$0	\$3,000.00	\$0
<b>Total BIL 405f Programs</b>	<b>\$83,000.00</b>	<b>\$0</b>	<b>\$41,957.57</b>	<b>\$0</b>
<b>SUPPBIL 402</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Planning & Administration	\$46,000.00	\$0	\$23,000.00	\$0
Safe Communities	\$263,000.00	\$0	\$135,852.62	\$0
<b>Total SUPPBIL 402 Programs</b>	<b>\$309,000.00</b>	<b>\$0</b>	<b>\$158,852.62</b>	<b>\$0</b>
<b>SUPPBIL 405b</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Occupant Protection	\$44,000.00	\$0	\$22,170.54	\$0
<b>Total SUPPBIL 402 Programs</b>	<b>\$44,000.00</b>	<b>\$0</b>	<b>\$22,170.54</b>	<b>\$0</b>
<b>SUPPBIL 405c</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Data Program	\$50,000.00	\$0	\$25,600.24	\$0
<b>Total SUPPBIL 405c Programs</b>	<b>\$50,000.00</b>	<b>\$0</b>	<b>\$25,600.24</b>	<b>\$0</b>
<b>SUPPBIL 405d</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Impaired Driving	\$176,000.00	\$0	\$88,038.09	\$0
<b>Total SUPPBIL 405d Programs</b>	<b>\$176,000.00</b>	<b>\$0</b>	<b>\$88,038.09</b>	<b>\$0</b>
<b>SUPPBIL 405e</b>	<b>Approved \$</b>	<b>State/Local \$</b>	<b>Current Balance</b>	<b>Fed Share to Local</b>
Distracted Driving	\$411,000.00	\$0	\$233,706.25	\$0
<b>Total SUPPBIL 405e Programs</b>	<b>\$411,000.00</b>	<b>\$0</b>	<b>\$233,706.25</b>	<b>\$0</b>

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SUPPBIL 405f	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Motorcycle Safety	\$5,000.00	\$0	\$2,743.14	\$0
<b>Total SUPPBIL 405f Programs</b>	<b>\$5,000.00</b>	<b>\$0</b>	<b>\$2,743.14</b>	<b>\$0</b>
<b>Total for all NHTSA Programs</b>	<b>\$13,395,000.00</b>	<b>\$1,995,000.00</b>	<b>\$12,663,340.12</b>	<b>\$1,776,000.00</b>
Other Funding Sources	Approved \$		Current Balance	
Work Zones (WV DOH)	\$18,000.00	N/A	\$200,323.08	N/A
<b>Total for Other Funding Sources</b>	<b>\$18,000.00</b>	<b>N/A</b>	<b>\$200,323.08</b>	<b>N/A</b>
<b>Total for All Programs</b>	<b>\$13,413,000.00</b>	<b>\$1,995,000.00</b>	<b>\$12,833,633.20</b>	<b>\$1,776,000.00</b>

## Bicycle Safety Program

Fortunately, bicyclist fatalities are minimal in West Virginia, and 2021 data showed a decrease from three to zero. The GHSP would like to maintain zero fatalities into 2022 and further into the future.

Bicycle safety messages were spread year-long with messages geared toward bicyclists and drivers while driving alongside bicyclists. School and youth-gearred events are slowly starting to pick up again. 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.

Bicycle safety does not typically garner as much media coverage as other program areas, although the GHSP strives to bring attention to this safety initiative when possible.

Projects for this program were funded with Section 402 funds.



# Distracted Driving Program

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 GHSP's citation data, as well as observations of this behavior noted during the annual seat belt surveys, strongly support the critical need to address distracted driving in West Virginia.



In FFY2022, 3,374 distracted driving citations were issued under GHSP grant-funded enforcement. This constituted a 44.19% increase from FFY2021 totals. The GHSP provided \$172,774 in grant funding to law enforcement throughout the state for distracted driving-specific enforcement, and 110 agencies (including 46 West Virginia State Police detachments) logged 4,523 hours. The GHSP made distracted driving enforcement an emphasis in FFY2022.

In FFY2022, 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:

- 906 cell phone and texting citations
- 325 seat belt or child restraint violations
- 219 speeding citations
- 54 DUI and drug arrests
- 173 driving revoked or suspended violations
- 45 red light or stop sign citations
- 197 total arrests made

These results were accomplished through patrols conducted by 88 law enforcement agencies and 274 participating officers, accounting for 1,900 hours of directed patrols.

Cell phone use while driving is one form of distracted driving. During the GHSP's annual seat belt surveys, observers were asked to capture cell phone use as well. The table below 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, 88.9 percent were using a seat belt, and drivers not using a cell phone were observed using a seat belt 95.6 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, in FFY2022, the GHSP allocated federal funds to Regional Traffic Safety Coordinators (RTSCs) to purchase distracted driving simulators. The RTSCs now have simulators or access to one. The GHSP will also consider conducting a scientific survey focused solely on cell phone use in FFY2023.

Observed Cell Phone Use by Gender and Seat Belt Use				
	Cell Phone Use Number	Percent	No Cell Phone Use Number	Percent
<b>Gender</b>				
Male Driver	467	57.7%	16,377	64.1%
Female Driver	342	42.3%	9,177	35.9%
<b>Seat Belt Use</b>				
Use	719	88.9%	24,419	95.6%
No Use	90	11.1%	1,129	4.4%

# Impaired Driving Program



West Virginia and the GHSP are perpetually focused on reducing impaired driving, and this focus continued in FFY2022. Impaired driving programs have always been and continue to be a priority program, striving to reduce motor vehicle fatalities, injuries, and crashes resulting from alcohol and drug-impaired driving. Using municipal, county, and state law enforcement agencies, along with collaboration from Regional Traffic Safety Coordinators, community partners, and the media, the Impaired Driving Program directly correlates to the West Virginia Impaired Driving Plan.

