

WEST VIRGINIA Highway Safety Plan



WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

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FISCAL YEAR
2023

OCTOBER 1, 2022 | SEPTEMBER 30, 2023

West Virginia Highway Safety Plan

Federal Fiscal Year 2023

prepared for

U.S. Department of Transportation National Highway Traffic Safety Administration
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June 30, 2022

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Executive Summary

On behalf of Everett Frazier, Commissioner of the Division of Motor Vehicles (DMV) and the Governor's Representative for Highway Safety, we are pleased to present the Federal Fiscal Year (FFY) 2023 West Virginia Highway Safety Plan (HSP), which will serve as a guide for improving the safety of all motorists on West Virginia's roadways. It also will detail our efforts to reduce traffic-related fatalities and injuries.

The Governor's Highway Safety Program (GHSP), a section within DMV, developed this comprehensive HSP to address the considerable challenges facing the State in FFY2023. The FFY2023 HSP sets the priorities and performance targets for the upcoming year to address these challenges.

Since FFY2014, the GHSP has focused on the basics with more direct involvement in the various activities and priorities, a practice that will continue again in FFY2023. The priorities for FFY2023 will be occupant protection, impaired driving, regional traffic safety programs, speed, distracted driving, motorcycle/ all-terrain vehicle (ATV) safety, traffic records, and the coordination of law enforcement, State, community, and the private-sector. Programs for teen drivers are addressed within the first three priorities.

Our focus and collective efforts have paid off, as over the 10-year period from 2011 to 2020:

- Young drivers (ages 15 to 20) involved in fatal crashes have decreased by 52 percent.
- Speeding fatalities have declined by 47.8 percent.
- Unbelted fatalities have fallen by 32.6 percent.
- Traffic fatalities have declined by 21 percent.
- Alcohol-impaired fatalities have decreased by 18.27 percent.

The GHSP, along with our highway safety partners and advocates, has worked tirelessly to raise the seat belt use rate from 49.5 percent in 2000 to historic high rates over 90 percent in 2018 and again in 2019 (90.5 and 90.2 respectively). This level of seat belt use and the decline in unbelted fatalities (53.9 percent from 2009 to 2018) is a direct result of the passage of a primary seat belt law that went into effect as of July 1, 2013, and the annual statewide Click It or Ticket campaign (CIOT) that emphasizes enforcement and media outreach. No seat belt survey was conducted in 2020 due to the COVID-19 pandemic, and the 2021 survey conducted during the pandemic saw usage rates dip to 88.1 percent. The GHSP will continue to review the seat belt programs and campaigns to determine the successful elements. In addition, the GHSP will continue to focus on appropriate solutions to address the male population that continues to have low usage rates.

Keeping children safe on West Virginia's roadways is a priority for the GHSP, and Child Passenger Safety (CPS) will continue to be an integral part of the GHSP Occupant Protection Program. West Virginia's CPS Program provides educational materials, training, and needed supplies to fulfill this mission. Data involving misuse and nonuse of CPS devices in West Virginia is not always easily accessible. To better track this data, the GHSP plans to encourage usage and implementation of the National Digital Car Seat Check Form (NDCF) with Child Passenger Safety Technicians (CPST) and fitting stations statewide, and to conduct a statewide nonscientific CPS use rate survey in FFY2023 to more adequately determine the needs of West Virginia's children. Currently, West Virginia has 44 permanent fitting stations and there are 168 CPSTs statewide, and 8 CPST Instructors (176 total), which is an overall increase of 23 from last year.

During the pandemic in 2020, alcohol-related fatalities at a blood alcohol content level (BAC) of 0.08 and above comprised 28.5 percent of all traffic fatalities versus 21.5 percent in 2019 and 19.4 percent in 2018. The vast majority of alcohol-related fatalities occur at night in single-vehicle, run-off-the-road crashes. The GHSP Law Enforcement Liaison (LEL) Office will continue to reach out to law enforcement agencies about this problem. A statewide Driving Under the Influence (DUI) task force, formed to implement the Impaired Driving Strategic Plan, also focuses on this issue and includes the West Virginia State Police, local law enforcement agencies, GHSP, other State and community agencies, and advocacy groups. West Virginia's Evidence-Based Traffic Safety Enforcement Program, now referred to as the Traffic Safety Enforcement Program (TSEP) by the National Highway Traffic Safety Administration (NHTSA) is detailed in Section 1.7 and in Section 3.0.

West Virginia became a Drug Evaluation Classification (DEC) State in 2013. Joey Koher of the Huntington, West Virginia Police Department was named as the State Drug Recognition Expert (DRE) Coordinator the same year. Since this time, the number of DREs in the State has increased from 4 to 44 certified DREs as of June 2022. The GHSP oversees the DRE program with the goal to make a certified DRE available within one hour of every county seat of the State's 55 counties. As a result of increasing the number of DREs and an aggressive training program focused on Advanced Roadside Impaired Driving Enforcement (ARIDE) and Standard Field Sobriety Test (SFST) refresher training, drug-related impaired driving arrests have increased from 9 percent of all arrests in 2013 to over 36.53 percent of all arrests at the end of 2021.

The Federal transportation law, Fixing America's Surface Transportation (FAST) Act, requires States to develop and implement the highway safety program using performance measures. State Highway Safety Offices and Departments of Transportation must coordinate and have identical HSP and Highway Safety Improvement Program (HSIP) targets for the three common performance measures (i.e., fatalities, fatality rate, and serious injuries). This link is to harmonize performance measures that are common across programs of Department of Transportation (DOT) agencies to ensure the highway safety community is provided uniform measures of progress. The recently passed Bipartisan Infrastructure Law (BIL) continues the Section 405 National Priority Safety Program that includes occupant protection, State traffic safety information systems, impaired driving countermeasures, motorcyclist safety, distracted driving, nonmotorized safety, and adds two new grant programs on preventing roadside deaths, and driver and officer safety education.

The GHSP will continue to implement the HSP primarily through funding to the seven Regional Traffic Safety Programs and one Regional Law Enforcement Program that cover all 55 counties. While these regional programs must focus on the State's priority issues, they also are allowed some flexibility in funding projects that are more specific to their particular location, such as the ATV crashes that are more common in the southern and southwestern parts of the State. The GHSP will continue to support and promote efforts to improve safety for all road users through a focus on occupant protection, impaired driving, and other laws that increase safety on roadways in West Virginia.

1.0 West Virginia Governor's Highway Safety Program Overview

1.1 Mission Statement

The mission of the GHSP is to reduce crashes, injuries, and fatalities on West Virginia's roadways by encouraging, promoting, and supporting highway safety throughout the State.

The GHSP was created by Executive Order 6-A 67, issued on October 10, 1967. In January 1972, the program was transferred to the Office of Governor by Executive Order 2-72. On July 1, 1977, by Executive Order 4-77, the GHSP was transferred to the Governor's Office of Economic and Community Development (GOECD) renamed Governor's Office of Community and Industrial Development (GOCID) by Executive Order 1-85 issued on November 21, 1985, and again in 1992 to the West Virginia Development Office. On November 12, 1993, the GHSP was transferred to the Department of Military Affairs and Public Safety by Executive Order 6-93. On February 1, 1998, Governor Cecil Underwood transferred the responsibility of the GHSP from the Department of Military Affairs and Public Safety to its present location at the Division of Motor Vehicles of the West Virginia DOT.



1.2 GHSP Staff and Responsibilities

Division Director (Bob Tipton)

The Division 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.

Division Manager (Barbara Lobert)

The Division Manager is responsible for administration of all Federal highway safety funding. The position also is 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 Child Passenger Safety Coordinator and the Pedestrian/Bicycle Coordinator. The position also is responsible for Drowsy Driving programming/activities. 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 Impaired Driving Coordinator. This position also is responsible for programming/activities addressing Speed and Young Drivers. Funding is 100 percent Federal.

Community Development Specialist (Vacant)

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

Database Administrator (Tyler Thaxton)

The Traffic Records Coordinator performs technical and analytical research to obtain statistics, conducts evaluation, and oversees E-citation and Report Beam projects. The traffic safety data collected by the Coordinator is reported to the GHSP and other agencies. This position serves as Chair of the Traffic Records Coordinating Committee. Funding is 100 percent Federal.

Public Information Specialist (Aimee Cantrell)

The Public Information Specialist serves as the primary spokesperson for the GHSP and is responsible for public relations and event planning. This position 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 (Trish Anderson)

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

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.

Highway Accountant/Auditor II (Tonya Smith)

This position is the Assistant to the Fiscal Officer for 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. This individual serves as the Project Director of the Data Tracking and Agency Support (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.

DTAS Program Assistant (Joann Capehart)

This position provides part-time clerical support to the DTAS Program and its Coordinator.

DRE Program Coordinator (Joey Koher)

This position coordinates the statewide Drug Recognition Expert (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 Law Enforcement Liaison (LEL) in law enforcement training, and is funded through the LEL grant with the City of Beckley.

Figure 1.1 shows a visual representation of the organization of the GHSP, and Figure 1.2 shows where the GHSP fits within the DMV.

Figure 1.1 Governor’s Highway Safety Program

The Governor’s Highway Safety Program (GHSP)
Organizational Chart from the Governor to Program Employees

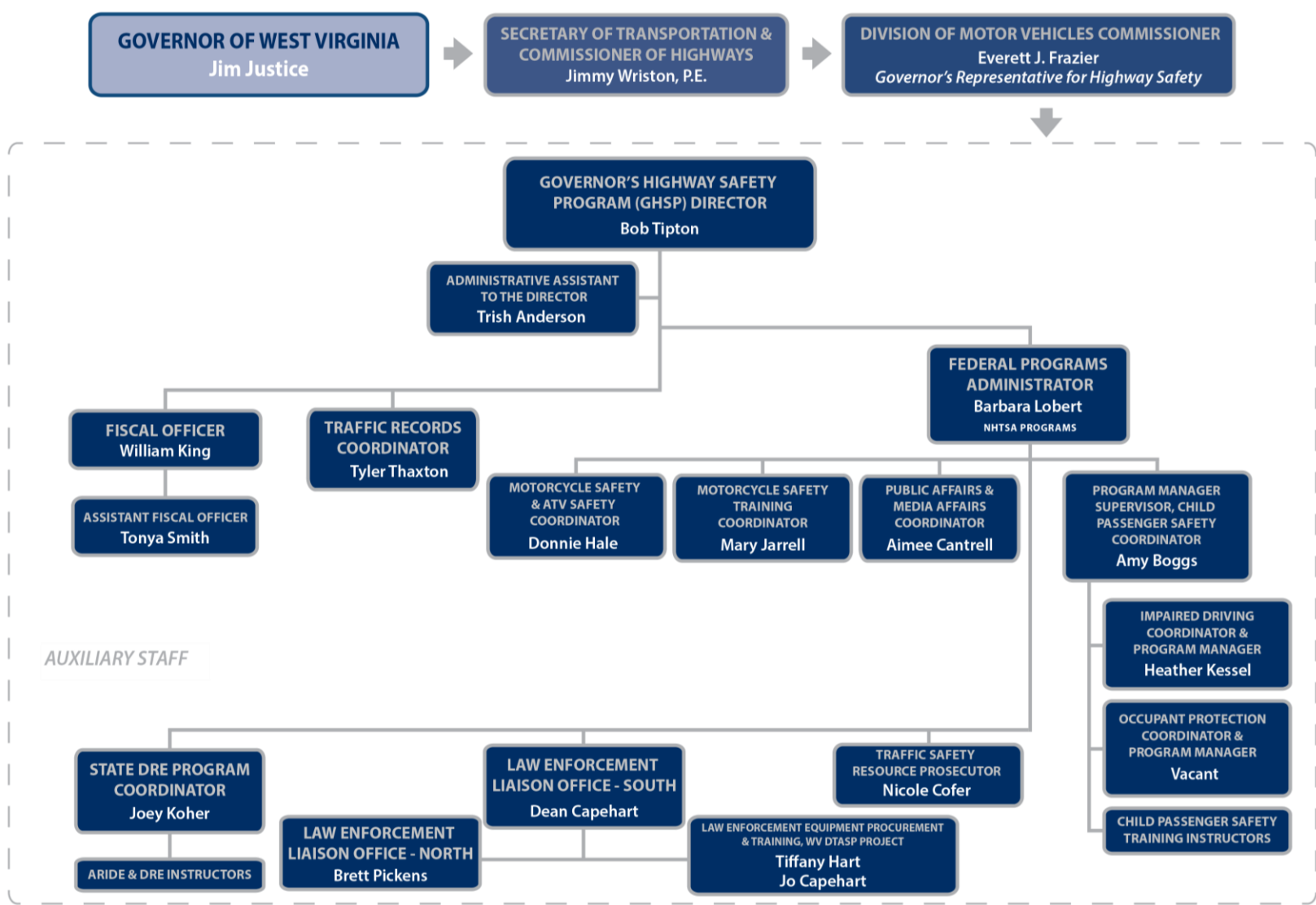
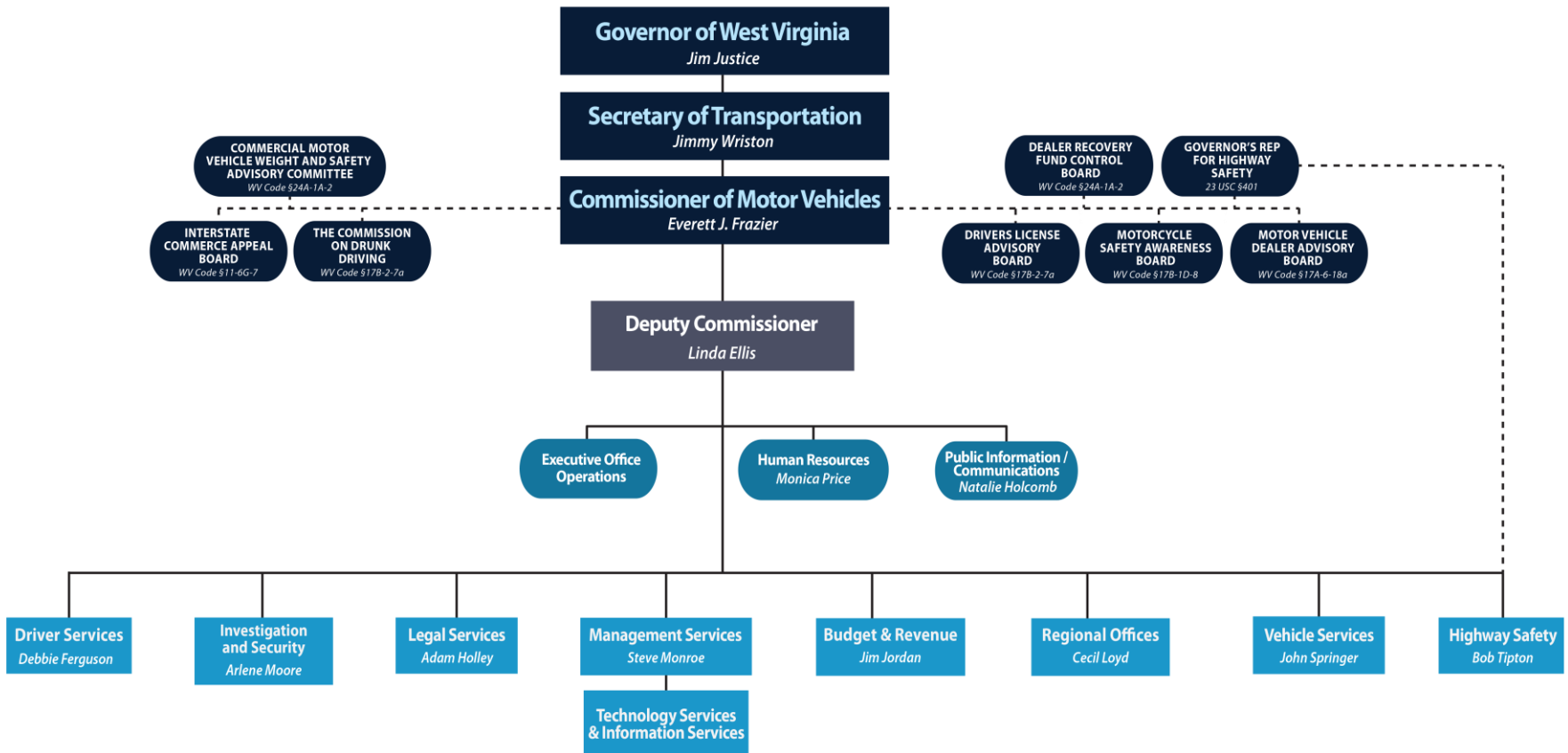


Figure 1.2 Division of Motor Vehicles
Governor's Office and DMV Heads

WV DIVISION OF MOTOR VEHICLES EMPLOYEE ORG CHART

Governor's Office and DMV Heads
 March 2022



1.3 Political and Legislative Status

Jim Justice became West Virginia's 36th governor in January 2017. The West Virginia Legislature has 2 chambers, the House of Delegates and the Senate. The House of Delegates is comprised of 78 Republicans, 22 Democrats and Speaker Roger Hanshaw presides. The Senate is comprised of 23 Republicans and 11 Democrats with Senator Craig Blair presiding as the Senate President. The Legislature's annual session begins the second week of January and lasts 60 days. Monthly interim meetings also are held. Following are brief descriptions of recent traffic safety legislative changes that were passed by the Legislature and signed into law by the Governor.

No major legislation impacting highway safety was passed in 2021 or 2022; however, there were several legislative acts passed in 2019 and 2020 of significance to highway safety:

House Bill 4464 closed a "loophole" in West Virginia's Graduated Driver's Licensing (GDL) statute which enabled West Virginia to qualify for a Section 405e Distracted Driving grant in FFY2021, and likely in FFY2023. Since FFY2017, West Virginia was disqualified for this grant due to noncompliance with a Youth Cell Phone Use Prohibition. The previous GDL law allowed a Level 3 (licensed with full driving privileges) under age 18 driver to talk on a wireless communication device; GDL 1- and GDL 2-level drivers already were prohibited. House Bill 4464 closed that gap, and the legislation went into effect June 1, 2020.

During the 2019 legislative session, Senate Bill (SB) 40 was passed which made West Virginia noncompliant with Federal Section 164 legislation (Repeat Intoxicated Driver Laws). This legislation created a Military Service Members Court in which certain offenses committed by current members of the military and veterans allowed them to avoid criminal conviction if they followed and completed certain conditions established by the Court. In a Special Legislative Session in late 2019, the legislature passed SB 2002 to void the language in SB 40 pertaining to driving under the influence of alcohol, controlled substances, or drugs. A NHTSA legal review deemed that SB 2002 did not go far enough, and led to their further review of West Virginia's DUI on private property language. Eventually, SB 848 fixed the issue with SB 2002, but still left West Virginia noncompliant with Section 164 due to DUI and private property language.

Also passed during the 2020 Legislature was SB 130, which eliminated the administrative process for revocation or suspension of a person's license to operate a motor vehicle while under the influence of alcohol, controlled substances, or drugs. That authority has been transferred from the Office of Administrative Hearings to the criminal court system (Magistrate and Municipal), effective July 1, 2020. The first 10 months after SB 130 was enacted saw a 33 percent adjudication rate of all DUI arrests made since July 1, 2020. Of the 1,342 adjudications, 209 were dismissed (172) or adjudicated for an offense other than DUI (37). Prior to enactment of SB 130 less than 10 percent of DUI offenders requested an administrative hearing, and the remaining DUI offenders received a revocation notice based on the arresting officer's statement. These revocations were effective within 38 days of the DUI revocation notice date. Now the DMV cannot issue a notice to the offender until a criminal conviction for DUI is received by the DMV. This situation will be monitored and data collected to determine if the delay in the adjudication process will have an effect on impaired driving fatalities and injuries. The DMV still uses the 10-year look-back period to enforce repeat offender and mandatory Interlock requirements.