West Virginia has had a continued focus on reducing impaired driving over the past two decades. 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 (22% of all motor vehicle fatalities). Although there was an increase in 2020, due at least in part to the pandemic, 2021 showed a decrease to a new low not seen since pre-2011. In 2021, West Virginia reported 46 alcohol-impaired fatalities (16% of all motor vehicle fatalities), a decrease of 39% in 2020. Impaired driving arrests made using Highway Safety grant funds declined in FFY2020 by 10%, continuing the downward trend of the past several years.

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 2021, the percentage was 43.85 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 FFY2022 West Virginia Impaired Driving Plan was developed to reduce DUI-related crashes, injuries, and fatalities by using a sustained enforcement effort. It is a continual, multi-year plan that is evaluated annually, with changes made as evidenced.

The FFY2022 plan was developed and guided by GHSP's Impaired Driving Coordinator, a representative of the West Virginia State Police, the state Law Enforcement Liaison, and the state DRE Coordinator. The plan utilizes a comprehensive approach exercising city, county, and state law enforcement agencies, Regional Traffic Safety Coordinators (RTSCs), the enforcement agents of the West Virginia Alcohol Beverage Control Administration (ABCA), community agencies, schools, colleges and universities, and various media. The plan covers all 55 counties via a comprehensive and sustained manner using the following categories:

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

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 requisite knowledge and skills to detect, arrest, and prosecute impaired drivers.

Specific sustained DUI Enforcement tactics that were utilized in FFY2022 are listed on page 20.

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## DRIVE SOBER OR GET PULLED OVER

West Virginia participates in NHTSA's National Drive Sober or Get Pulled Over (DSOGPO) campaign during the Christmas and Labor Day holiday periods. Additionally, the GHSP has designated High Visibility Enforcement periods established as State Mandated Mobilization periods, which take place around West Virginia Day (June 20), 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 activity in each of their respective areas, and the seven West Virginia State Police Troop Coordinators organize enforcement activity in their target areas, focusing on high-risk days and times for DUI crashes. High-visibility enforcement activities include:

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

### Media

In FFY2022, the holiday campaign was split into a Thanksgiving campaign (November 2021) and a Christmas holiday DSOGPO campaign (December 15, 2021, through January 1, 2022).

The 2021 Thanksgiving campaign garnered 1,821,226 impressions by utilizing \$12,349.66 in Section 405d funds to purchase the following paid digital media:

- *Facebook*
- *Spotify*
- *The Trade Desk*
- *Twitter*

The 2021 Christmas holiday DSOGPO campaign utilized \$168,768 for the following paid media:

- *Billboards*
- *Digital Advertising*
- *Facebook*
- *Google*
- *Radio*
- *Snapchat*
- *Spotify*
- *The Trade Desk*
- *TV Spots*
- *Twitter*

Digital advertising on platforms such as Facebook, Twitter, and The Trade Desk for the 2021 Christmas holiday DSOGPO campaign garnered 10,170,978 impressions. Traditional media buys, including billboards and broadcast, cable, and digital television garnered an estimated 3,269,033 impressions at a cost of \$60,674.65.

Additional media was purchased through West Virginia University (WVU) sports, which included a videoboard feature and radio spots during a men and women's basketball tournament, with a total of 46,078 in attendance. In addition, media was purchased for the Guaranteed Rate Bowl game, with 21,220 in attendance.

During the Labor Day FFY2022 campaign, the GHSP shifted its focus to highlight the dangers of driving impaired by drugs, not only alcohol. The Labor Day media campaign, from August 17 through September 5, 2022, utilized \$66,115.12 of Section 405d funds for billboards and digital advertising on news websites. The paid media buy included:

- *Billboards*
- *Facebook*
- *Spotify*
- *The Trade Desk*
- *TV spots*
- *Twitter*

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Impaired Driving Tactics	Activities
High Visibility Enforcement Activities	Sobriety checkpoints, saturation patrols, directed patrols, and media events occurred throughout FFY2022.
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>Educational brochures were updated and distributed to RTSCs. They will be distributed to the DMV Regional Offices as needed.</p> <p>The GHSP RTSCs presented impaired driving prevention information to groups such as school classes, civic groups, and in public forums.</p> <p>The six GHSP RTSCs 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>The following impaired driving-related training were hosted in FFY2022:</p> <ul style="list-style-type: none"> <li>• <i>DRE Instructor School</i></li> <li>• <i>DRE School</i></li> <li>• <i>ARIDE</i></li> <li>• <i>Several trainings were provided to Prosecutors, Law Enforcement, and Magistrates on alcohol/drug impairment laws.</i></li> </ul>
Drug Recognition Expert Program	In FFY2022, there were 33 Drug Recognition Experts available to conduct drug-impaired driving evaluations prior to April and May 2022. The DRE school in April and May added an additional 12 DREs to the program.
Law Enforcement Recognition & Awareness	<p>In FFY2022, Region 2 held an in-person law enforcement recognition event, and the GHSP held a statewide recognition event, the first since the pandemic began.</p> <p>The Data Tracking and Agency Support Program (DTASP) continued to provide agencies with in-service tools to equip officers for GHSP enforcement.</p>
Community Outreach	<p>Like enforcement activities, community outreach efforts were affected by the pandemic, but more events were scheduled in FFY2022, which increased outreach efforts over the previous year.</p> <p>26 Sobriety Checkpoints were conducted using Highway Safety funds in FFY2022 to spread awareness to the general public on the dangers and consequences of impaired driving and to remove impaired drivers from West Virginia roadways. An additional 118 sobriety checkpoints were funded with CDDP funding.</p>
National & Statewide Enforcement Initiatives	Drive Sober or Get Pulled Over (DSOGPO) HVE Campaigns were held in December 2021 and August/September 2022 (national mobilizations). West Virginia also conducted DSOGPO enforcement over the West Virginia Day (June 2022), Thanksgiving, and July 4th holidays.
Legislation	Senate Bill 130 eliminated the administrative hearing 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 FFY2020 and went into effect July 1, 2020.
Media Activities	<p>Community outreach and media activities were conducted throughout FFY2022. Both activities are not quite back to pre-pandemic levels, but they are steadily increasing. RTSCs distributed press releases and garnered earned media through one-on-one interviews with local media outlets. The GHSP also distributed press releases ahead of national and statewide mobilization efforts. Social media was relied upon to promote DSOGPO messages, especially during National HVE periods.</p> <p>Grant funding also provided paid media including TV, radio, online ads, and billboards.</p>



The digital portion of the media buy, that included Facebook, Twitter, and Spotify, utilized \$55,015.12 of the budget. Digital advertising garnered 12,291,315 impressions.