2.0 West Virginia's Highway Safety Planning Process

2.1 Planning Process

The HSP outlines the GHSP's performance targets and measures, and details the strategies and activities for which the State's FFY2023 Section 402 and other highway safety funds may be used. Performance targets were established by reviewing five years of data to determine trends and establishing reasonable benchmarks the GHSP believes can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators (RTSC), Regional Law Enforcement Programs and other HSP partners. They also are based on the data-driven State Strategic Highway Safety Plan (SHSP), which was developed by the West Virginia Division of Highways in collaboration with several State safety partners. Recently conducted program area assessments conducted by NHTSA for traffic records and occupant protection provided the State valuable insight into a variety of issues and were used in the development of this plan. Additionally, the GHSP is open to any new and creative ideas to reduce motor vehicle crashes, injuries, and fatalities.

RTSCs conduct a large number of specific activities throughout the year as directed by the GHSP and described in the Regional Traffic Safety Programs section of this Plan. They update the GHSP via a monthly activity report detailing their progress and accomplishments. Coordinators identify problems based on a review of data specific to their geographical region. While all regions of the State share similar problems, e.g., nonuse of safety belts and impaired driving, each Coordinator is required to pinpoint where those problems are most prevalent in their region, what factors contribute to it, and what measures can be taken to improve the problem. RTSCs also are expected to identify other highway safety issues in their region that may not rise to the level of a statewide concern, e.g., pedestrian injuries and fatalities, ATV crashes, etc., and establish performance targets for those unique problems. The GHSP conducts two in-person roundtable meetings during the year with all the Coordinators and virtually with all grantees as needed to keep everyone updated on current events, requirements, share new ideas, review, and assess the statewide and individual Regional Traffic Safety performance targets.

Applicants for highway safety funds (i.e., city, county, and State agencies) must clearly identify a highway safety problem and support it with evidence. The applicants also must identify and define measurable objectives and proven countermeasures that will address the problem and ensure their proposals are in line with the goals and objectives in the HSP.

The GHSP encourages all law enforcement agencies receiving highway safety funds to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police (IACP). A survey of these law enforcement agencies will be conducted by the GHSP to determine which agencies have guidelines for vehicular pursuits, and if not, to encourage them to adopt the IACP model.

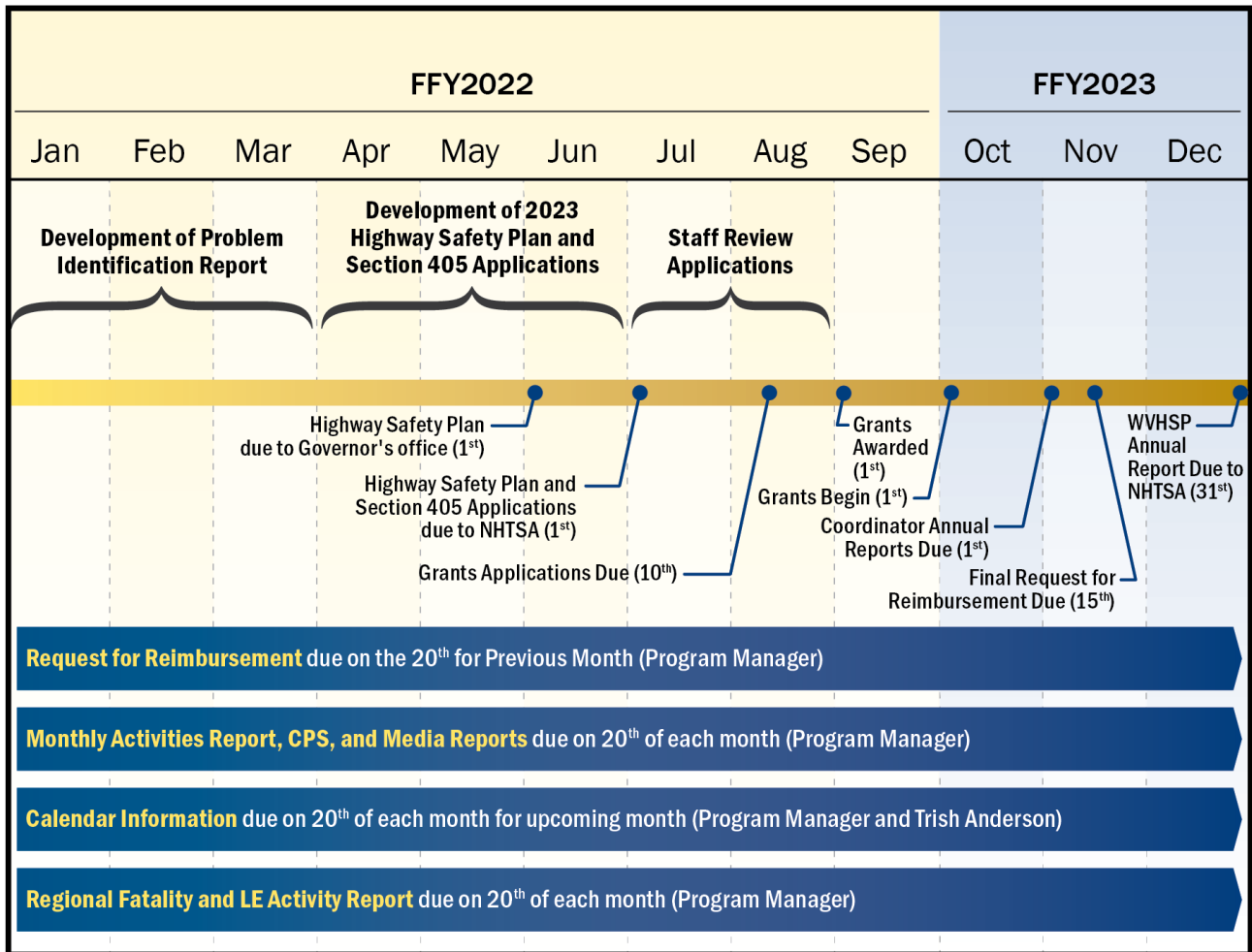
Primary Data Sources

West Virginia relies on the NHTSA/Fatality Analysis Reporting System (FARS) database; Report Beam Crash data, housed in the West Virginia DOT Crash Database (reported by law enforcement agencies); and telephone and observational surveys as the primary HSP data sources. Other supplementary sources of data and information are described in the Supporting Data section.

Figure 2.1 shows the timeline followed by the GHSP in developing the HSP and Annual Report starting with the development of the problem identification report, the development of the 405 applications, and a staff

review of submitted grant requests. Several roundtable discussions with highway safety partners are held to ensure the plan and activities are on track to improve traffic safety.

Figure 2.1 HSP Planning Timeline

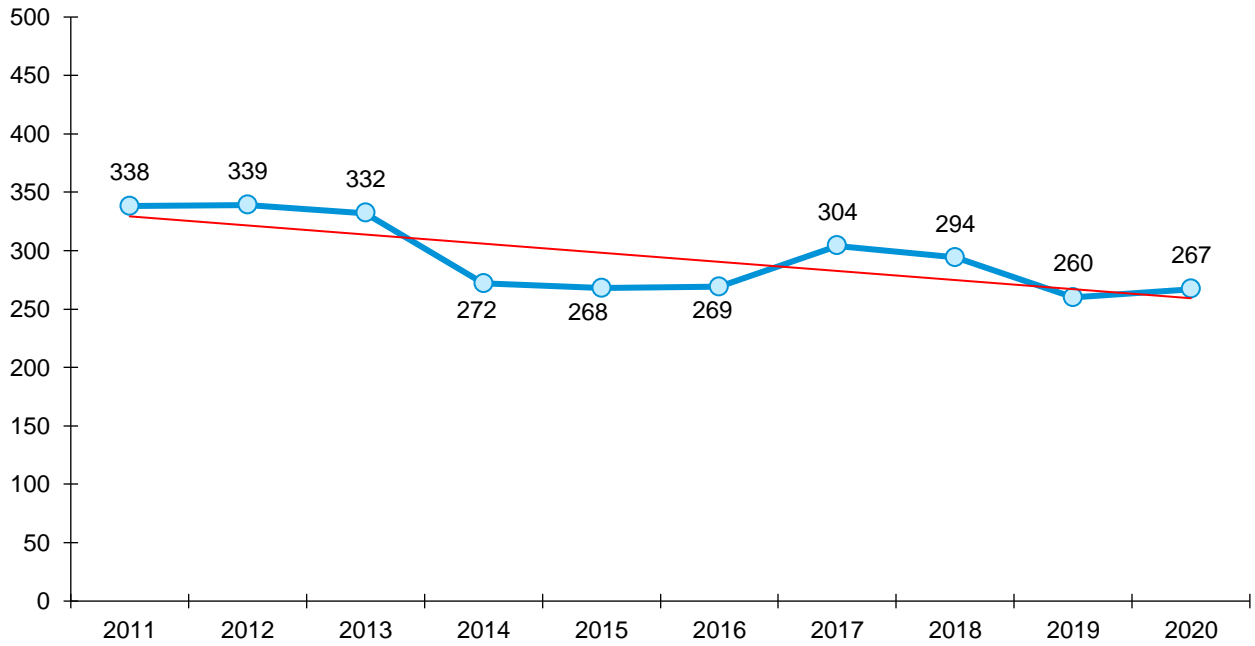


2.2 West Virginia's Traffic Safety Challenges

Problem Identification

State data indicate 267 roadway users died on the State's roadways in 2020, representing a 2.7 percent increase from 260 fatalities in 2019 (Figure 2.2). As of 2020, West Virginia has experienced a 21 percent decline in the number of traffic-related fatalities since 2011.