Additionally, there were 437 broadcast television spots at a total cost of \$30,234. Billboards garnered 1,157,861 impressions at a cost of \$11,100.

Other FFY2022 impaired driving paid media campaigns to mention are:

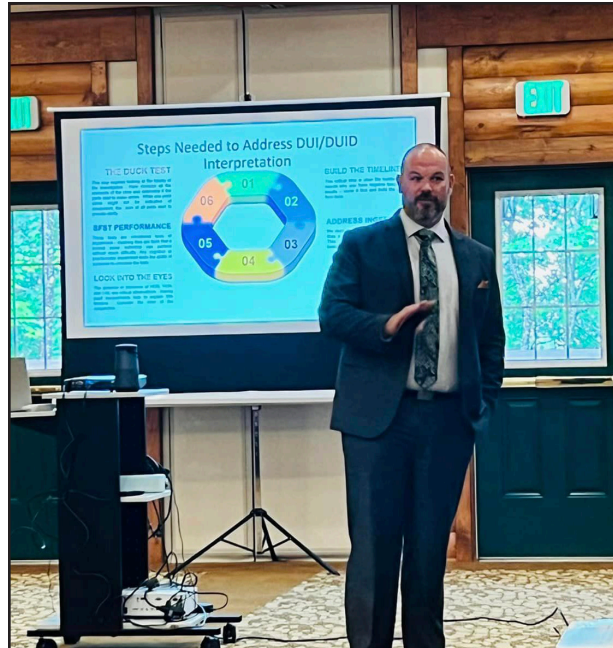
- *Halloween 2021 resulted in 109,880 impressions at a cost of \$565*
- *Super Bowl 2022 resulted in 11,797 impressions at a cost of \$524*
- *St. Patrick's Day from March 17-19, 2022, resulted in 223,556 impressions at a cost of \$998*
- *West Virginia Day (June 20) from June 17-20, 2022, resulted in 165,953 impressions at a cost of \$504*
- *Independence Day from July 1-4, 2022, resulted in 3,305,180 impressions at a cost of \$16,911*

Earned media was also generated year-round by the GHSP and RTSCs presenting impaired driving prevention information through media outlets such as TV, radio, newspaper, and news sites. RTSCs also used community-based events to provide information and gain earned media in FFY2022.

Social media was also utilized heavily to promote awareness messages and to share news articles that focus on the DSOGPO 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



Joseph Jones, System Director for the North Louisiana Criminalistics Laboratory, presents during the 2022 Prosecuting the Drugged Driver course

Driving Prevention (CDDP) via a quarterly application process by any West Virginia law enforcement agency.

## STATE-SPECIFIC IMPAIRED DRIVING PREVENTION

### Commission on Drunk Driving Prevention

The GHSP liaises 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 FFY2022 the CDDP awarded \$580,500 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 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 end of FFY2022 there were 38 DREs. Of these 38 DREs, 15 are Sheriff Department Deputies, 20 are Municipal Police Officers, and 3 are State Police Troopers. In FFY2022, DREs in West Virginia conducted 194 drug evaluations throughout the state, with three stopped or refused by the defendant. This was an average of 5.1 evaluations per DRE. National DRE statistics are based on calendar year (CY). The average number of evaluations per DRE in CY2021 was 3.49, while the state average for the same time period was 5.8.

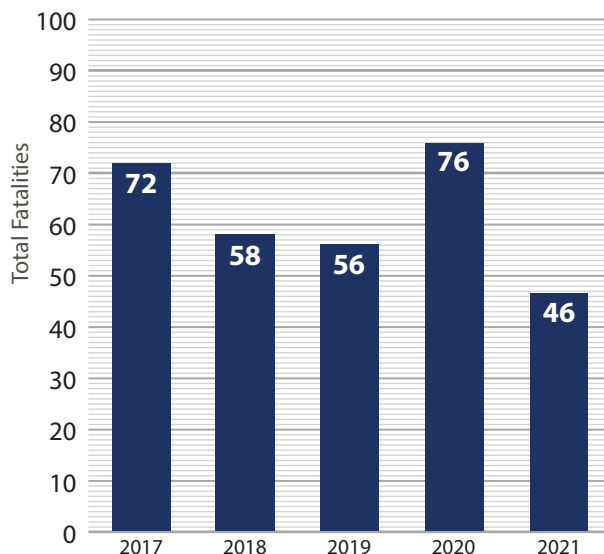
The GHSP hosted a DRE school in April (Phase I and II in WV) and May of 2022 (Phase III in NC). This school certified an additional 12 DREs.

After minimal training was conducted in FFY2021, FFY2022 saw training increase to similar pre-pandemic levels. The following training was conducted:

- *DRE Instructor School*  
1 class, 6 new instructors
- *DRE School*  
1 class, 12 students
- *ARIDE*  
9 classes, 198 students
- *SFST Impaired Driving Week at WVSP Academy*  
Multiple classes/students

### Alcohol-Impaired Driving Fatalities (.08 BAC+)

From 2017 to 2021



### 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 GHSP 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.

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In FFY2020, 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 GHSP. The Board met three times during FFY2022: October 2021, February 2022, and June 2022.

### Traffic Safety Resource Prosecutor

The GHSP fully supports a Traffic Safety Resource Prosecutor (TSRP), allowing consistent and effective training opportunities statewide. In FFY2022, the TSRP was able to work toward providing the same levels of training as pre-pandemic levels, as well as provide additional training virtually and at out-of-state events. The TSRP was also able to attend continuing education opportunities 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. The TSRP also assisted with ARIDE courses conducted throughout FFY2022.

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:

- *Drugged Driving Offenses*
- *Implicit Bias and Traffic Stops*
- *Marijuana Impaired Driving*
- *Medical Cannabis in WV*
- *NHTSA Impaired Driving Programs (including SFST, ARIDE, and DRE programs)*
- *Pleas and Diversions for Impaired Driving Cases*
- *Rolling Stoned (a drug-impaired driving training)*
- *Testimony Labs*
- *Types of Evidence in DUI Cases*
- *Updates to DUI Code*
- *Use of Social Media in Impaired Driving Cases*
- *West Virginia Prosecuting the Drugged Driver (prosecutors and DREs)*

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

In addition to bringing in trainers from other states, the TSRP also participates in training in/ 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.



# Motorcycle Safety Program



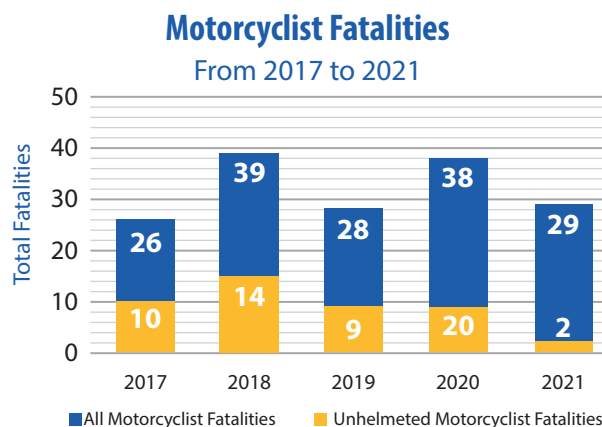
The GHSP utilizes the West Virginia Motorcycle Safety Program (WVMSP) to enhance motorcycle safety awareness, promoting alcohol and drug effect awareness for motorcyclists, rider improvement, licensing improvement, program promotions, and education.

Romney, which caused the training numbers to be lower than this same time last year.

## MOTORCYCLE DATA

Motorcycle registrations for FFY2022 totaled 37,733 with 108,159 West Virginia licensees holding a valid motorcycle endorsement.

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.



## PROGRAM HIGHLIGHTS

The WVMSP participated in multiple motorcycle-related events and rallies in FFY2022 where program promotion, safety training, and media coverage was attained and were promoted by the GHSP on social media:

- *Rod Run and Doo Wop*
- *The McKee's Sky Ranch Vintage Motorcycle Rally*

## SAFETY TRAINING

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

## MEDIA

Paid media activities targeted three different aspects to Motorcycle Safety in West Virginia.

During FFY2022, three course sites were not in operation: Charleston, John Marshall, and

## State-Funded Education and Media Efforts

The MSP evaluated motorcycle fatality data and one of the findings is that more than half of the motorcycle fatalities over the past several years involved a motorcyclist who did not have the proper training or license to operate a motorcycle.

Motorcycle Safety Trainees	Passed	Failed	Pass Rate
Basic Rider Skills	514	29	94.66%
Expert Rider Skills	103	0	100%
3 Wheel Basic Skills	10	0	100%
Mobile Training Unit	7	0	100%

In February 2022, the DMV mailed annual motorcycle registration renewals to motorcycle

*continued on page 25*

owners in West Virginia. State Motorcycle Safety Funds were used to pay for the printing and mailing of an insert to be included with the registrations. The card insert explained where motorists can look on their driver's license to see if they have their Class F Motorcycle Endorsement. If they did not have the endorsement, the insert listed directions on how to obtain their endorsement, how to enroll in a motorcycle safety class, and the name and contact information for the Motorcycle Safety Training Coordinator should they have questions. The reverse side included "Ride Sober or Get Pulled Over" impaired driving prevention messaging. This card insert generated increased calls and questions regarding the rider's license and safety class information.



*Paid Media: Insert included in annual motorcycle registration renewals mailed by the DMV*

During spring 2022 leading up to motorcycle riding season and throughout summer 2022, the WVMSP utilized state funds for various methods to promote motorcycle safety including radio ads and event sponsorships. The primary focus of state-funded motorcycle messaging encouraged current and potential future riders to obtain their motorcycle endorsement by taking the Basic Rider Course (BRC) prior to experiencing riding on our public roads. Secondary messages included helmet use and impaired-free riding. Boosted social media posts were planned; however, classes filled up so quickly, radio was the only medium utilized to drive people to enroll in a class.

## Federally-Funded Media Efforts

The GHSP participated in Motorcycle Safety Awareness Month in May 2022 by sharing messaging to increase motorist awareness of motorcycles, focusing on helping drivers understand common motorcycle driving behaviors, and learn how to drive safely around motorcycles on West Virginia roadways. Billboard locations around the state were chosen in geographic locations designated as scenic motorcycle routes by the West Virginia Department of Tourism with the message, "Look Twice, Save a Life." Boosted social media posts with this message were shared in May as well.

- Social media advertising resulted in 4,466,975 impressions at a cost of \$11,343
- Billboard advertising yielded 384,602 impressions at a cost of \$10,200
- Radio advertising was purchased at a cost of \$15,422

Section 405f funds were used for Motorcycle Safety Awareness Month to increase motorist awareness of motorcycles.



*Paid Media: Artwork for billboards displayed statewide with the motorist awareness message, "Look Twice, Save a Life"*

## 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.

# Occupant Protection Program



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

Unrestrained fatalities decreased from 84 in 2020 to 77 in 2021. Of all passenger vehicle fatalities, unrestrained fatalities accounted for 47% in 2020 and 40% of in 2021. This decrease is likely due, in part, to increased enforcement levels post-pandemic.

Strategic occupant protection tactics that were utilized in FFY2022 are listed on page 28.

## 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 GHSP has also utilized the *Click It or Ticket* (CIOT) campaign to spread OP awareness and enforcement messages in West Virginia.

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 FFY2022, West Virginia also participated in the *Border-to-Border* enforcement initiative during this timeframe.