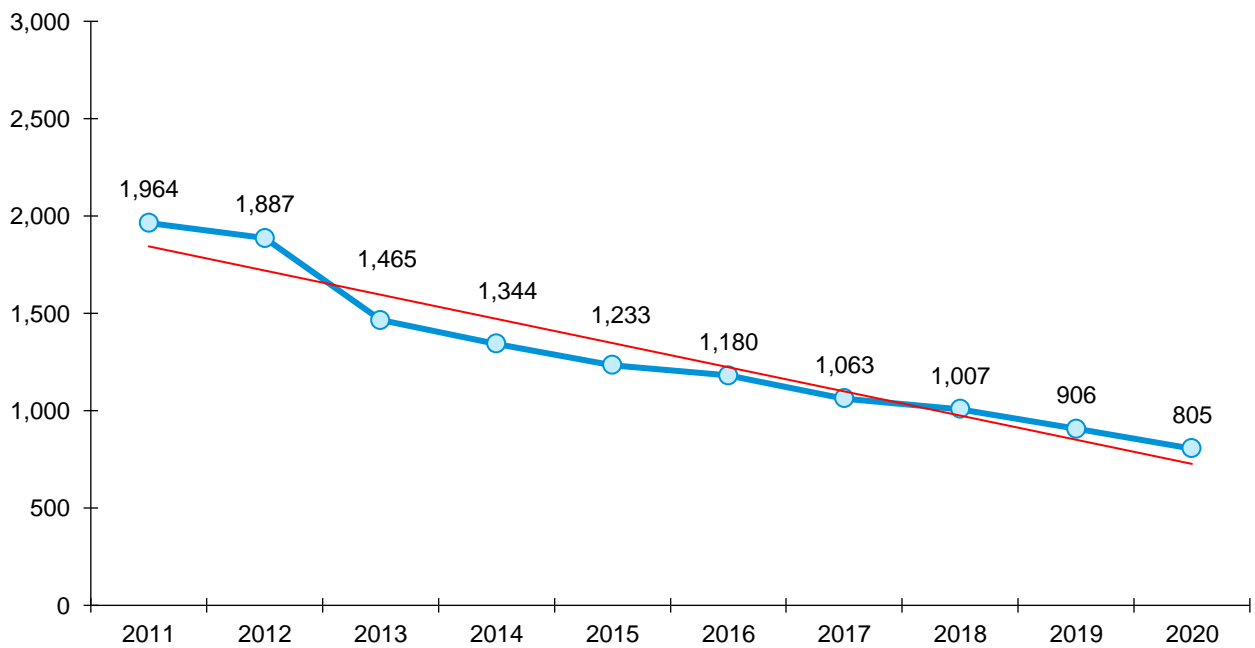
Figure 2.2 Traffic Fatalities



Source: U.S. DOT, NHTSA, State Traffic Safety Information (STSI), 2022, FARS, 2022.

Figure 2.3 shows serious injuries between 2011 and 2020. The trend has been downward since 2011, and serious injuries declined by 11.1 percent from 2019 to 2020. From 2011 to 2020, serious injuries have declined by 59 percent.

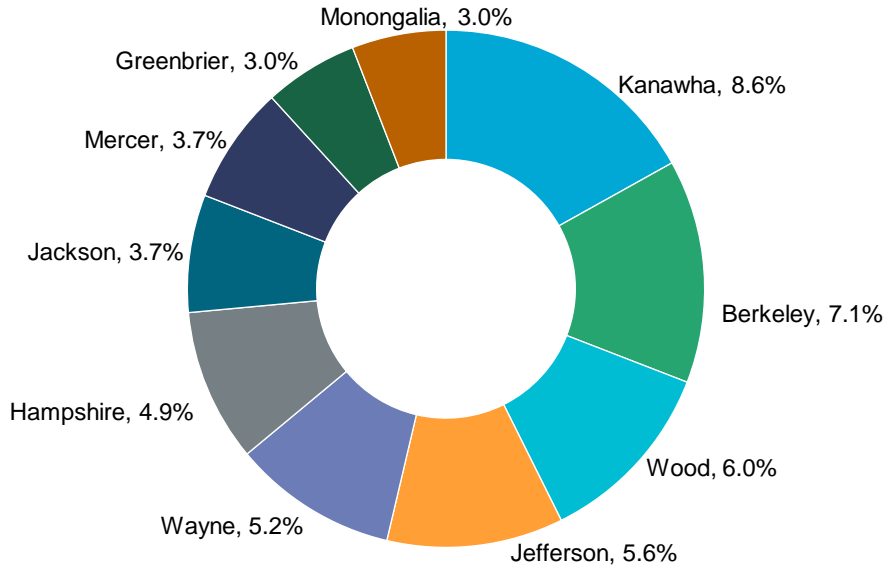
Figure 2.3 Traffic Serious Injuries



Source: West Virginia DOT, Division of Highways, 2022.

Figure 2.4 shows the top 10 counties where fatalities occurred in 2020. Kanawha County, the most populous county in West Virginia, was the site of 8.6 percent (23) of the State’s fatalities in 2020.

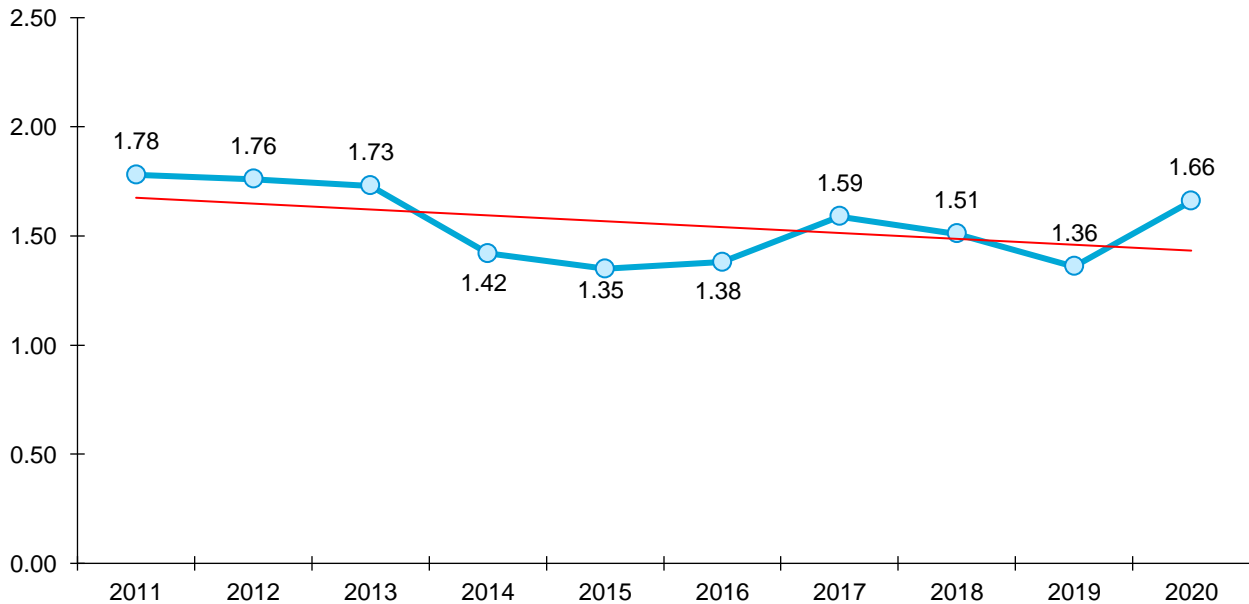
Figure 2.4 Fatalities
Top 10 Counties in 2020



Source: U.S. DOT, NHTSA STSI, FARS 2022; GHSP Annual Report.

The State’s trend for fatalities per 100 million vehicle miles traveled (VMT) has seen an overall decline since 2011 as shown in Figure 2.5. From 2019 to 2020, there was a 22.1 percent increase from 1.36 fatalities per 100 million VMT to 1.66.

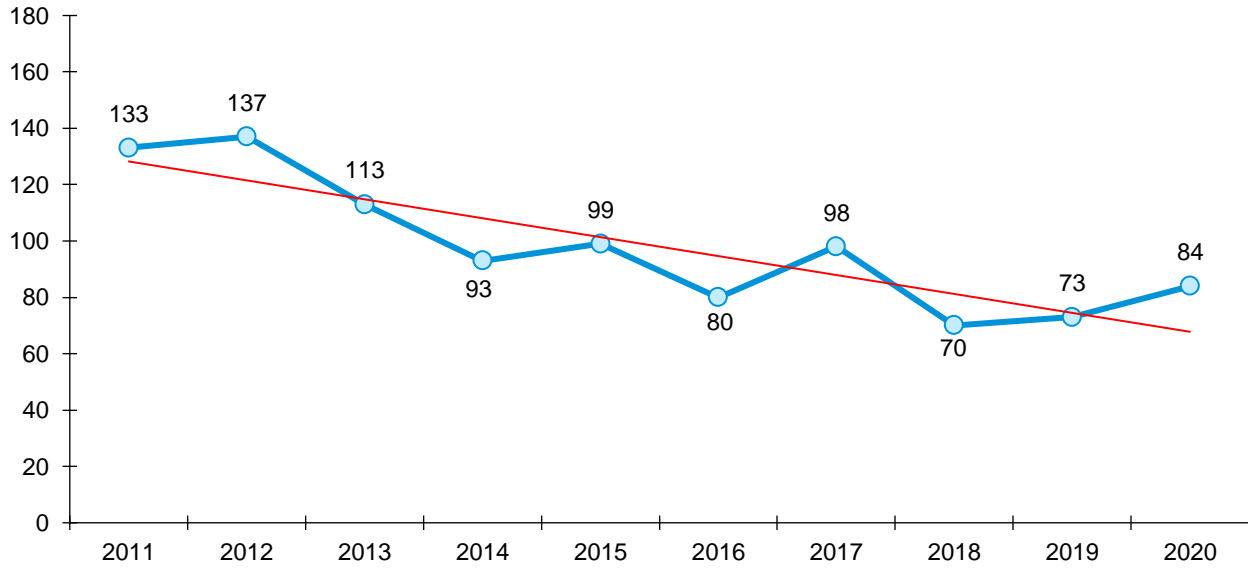
Figure 2.5 Fatalities per 100 Million Vehicle Miles Traveled



Source: U.S. DOT, NHTSA STSI, 2022.