West Virginia also conducts three mini CIOT enforcement mobilizations throughout the state: October 2021, March 2022, and August

2022. Each was conducted as planned.

Throughout FFY2022, on CIOT and other seat belt enforcement, the following was accomplished:

- 5,264 Seat belt citations
- 11 DUI arrests
- 432 Driving suspended violations
- 85 Driving revoked violations
- 572 Speed citations
- 362 Cell phone/texting citations
- 26 Child safety seat violations
- 40 Felony arrests
- 15 Fugitives apprehended

These were accomplished through patrols and checkpoints by 125 law enforcement agencies, including 52 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 8-24, 2021. We shared awareness messages throughout the state of West Virginia with our campaign specific ads that resulted in 3,730,140 impressions from Spotify, Facebook, Twitter, and The Trade Desk. The total for this campaign was \$18,643.

### March CIOT

Paid media was utilized for our statewide *Click It or Ticket* HVE campaign. Using a total of \$16,378, the GHSP utilized The Trade Desk, Spotify, Facebook, and Twitter to earn 3,796,451 impressions. Several news outlets conducted interviews with the GHSP, resulting in earned media for this mobilization.

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## May CIOT

In October 2021, the GHSP began working with Cardinal Media on our first Local Heroes campaign. Filming was completed in October with media placed during May and into June 2022. Across all media, the GHSP garnered 17,178,353 impressions, with an additional estimated 3,590,000 impressions from radio and small media from still-incoming data. With the additional incoming data, the May CIOT Local Heroes campaign garnered nearly 21,000,000 total impressions.



A Harrison County Sheriff's Deputy participates in the Local Heroes production

The total media budget of \$273,000 was split 75% placed during May 16-31, 2022, and an additional 25% placed from June 6-30, 2022. A statewide campaign was conducted, but emphasis was placed in North Central WV with Monongalia and Harrison Counties and the Southern Coalfields with Mingo and McDowell Counties. Harrison, Mingo, and McDowell had the lowest seat belt use rates in the 2019 annual seat belt survey; at the point of determining locations,

2021 seat belt use survey results had not been finalized. Monongalia County was included due to close proximity to Harrison County and past observations of low seat belt use, although they had a high use rate in 2019.

Media produced for this campaign including customized ads for billboard (7), radio (18), video (28), and banner (20) ads.

Digital advertising through iHeart Digital included streaming audio and audience display ads, as well as YouTube videos and SnapChat. Overall impressions totaled 1,153,904.

Traditional media was also employed to deliver the CIOT Local Heroes message, including broadcast television, terrestrial radio, and billboards. Broadcast television garnered 7,845,737 impressions, with an additional 3,077,186 impressions from cable and digital television.

Impressions for local radio have not been fully tallied as the data is still coming in, mostly due to more targeted, smaller markets being used in the rural counties. Total impressions with Bristol Broadcasting alone were 486,000. Results Radio provided additional banner ad placement, which provided a cumulative value of \$9,970 from an investment of \$3,900. Several local radio stations also promoted the campaign on their website and social media pages, garnering additional impressions.

Total impressions from billboard advertising were 6,620,799. The campaign also garnered an additional 3,500,000 impressions due to extended postings at no charge.

*continued on page 29*



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

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 FFY2022. Activities are finally starting to pick up post-pandemic.
Public Education & Information Activities (Age and Audience-Specific)	<p>The GHSP's OP brochure was updated during spring 2022. 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. Scheduled activities continue to increase post-pandemic and will hopefully return to pre-pandemic levels in FFY2023.</p> <p>Most OP and CPS activities are hosted in spring and summer. Typical events where OP and CPS PI&amp;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>The GHSP was able to host five CPS Technician Certification Courses and two CPS Technician Renewal Courses during the year.</p> <p>Law Enforcement Officers who participate in GHSP grant-funded activities are required to adhere to their department's OP regulations.</p>
Child Passenger Safety Program Technicians	<p>45 Permanent Child Safety Seat Fitting Stations were maintained in 26 of 55 counties to ensure parents and caregivers have one-on-one assistance on how child safety seats are properly installed. The GHSP continues to increase its roster of certified Child Passenger Safety Technicians (CPSTs) and get closer to pre-pandemic levels. In FFY2022, there were 221 CPTs in 35 counties.</p> <p>35 Child Safety Seat Education Events were hosted in FFY2022 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>One (Region 2) regional recognition event was held in FFY2022. A statewide recognition event was also held, the first since the pandemic.</p> <p>The Data Tracking and Agency Support Program (DTASP) continued to provide agencies with in-service tools to equip officers for GHSP enforcement.</p>
Community Outreach	Community outreach events continued to increase post-pandemic but are not yet back to previous levels.
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 2022.</p>
Participation in OP Legislation <i>There have not been any occupant protection-related legislative changes since FFY2013.</i>	<p>There have not been any occupant protection-related legislative changes since FFY2013.</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>RTSCs used a variety of events to partner with schools and community groups to spread safety messages that generated news 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 station 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>

## August CIOT

Using a total of \$16,545, the GHSP utilized The Trade Desk, Spotify, Facebook, and Twitter to earn 4,079,042 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.

Additionally, throughout the four CIOT campaigns in FFY2022, RTSCs spent more than \$32,000 on regional media buys, using television, radio, billboards, digital, social media, and other promotions. Impressions totaled 8,314,411.

The RTSCs were also provided with free advertising space, earning more than \$25,675 in earned media through television spots (\$5,425), radio spots (\$17,500) and billboard space (\$2,750), totaling 9,759,359 impressions.

## Seat Belt Survey

In FFY2022, 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

FFY2020 due to the COVID-19 pandemic. The seat belt use rate fell from 88.12% in CY2021 and rose to 92.5% in CY2022.



*Paid Media: Digital ads for social media for statewide Click It or Ticket HVE mobilizations throughout the year*

## CHILD PASSENGER SAFETY PROGRAM

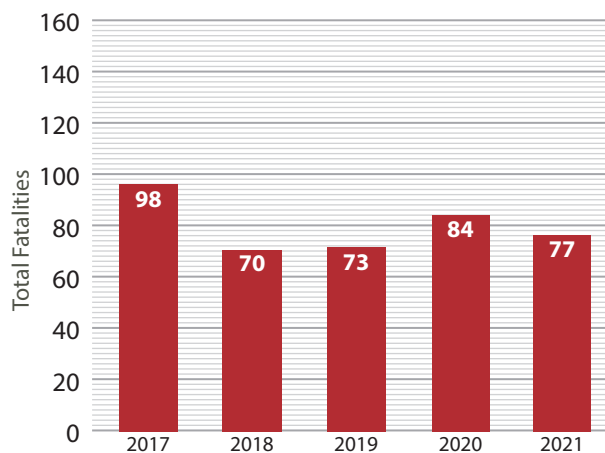
To combat the non-use and misuse of Child Passenger Safety (CPS) seats, 45 permanent fitting stations were available across the State. FFY2022 ended with 221 CPS Technicians statewide, including 8 CPST Instructors, which was an increase of more than 60 CPS Technicians from the end of FFY2021.

CPS programs in FFY2022, primarily funded with Section 405b funds, were utilized for fitting station supplies, clinics, courses, and child safety seats. Approximately 175 child safety seats were purchased in FFY2022.

Spring and summer saw several trainings conducted. Five CPST Certification Courses and two CPST Renewal Courses were held with only one class cancelled in FFY2022, which is similar to pre-pandemic course levels. Between the seven courses, 67 new CPSTs were certified and 16 former CPSTs were recertified. In past years, the CPS Program created a continuing education course for current CPSTs to complete their six required CEUs for recertification. No continuing

## Unrestrained Passenger Fatalities

From 2017 to 2021





education classes were created or conducted in FFY2022, but plans are being made to get back on track in FFY2023. West Virginia’s CPST recertification rate in FFY2022 was 30.8%, which is slightly higher than the FFY2021 rate of 28.2%. The GHSP is working to continue to increase the number of CPSTs and maintain existing CPSTs into FFY2023.

### Checks & Installations

Approximately 898 child safety devices were checked in FFY2022 and another 178 car seats were provided to low-income families. These numbers are lower than FFY2021 totals, but the GHSP is continuing to rebuild its program and educational opportunities post-pandemic. Approximately 35 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.

Seven seat check events were held during National CPS Week, September 18-24, 2022, which is an increase from last year, as none were held due to the pandemic.



New CPSTs participate in a car seat check event in Princeton in July

### CPS Fitting Stations

The CPS Program was able to maintain 45 fitting stations through the end of FFY2022, with plans for additional stations to be added in early FFY2023.

### CPS Media

Approximately \$13,038.48 of Section 405b funds were spent on media for Twitter, The Trade Desk, and Spotify leading up to and including National CPS Week. The campaign yielded 1,834,734 impressions statewide.

Non-promoted posts on Facebook and Twitter were also utilized to promote awareness throughout the year and during National CPS Week.

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 CPS and seat belt activities.

Free advertising space was also provided to RTSCs, earning more than \$20,000 in earned media through television spots, radio spots, and billboard space, totaling 2,794,240 impressions.

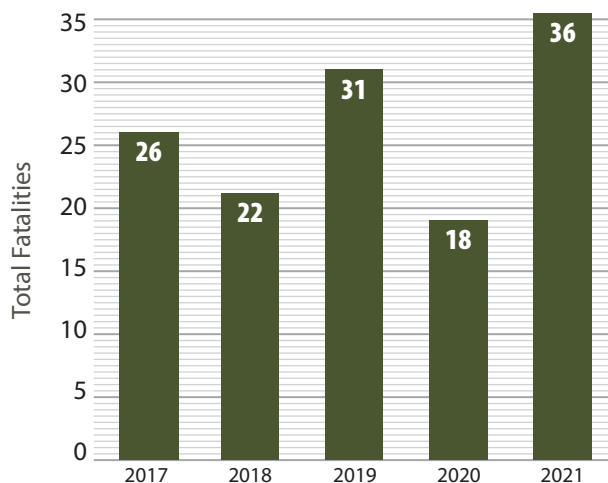


Region 2 Coordinator Beau Evans and Region 2 Assistant Kara Damron participate in a "Back to School Bash" at Spring Valley High School in August

# Pedestrian Safety Program

The number of pedestrian fatalities doubled from 2020 to 2021, 18 to 36. This is the highest number of pedestrian fatalities in West Virginia since before 2011. The previous year was the lowest number of pedestrian fatalities since pre-2011. While this is a significant increase over 2020 totals, compared to the pre-COVID 2019 pedestrian fatalities of 31, it's not a large increase. The 36 pedestrian fatalities account for 12.9% of the State's total vehicle crash fatalities.

**Pedestrian Fatalities**  
From 2017 to 2021



While there are many variables involved in each crash, the significant increase between 2020 and 2021 is still directly attributable to the pandemic. Vehicle miles traveled were down in 2020, as were pedestrian fatalities, but with society now fully reopened, an increase in fatalities was expected but perhaps not to this extent. The GHSP believes continued, consistent pedestrian safety education is necessary to work on decreasing this number. This is mainly accomplished through safety presentations, given to various age groups on a variety of traffic safety topics including pedestrian safety, as well as educating drivers to pay attention and be aware of pedestrians. 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.

The GHSP 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 GHSP or one of the regional offices to discuss the issues as well as applicable state laws.

October is Pedestrian Safety Month, and in October 2021, the GHSP planned a small social media buy for pedestrian safety awareness. With \$510 spent on the buy, there were four boosted posts on Facebook that resulted in 211,823 impressions.

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 (Section 405e 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.



# 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 GHSP conducted its annual *Target Red* campaign August 1-15, 2022. During the campaign, the GHSP, primarily through its Regional Traffic Safety Programs, funded enforcement patrols, public information and education materials, and media.