Figure 2.6 shows that unbelted fatalities increased by 15 percent from 2019 to 2020, and by 20 percent from 2018 to 2020. Overall, the number of unbelted fatalities has fallen by 36.8 percent from 2011 to 2020.

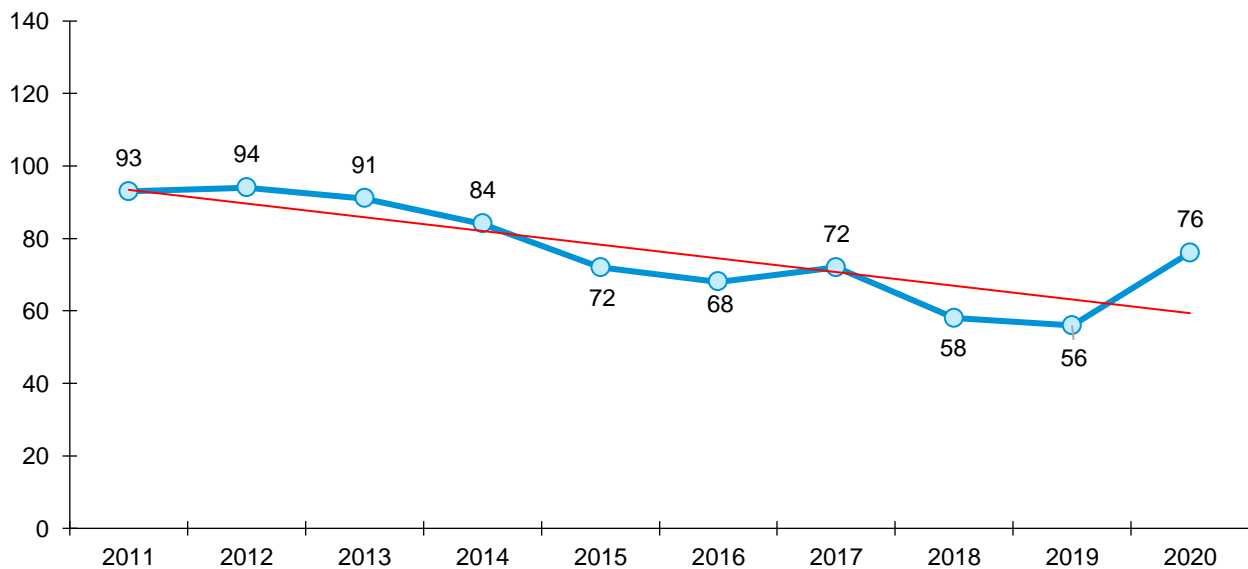
Figure 2.6 Unbelted Fatalities



Source: U.S. DOT, NHTSA STSI, 2022.

The number of fatalities related to alcohol-impaired driving increased from 56 to 76, indicating 35.7 percent increase from 2019 to 2020, as shown in Figure 2.7. From 2012 to 2016, alcohol-impaired fatalities decreased every year before increasing slightly in 2017 and then hitting a record low of 56 in 2019. Alcohol-impaired fatalities with a BAC of 0.08 or higher saw an overall decline of 18.3 percent in the 10-year period from 2011 to 2020.

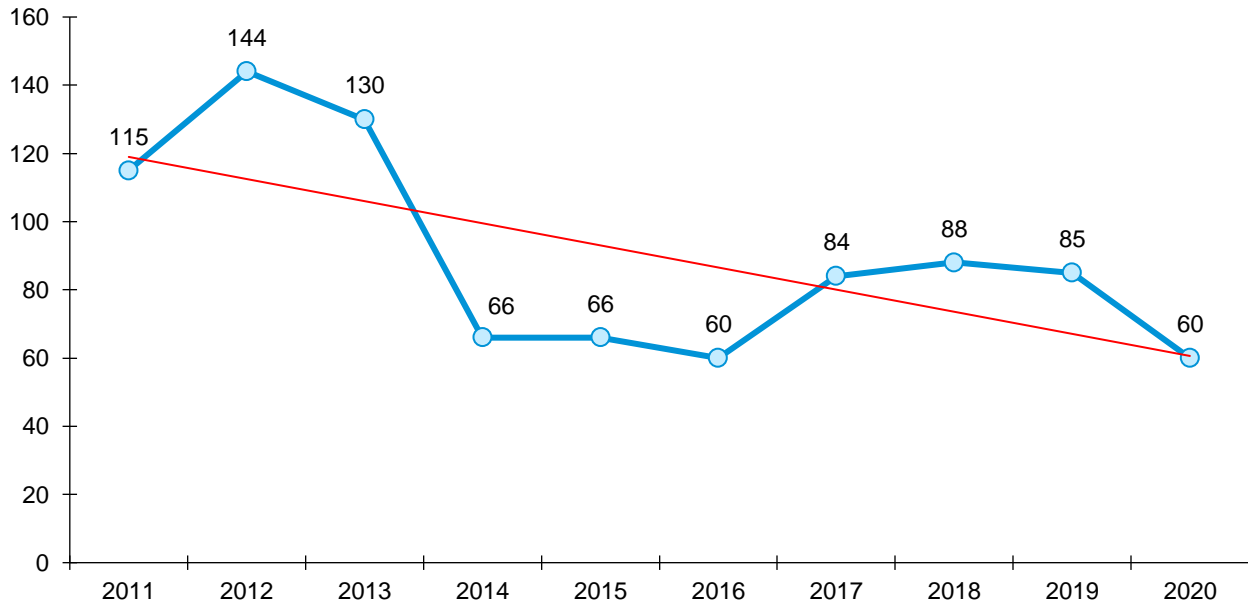
**Figure 2.7 Alcohol-Impaired Driving Fatalities
0.08 BAC and above**



Source: U.S. DOT, NHTSA STSI, 2022.

Speeding-related fatalities varied from 2011 to 2020, as shown in Figure 2.8. Since the peak of 144 fatalities in 2012, the fatalities dropped over half to as few as 60 in 2016, then rose again in 2017 and 2018. From 2019 to 2020, speeding-related fatalities dropped by 29.4 percent, with a 47.8 percent overall decline in speeding-related fatalities from 2011 to 2020.

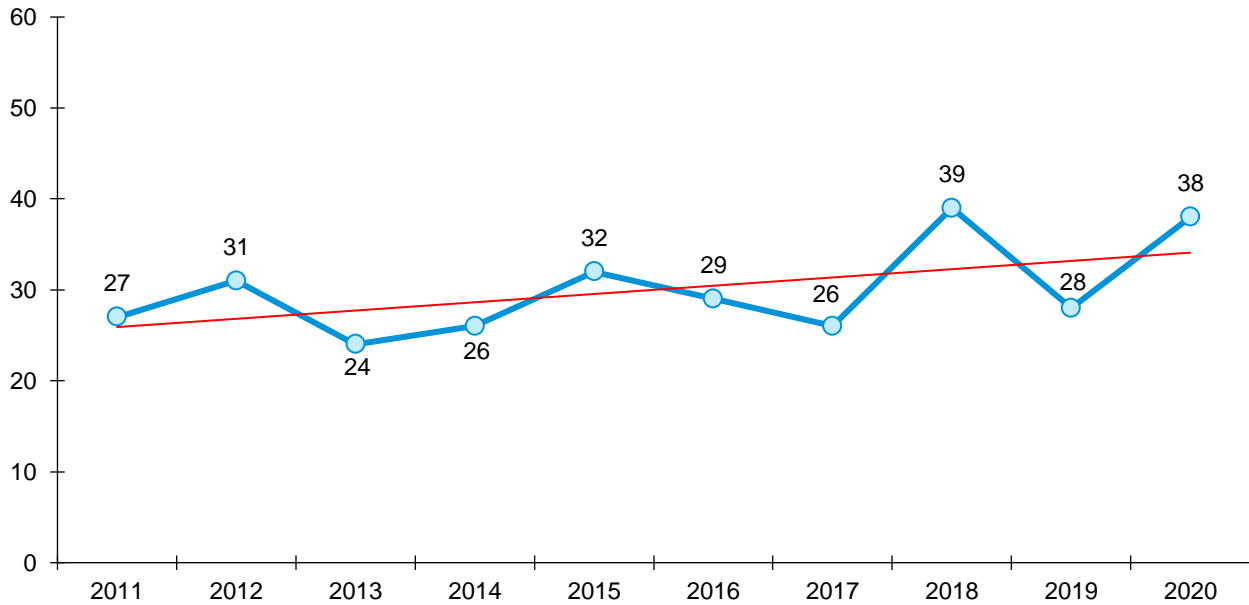
Figure 2.8 Speeding-Related Fatalities



Source: U.S. DOT, NHTSA STSI, 2022.