A total of 22 law enforcement agencies participated statewide in the August *Target Red* campaign, with 349.5 hours worked, and 287 citations issued for running red lights and stop signs. There were 139 other citations written during the campaign for speeding, non-use of seat belts, and cell/texting, as well as citations for motorcycles and failure to yield. Also occurring during the campaign were one felony arrest, five misdemeanor arrests, one drug arrest, and one fugitive arrest. Citations were issued for 21 Driving on Suspended or Revoked license violations. Participation in *Target Red* enforcement has not fully returned to pre-pandemic levels.

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 2021, speed-related fatalities comprised 24% of all motor vehicle fatalities in West Virginia; 67 of the state's motor vehicle fatalities were a direct result of speeding. This is up from 22% in 2020 but still down from 32% in 2019. From 2014 to 2016, speed-related fatalities were cut in half from the previous five years, but since 2017, they have been trending upward once again, with only a momentary decrease in 2020.

In FFY2022, the GHSP funded enforcement and saturation patrols for speed/aggressive driving efforts to reduce speed-related crash fatalities; 134 law enforcement agencies participated, including 50 West Virginia State Police detachments, logging 9,635 hours and issuing 10,710 speed citations.

Speed/aggressive driving enforcement increased from FFY2021 to FFY2022, with an increase in the number of hours worked and the number of speed citations written. This may be due, in part, to creating two designated speed enforcement mobilizations statewide: July 15-31, 2022, and September 2-18, 2022. Highway Safety grant funds were also used to purchase 25 radars or lidars for law enforcement agencies throughout West Virginia.

In FFY2022, 47 law enforcement agencies, including 32 West Virginia State Police detachments, participated in Work Zone Safety enforcement, working 2,122.5 hours at a cost of \$83,981 in grant funds issued to the GHSP by the West Virginia Division of Highways.

Two speed enforcement media buys occurred, one in July 2022 and one in September 2022 to coincide with statewide Speed Mobilizations. In July, billboards were utilized at a cost of \$20,839, resulting in 1,351,659 impressions. In September, a total of \$4,126 was spent on Twitter, Facebook, and Spotify ads, resulting in 887,193 impressions.

## Additional Traffic Safety Media

The Teen Driver Safety Week media buy in October 2021 cost \$580. Ads placed on Google and Facebook resulted in 80,060 impressions.

The GHSP also funded a small media buy in May 2022 for *Move Over* awareness. The \$967 buy resulted in 340,928 impressions garnered on Facebook and Twitter posts.

# Regional Programs & Coordinators

The GHSP has divided the state's 55 counties into eight regions based on geography and demographics. Prior to FFY2019, 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 GHSP 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.

In FFY2019 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 GHSP 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: Major John Garten  
 Counties: Calhoun, Clay, Gilmer, Kanawha, Ritchie, Roane, and Wirt

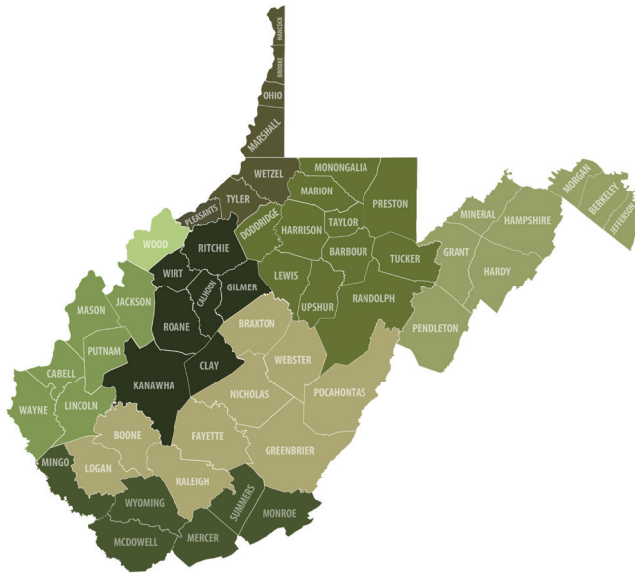
**Additional Grantees:** Kanawha County Commission

## 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: Major John Garten  
 Counties: Wood



## Region 4 - Regional Traffic Safety Program Grantee: City of Wheeling

Northern Regional Highway Safety Office Coordinator: Melissa Taylor/Sean Snyder  
 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 GHSP in accordance with Federal and State rules, regulations, and guidelines. Funding for the position is 50 percent State and 50 percent Federal.

## **Transportation Division Manager | Barbara Lobert**

The Transportation Division 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 Senior | Amy Boggs**

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

## **Community Development Specialist | Heather Kessel**

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

## **Community Development Specialist | Steven Jarvis**

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

## **Database Administrator | Tyler Thaxton**

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

## **Business Operations Assistant Senior | Trish Anderson**

This position is the Administrative Assistant to the Director and GHSP Office Manager. Funding is 50 percent Federal and 50 percent State.

## **Public Information Specialist | Aimee Cantrell**

This position serves as the primary spokesperson for the GHSP 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.

## **Business Operations Assistant Senior | Donnie Hale**

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

## **Business Operations Assistant Senior | Mary Jarrell**

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

## **Accountant/Auditor Senior | William King**

This position serves as the Fiscal Officer for the GHSP. 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 GHSP. 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 GHSP 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 | Tiffany Hart**

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 | Sgt. 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