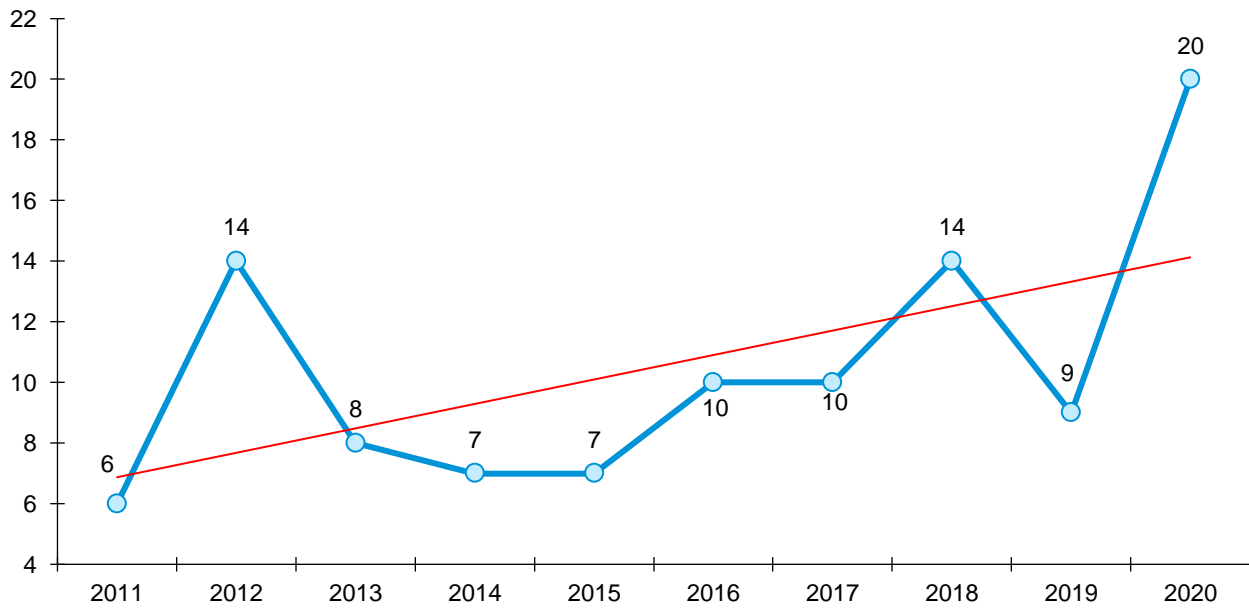
Although motorcyclist fatalities have fluctuated generally between 24 and 39 fatalities a year, the trend line in Figure 2.9 shows an overall steady increase from 2011 to 2020. Motorcyclist fatalities increased by 35.7 percent from 28 in 2019 to 38 in 2020; and more than half (53 percent) of these fatalities included unhelmeted motorcyclist (Figure 2.10). The annual number of unhelmeted fatalities has been as low as 6 in 2011 and as high as 20 in 2020, and in this 10-year period number of unhelmeted motorcycle fatalities grew 233 percent.

Figure 2.9 Motorcyclist Fatalities



Source: U.S. DOT, NHTSA STSI, 2022.

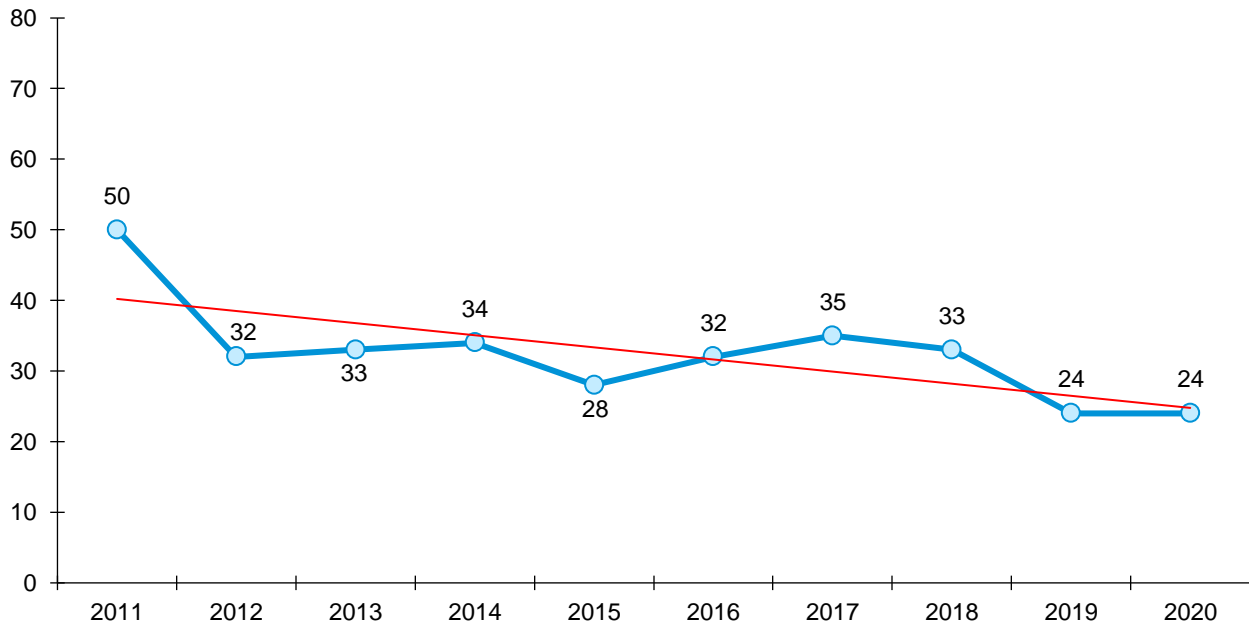
Figure 2.10 Unhelmeted Motorcyclist Fatalities



Source: U.S. DOT, NHTSA STSI, 2022.

The number of young drivers under 21 years of age involved in fatal crashes has fluctuated frequently from 2011 to 2020. Figure 2.11 shows a general downward trend with a peak in 2011 before a sharp decline in 2012. Fatalities rose slightly in 2013 and 2014, before falling again in 2015 and rising back up in 2016 and 2017. The number of young driver-involved fatal crashes remained unchanged (24) in 2019 and 2020, with an overall reduction of 52 percent in the past 10 years.

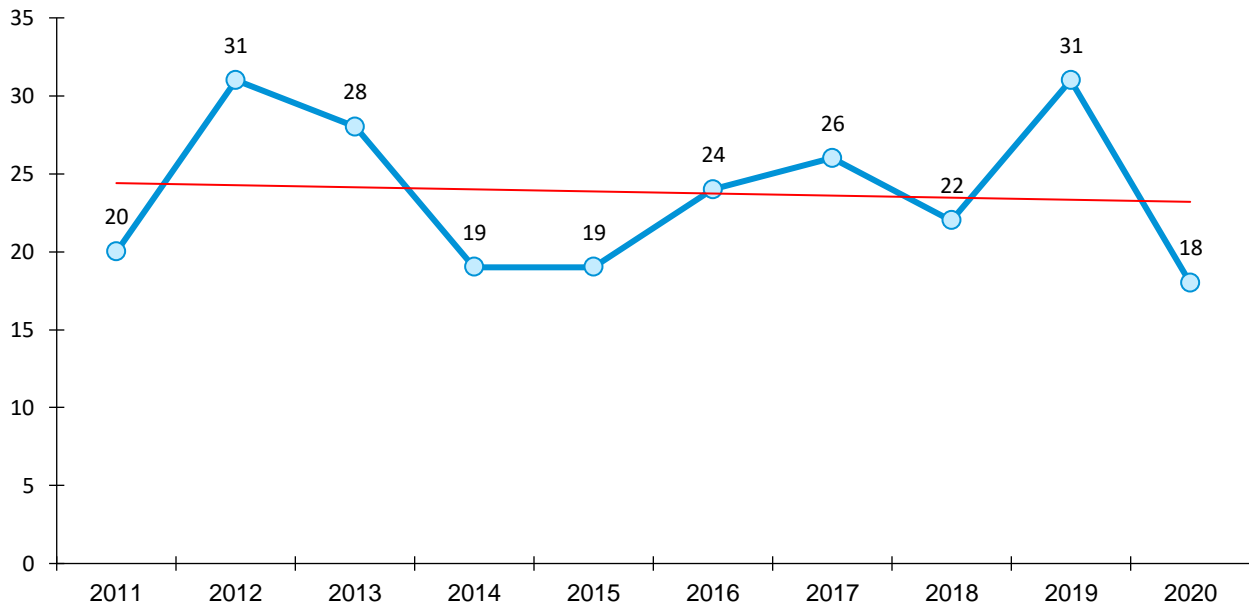
Figure 2.11 Drivers Under 21 Involved in Fatal Crashes



Source: U.S. DOT, NHTSA STSI, 2022.

From 2011 to 2020, pedestrian fatalities dropped 10 percent overall, but have fluctuated considerably over this 10-year period. After peaking at 31 in 2012, these fatalities declined to 19 in 2014 and 2015, before rising again to 31 by 2019. Pedestrian fatalities decreased sharply by 41.9 percent from 2019 to 2020 (Figure 2.12).

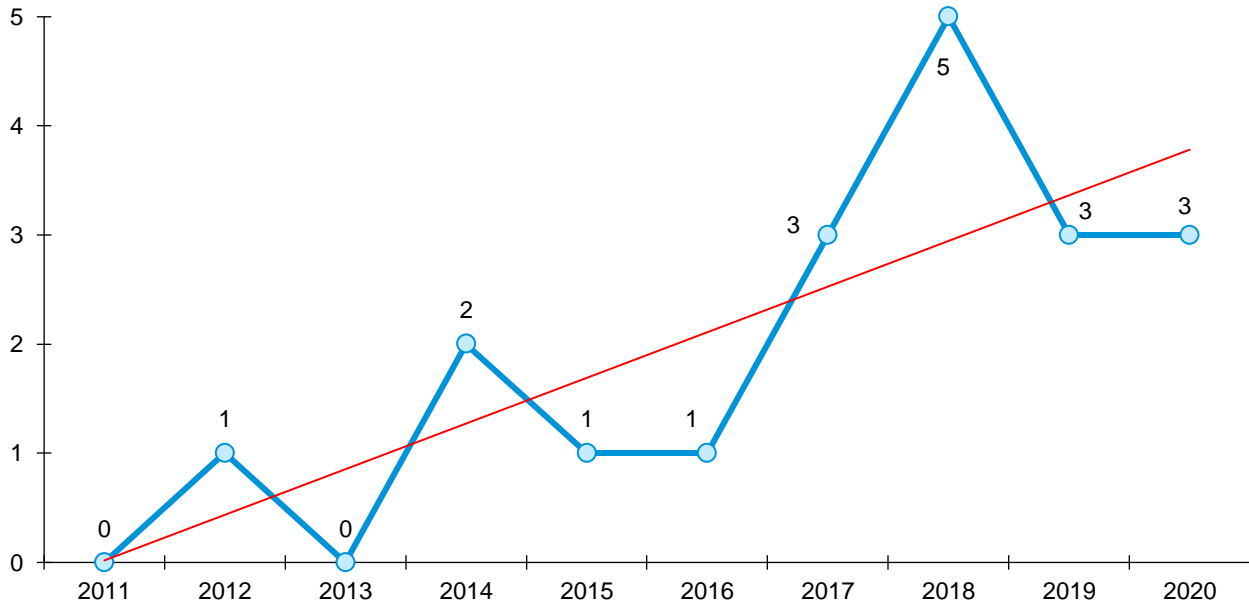
Figure 2.12 Pedestrian Fatalities



Source: U.S. DOT, NHTSA STSI, 2022.

In the past 10 years, the highest number (5) of bicyclist fatalities occurred in 2018. Otherwise, bicyclist fatalities stayed in the range of 0 to 3 each year, as shown in Figure 2.13. The 3 bicyclist fatalities in 2019 were a 40 percent decrease from the 5 fatalities in 2018. In 2020, the number of bicyclist fatalities remained the same (three) as the previous year. Since 2011, the trend of bicyclist-related fatalities has followed a steady upward slope.

Figure 2.13 Bicyclist Fatalities



Source: U.S. DOT, NHTSA STSI, 2022.

Table 2.1 on the following page consolidates Figure 2.2 through Figure 2.13 to show trends for the required NHTSA core performance measures from 2011 through 2020. For each measure, the percent change from 2019 to 2020 and the average annual change is shown. Most noteworthy from 2019 and 2020 is the 41.9 percent decline in pedestrian fatalities and 29.4 percent decline in speeding-related fatalities. There is cause for concern, however, regarding the 122.2 percent increase in unhelmeted motorcyclist fatalities and 35.7 percent increase in motorcyclist fatalities and alcohol-impaired fatalities overall from 2019 and 2020.

Table 2.1 West Virginia Traffic Safety Trends
2011 to 2020

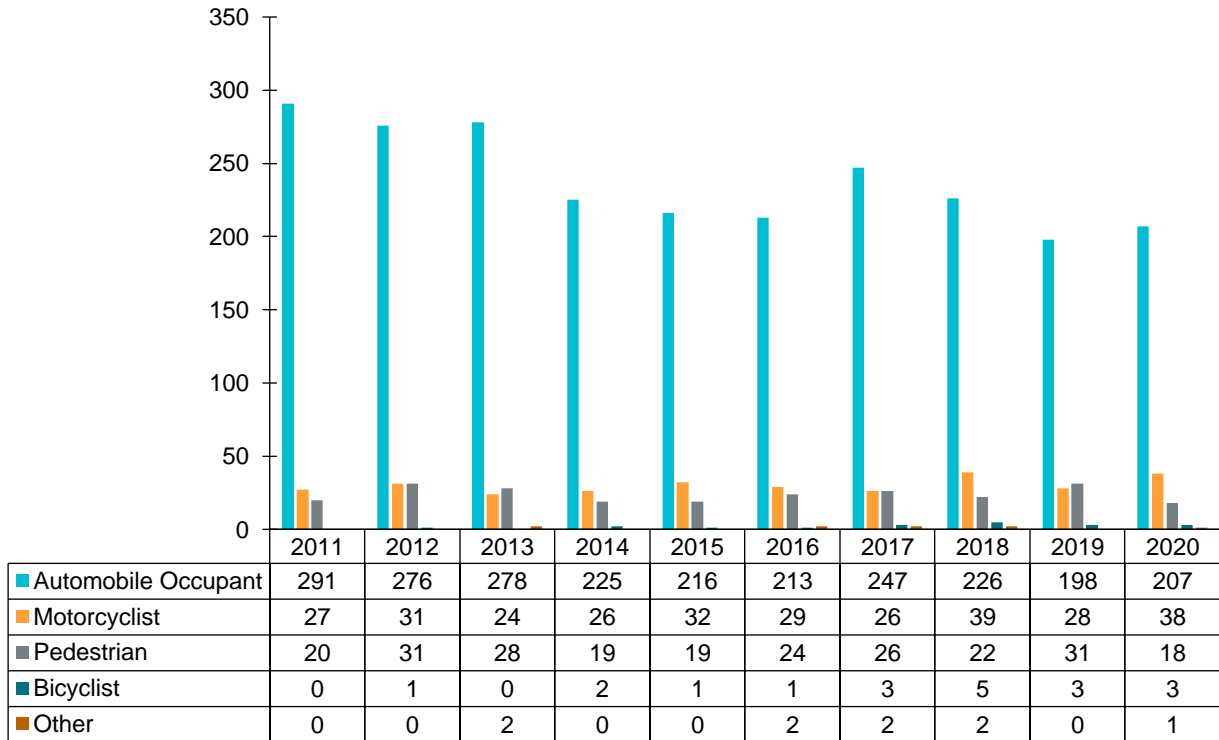
Core Performance Measure	Actual										Change		
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019–2020 Percent Change	Average Annual Change (2011–2020)	
C-1	Traffic Fatalities	338	339	332	272	268	269	304	294	260	267	2.7%	-2.6%
C-2	Serious Traffic Injuries	1,964	1,887	1,465	1,344	1,233	1,180	1,063	1,007	906	805	-11.1%	-9.4%
C-3	Fatalities/VMT	1.78	1.76	1.73	1.42	1.35	1.38	1.59	1.51	1.36	1.66	22.1%	-0.8%
C-4	Unrestrained Passenger Vehicle-Occupant Fatalities in all Seating Positions	133	137	113	93	99	80	98	70	73	84	15.1%	-5.0%
C-5	Alcohol-Impaired Fatalities (involving driver or a motorcycle operator with a 0.08 BAC or greater)	93	94	91	84	72	68	72	58	56	76	35.7%	-2.2%
C-6	Speeding-Related Fatalities	115	144	130	66	66	60	84	88	85	60	-29.4%	-7.0%
C-7	Motorcyclist Fatalities	27	31	24	26	32	29	26	39	28	38	35.7%	3.9%
C-8	Unhelmeted Motorcyclist Fatalities	6	14	8	7	7	10	10	14	9	20	122.2%	14.3%
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	50	32	33	34	28	32	35	33	24	24	0.0%	-7.8%
C-10	Pedestrian Fatalities	20	31	28	19	19	24	26	22	31	18	-41.9%	-1.2%
C-11	Bicycle Fatalities	0	1	0	2	1	1	3	5	3	3	0.0%	N/A
B-1	Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	84.9%	84.0%	82.2%	87.8%	89.0%	86.8%	89.7%	90.5%	90.2%	NA	NA	0.8%

Source: NHTSA FARS, 2022, NHTSA STSI, 2022, West Virginia GHSP, and 2019 West Virginia Observational Survey of Seat Belt Use.

Note: Due to COVID-19 pandemic restrictions, West Virginia opted to take advantage of the CARES Act waiver, and a scientific observational seat belt survey was not conducted in 2020 therefore the 2019–2020 percent change in seat belt use is NA and the average annual change is for 2011–2019.

Automobile drivers and occupants (in West Virginia this includes passenger cars, light trucks, and large trucks only) continue to be the road user group that experienced the highest number of fatalities by a large margin, as shown in Figure 2.14. Fatalities involving this group, however, have declined by 28.9 percent from 2011 to 2020.

Figure 2.14 Fatalities by Roadway User Group



Source: U.S. DOT, NHTSA STSI, 2022.

Demographic Trends

West Virginia’s geographic area encompasses 24,038 square miles and ranks 41st in area. The largest county is Randolph with 1,040 square miles and the smallest is Hancock with 82.61 square miles.¹ The State has 38,879 miles of public highway with the vast majority being rural two-lane roadways.² West Virginia’s mountainous terrain, narrow roadways, and small shoulder areas also create special highway safety challenges. West Virginia has 33 non-Federal, short-term, acute care hospitals, two of which are Level I Trauma Centers, two are Level II, three are Level III, 25 are Level IV Trauma Centers, and one hospital which is not certified.^{3,4}

The U.S. Census estimates the State’s 2020 population is 1,807,426 (2016–2020, 5-year estimates), which represents a decrease of 2.5 percent from 1,853,973 reported in the 2010 U.S. Census.

¹ U.S. Census Bureau (<https://www.census.gov/quickfacts/table/PST045215/54029>).

² Federal Highway Administration (<https://www.fhwa.dot.gov/policyinformation/statistics/2020/pdf/hm10.pdf>).

³ American Hospital Directory (https://www.ahd.com/state_statistics.html).

⁴ Bureau of Public Health/Office of EMS website (<https://www.wvoems.org>).

Table 2.2 shows West Virginia’s population having slightly more females than males with the overwhelming majority being white. Table 2.3 shows that the number of licensed drivers decreased by 3.1 percent, the number of registered vehicles decreased by 6.7 percent, and the VMT per 100 million decreased by 15.5 percent from 2011 to 2020.

Table 2.2 Population

Demographic Group	Population
Total population	1,807,426
Male	893,743
Female	913,683
Black alone	64,285
White alone	1,672,255
Hispanic (of any race)	28,679
Asian alone	14,228

Source: U.S. Census Bureau, 2016–2020 American Community Survey, 5-year Estimates Data Profiles.