FY22 WV GOVERNORS HIGHWAY SAFETY PROGRAM MONTHLY GRANT LISTING REPORT				SEPTEMBER 30, 2022					
				ADJUSTED	FINAL	FINAL	GRANTEE TOT	M	T/GRANTEE
				AWARD	EXPENSES	BALANCE	EXP TO DATE	% SPENT	% SPENT
BIL 405E	1GHSP	DISTRACTED DRIVING	FA405ETR	200,000.00	0.00	200,000.00		N/A	
BIL 405E	1GHSP	DISTRACTED DRIVING	FA405EDE	100,000.00	0.00	100,000.00		N/A	
BIL 405E	1GHSP	DISTRACTED DRIVING	FA405EPM	704,000.00	0.00	704,000.00		N/A	
BIL 405E	1GHSP	DISTRACTED DRIVING	FA405ESO	70,000.00	0.00	70,000.00		N/A	
BIL 405E		TOTAL BIL FA405E		2,823,543.74	0.00	2,823,543.74	0.00	N/A	0.00%
BIL 405F	1GHSP	MOTORCYCLE SAFETY	FA405FMT	5,000.00	0.00	5,000.00		N/A	
BIL 405F	1GHSP	MOTORCYCLE SAFETY	FA405FMA	36,957.57	0.00	36,957.57		N/A	
BIL 405F		TOTAL BIL FA405F		41,957.57	0.00	41,957.57	0.00	N/A	0.00%
BILL	BILL	TOTAL UNAWARDED BIL GRANTS		7,771,017.30	0.00	7,771,017.30	0.00	N/A	0.00%
SUPPBIL 402	1GHSP	PLANNING & ADMIN	FA402PA	23,000.00	0.00	23,000.00		N/A	
SUPPBIL 402	1GHSP	SAFE COMMUNITIES	FA402SA	135,852.62	0.00	135,852.62		N/A	
SUPPBIL 402		TOTAL BIL FA402		158,852.62	0.00	158,852.62	0.00	N/A	0.00%
SUPPBIL 405B	1GHSP	OCCUPANT PROTECTION	FA405BOP	22,170.54	0.00	22,170.54	0.00	N/A	0.00%
SUPPBIL 405C	1GHSP	DATA PROGRAM	FA405C	25,600.24	0.00	25,600.24	0.00	N/A	0.00%
SUPPBIL 405D	1GHSP	IMPAIRED DRIVING MID	FA405D	88,038.09	0.00	88,038.09	0.00	N/A	0.00%
SUPPBIL 405E	1GHSP	DISTRACTED DRIVING	FA405E	223,706.25	0.00	223,706.25	0.00	N/A	0.00%
SUPPBIL 405F	1GHSP	GHSP MOTORCYCLE SAFETY	FA405F	2,743.14	0.00	2,743.14	0.00	N/A	0.00%
SUPPBIL		TOTAL UNAWARDED SUPPBIL GRANTS		521,110.88	0.00	521,110.88	0.00	N/A	0.00%
BIL/SUPPBILL	BIL/SUPPBILL	TOTAL UNAWARDED BIL & SUPPBIL GRANTS		8,292,128.18	0.00	8,292,128.18	0.00	N/A	0.00%
NHTSA	FED GRANTS	TOTAL FEDERAL NHTSA AWARDS		7,209,208.00	4,673,277.22	2,535,930.78	4,673,277.22	64.82%	64.82%
NHTSA	FED GRANTS	TOTAL UNAWARDED FUNDS		9,937,667.97	0.00	9,937,667.97	N/A	N/A	N/A
NHTSA	FED GRANTS	TOTAL FEDERAL NHTSA GRANTS		17,146,875.97	4,673,277.22	12,473,598.75	4,673,277.22	64.82%	64.82%
				0.00		0.00	0.00		
DOHW	2HUNT22	CITY OF HUNTINGTON	DOHW	10,000.00	9,169.86	830.14	9,169.86	91.70%	91.70%
DOHW	4WHEEL22	CITY OF WHEELING	DOHW	25,000.00	14,340.68	10,659.32	14,340.68	57.36%	57.36%
DOHW	5CLARK22	CITY OF CLARKSBURG	DOHW	5,000.00	0.00	5,000.00	0.00	N/A	N/A
DOHW	6JEFF22	JEFFERSON CO COMM	DOHW	15,000.00	0.00	15,000.00	0.00	N/A	N/A
DOHW	7BECK22	CITY OF BECKLEY	DOHW	20,000.00	19,989.01	10.99	19,989.01	99.95%	99.95%
DOHW	8CHAS22	CITY OF CHARLESTON	DOHW	30,000.00	2,214.08	27,785.92	2,214.08	7.38%	7.38%
DOHW	10WVSP22	WV STATE POLICE	DOHW	30,000.00	25,497.28	4,502.72	25,497.28	84.99%	84.99%
DOHW	14MERC22	MERCER CO COMM	DOHW	20,000.00	179.34	19,820.66	179.34	0.90%	0.90%
DOHW	18MRGTN22	CITY OF MORGANTOWN	DOHW	10,000.00	6,667.35	3,332.65	6,667.35	66.67%	66.67%
DOHW	19MORG22	MORGAN CO COMM	DOHW	5,000.00	1,349.41	3,650.59	1,349.41	26.99%	26.99%
DOHW	20KANS22	KAN CO COMM SHERIFFS	DOHW	10,000.00	2,745.25	7,254.75	2,745.25	27.45%	27.45%
DOHW	DOHWZ	TOTAL DOHWZ AWARDS		180,000.00	82,152.26	97,847.74	82,152.26	45.64%	45.64%
DOHW	DOHWZ	TOTAL UNAWARDED FUNDS		102,475.34	0.00	102,475.34	N/A	N/A	N/A
DOHW	DOHWZ	TOTAL DOHWZ GRANTS		282,475.34	82,152.26	200,323.08	82,152.26	45.64%	45.64%
						0.00			
ALL		TOTAL HIGHWAY SAFETY AWARDS		7,389,208.00	4,755,429.48	2,633,778.52	4,755,429.48	64.36%	64.36%
ALL		TOTAL UNAWARDED FUNDS		10,040,143.31	0.00	10,040,143.31	N/A	N/A	N/A
ALL		TOTAL HIGHWAY SAFETY GRANTS		17,429,351.31	4,755,429.48	12,673,921.83	4,755,429.48	64.36%	64.36%
						0.00			
FED		TOTAL PAID MEDIA (MEMO)		2,403,480.71	1,405,433.14	998,047.57	1,405,433.14	58.47%	58.47%

# Notes

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West Virginia Governor's Highway Safety Program  
Annual Report ■ Federal Fiscal Year 2022  
Submitted December 27, 2022

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