Table 2.3 Licensing and Motor Vehicles

Year	Licensed Drivers	Registered Motor Vehicles	Vehicle Miles Traveled (In Millions)
2011	1,314,399	1,765,292	18,936
2012	1,309,123	1,799,664	19,226
2013	1,309,384	1,827,964	19,232
2014	1,305,871	1,864,143	19,117
2015	1,304,464	1,733,889	19,827
2016	1,300,878	1,838,160	19,539
2017	1,291,271	1,867,478	19,072
2018	1,280,937	1,891,665	19,156
2019	1,277,566	1,812,503	18,181
2020	1,273,268	1,647,285	16,010

Source: West Virginia DMV Annual Report 2020, FHWA Highway Statistics Series, Table VM-2.

Core Performance Measures

Table 2.4 identifies the program areas with related core performance and behavioral measures, which will be emphasized in West Virginia’s FFY2023 HSP, and how each will be measured. These performance measures mirror the 11 outcome and one behavior performance measures developed by NHTSA in collaboration with the Governors Highway Safety Association (GHSA). Additionally, West Virginia has chosen to report on urban and rural fatalities per 100 million VMT.

Table 2.4 Core Performance Measures FFY2023

Program Area		Core Performance Measures	Measured By
Overall	C-1	Decrease Fatalities	Number of traffic-related fatalities
	C-2	Decrease Serious Injuries	Number of traffic-related serious injuries
	C-3	Decrease Fatality Rate per 100 Million VMT	Traffic fatalities per 100 million VMT
		Decrease Rural Fatalities/VMT	Rural fatality rate per 100 million VMT
		Decrease Urban Fatalities/VMT	Urban fatality rate per 100 million VMT
Occupant Protection	C-4	Decrease Unrestrained Fatalities	Number of unrestrained passenger vehicle occupant fatalities, all seat positions
		Increase Observed Belt Use	Observed belt use for passenger vehicles, front seat outboard occupants
Impaired Driving	C-5	Decrease Fatalities with BAC at 0.08 or Above	Number of fatalities involving a driver or motorcycle operator with BAC at 0.08 and greater
Speeding	C-6	Decrease Speeding-Related Fatalities	Number of speed-related fatalities
Motorcycle Safety	C-7	Decrease Motorcyclist Fatalities	Number of motorcyclist fatalities
	C-8	Decrease Unhelmeted Motorcyclist Fatalities	Number of unhelmeted motorcyclist fatalities
Novice Drivers	C-9	Decrease Drivers 20 or Younger Involved in Fatal Crashes	Number of drivers age 20 or younger involved in fatal crashes
Pedestrian and Bicycle Safety	C-10	Decrease Pedestrian Fatalities	Number of pedestrian fatalities
	C-11	Decrease Bicyclist Fatalities	Number of bicyclist fatalities

Supporting Data

Additional data sources used by the GHSP and safety stakeholders include the NHTSA FARS and STSI websites, Federal Highway Administration (FHWA) VMT data, West Virginia Observational Survey of Seat Belt Use, U.S. Census data, American Community Survey Five-Year Estimates data, NHTSA assessments, research reports and Traffic Safety Facts, other State HSPs and Annual Reports, and miscellaneous State of West Virginia agency databases and reports.

The majority of the traffic-related data (crashes, fatalities, and injuries) is collected by West Virginia's 293 law enforcement agencies. The largest agency is the West Virginia State Police that has 656 sworn officers of which 459 are assigned to patrol duties housed in 7 troops and further divided into 60 detachments. Each of the 55 West Virginia counties has a sheriff's department varying in size from 3 officers to 104 officers. There are 164 municipal police departments, with the largest having 173 officers and the smallest having 1 officer. All these agencies have the responsibility of enforcing traffic laws. Currently, West Virginia has 3,418 sworn police officers of which 2,731 are assigned to patrol functions.

Table 2.5 lists the data sources used to develop West Virginia's HSP.

Table 2.5 HSP Data Sources

Federal	West Virginia	Other
<ul style="list-style-type: none"> • Fatality Analysis Reporting System (FARS) • State Traffic Safety Information (STSI) • FHWA VMT Data • West Virginia Observational Survey of Seat Belt Use • U.S. Census Data • American Community Survey Five-Year Estimates • NHTSA Assessments Reports and MAP-21/FAST Act Guidance • NHTSA HSP Approval Letter 	<ul style="list-style-type: none"> • Crash and Injury • Licensing • Vehicle • Citation • Court System • Treatment • Trauma Registry • Alcohol Sales—Underage Buy Rate • Strategic Highway Safety Plan • State Legislation and Policy • Population • Observational Surveys • Sobriety Checkpoints, Directed/Saturation Patrols 	<ul style="list-style-type: none"> • Publications and Studies (i.e., Countermeasures That Work) • Other States' HSPs and Annual Reports

2.3 Performance Measure and Target-Setting Process

The GHSP adopted Zero Fatalities as a long-term goal with an interim goal of reducing fatalities by one half by 2030. This is consistent with the long-term and interim goal established by the West Virginia Safety Management Task Force (SMTF) for the first Strategic Highway Safety Plan (SHSP) in 2007 and reconfirmed during the 2016 SHSP update process. The GHSP is a member of the SMTF and participated in the discussions to establish the SHSP goal.

To achieve the 2030 fatalities goal, an annual reduction of approximately 3.2 percent is necessary. The interim goals for fatalities and fatality rate were established using the 2006 to 2010 five-year average as the basis. However, the five-year average for serious injuries is based on the 2008 to 2012 timeframe due to reporting changes implemented in 2007 which changed the definition of serious injury from “A” plus “B” injuries to “A” injuries only.

In addition to coordination with the SHSP goals, the GHSP worked with staff at the Division of Highways (DOH) who oversees the Highway Safety Improvement Plan (HSIP) to ensure the performance targets for fatalities, serious injuries, and fatality rate are identical to the targets in the HSP. The zero fatalities long-term and interim goals also were adopted by the American Association of State Transportation Officials and supported by the FHWA.

2.4 Countermeasure and Strategy Selection Process

Selection Process

At least two times throughout the year, GHSP staff conducts roundtable meetings with all Regional Traffic Safety Program staff, representatives of the Regional Law Enforcement Program in Region 6, the WVSP Project Director and Assistant, the State LEL, and other local stakeholders to review recent crash trends and emerging issues, gather input on safety problems, review grant activity, and discuss effective countermeasures. In addition to these focused discussions, GHSP also serves on the SHSP emphasis area

teams that discuss countermeasure implementation and ways to solve the State's most significant traffic safety issues as trends emerge or new issues arise. Information gained from these meetings, coupled with the staff's knowledge of the data, literature, and the State's cultural and political climate, all serve to inform the selection of countermeasures and strategies for the HSP.

Grantee Risk Assessment

The GHSP, as a pass-through entity, will issue grants to its subrecipients using the following guidance found in 2 CFR 200.331 and Risk Assessment tool and procedures in the GHSP Administrative Manual. These procedures will apply to any subaward given by the initial subrecipient.

1. All requirements imposed by the pass-through entity on the subrecipient so that the Federal award is used in accordance with Federal statutes, regulations and the terms and conditions of the Federal award and any additional requirements that the pass-through entity imposes on the subrecipient in order for the pass-through entity to meet its own responsibility to the Federal awarding agency, including identification of any required financial and performance reports.
2. A requirement that the subrecipient permit the pass-through entity and auditors to have access to the subrecipient's records and financial statements as necessary for the pass-through entity to meet the requirements of this part; and appropriate terms and conditions concerning closeout of the subaward.

The GHSP will evaluate each subrecipient's risk of noncompliance with Federal statutes, regulations, and the terms and conditions of the subaward for purposes of determining the appropriate subrecipient monitoring described in paragraphs d) and e) of this section, which may include consideration of such factors as:

- a. The subrecipient's prior experience with the same or similar subawards.
 - b. The results of previous audits, including whether or not the subrecipient receives a Single Audit in accordance with Subpart F-Audit Requirements of this part, and the extent to which the same or similar subaward has been audited as a major program.
 - c. Whether the subrecipient has new personnel or new or substantially changed systems.
 - d. The extent and results of Federal awarding agency monitoring (e.g., if the subrecipient also receives Federal awards directly from a Federal awarding agency).
3. Consider imposing specific subaward conditions upon a subrecipient if appropriate as described in §200.207-specific conditions.
 4. Monitor the activities of the subrecipient as necessary to ensure that the subaward is used for authorized purposes, in compliance with Federal statutes, regulations, and the terms and conditions of the subaward; and that subaward performance goals are achieved. Pass-through entity monitoring of the subrecipient must include:
 - a. Reviewing financial and performance reports required by the pass-through entity.
 - b. Following-up and ensuring that the subrecipient takes timely and appropriate action on all deficiencies pertaining to the Federal award provided to the subrecipient from the pass-through entity detected through audits, onsite reviews, and other means.

- c. Issuing a management decision for audit findings pertaining to the Federal award provided to the subrecipient from the pass-through entity as required by §200.521 Management decision.
5. Depending upon the pass-through entity’s assessment of risk posed by the subrecipient (as described in paragraph b) of this section), the following monitoring tools may be useful for the pass-through entity to ensure proper accountability and compliance with program requirements and achievement of performance goals:
 - a. Providing subrecipients with training and technical assistance on program-related matters.
 - b. Performing onsite reviews of the subrecipient’s program operations.
 - c. Arranging for agreed-upon-procedures engagements as described in §200.425 Audit services.
 6. Verify that every subrecipient is audited as required by Subpart F-Audit Requirements of this part when it is expected that the subrecipient’s Federal awards expended during the respective fiscal year equaled or exceeded the threshold set forth in §200.501 Audit requirements.
 7. Consider whether the results of the subrecipient’s audits, onsite reviews, or other monitoring indicate conditions that necessitate adjustments to the pass-through entity’s own records.
 8. Consider taking enforcement action against noncompliant subrecipients as described in §200.338 Remedies for noncompliance of this part and in program regulations.

2.5 Coordination with the Strategic Highway Safety Plan

The West Virginia Department of Highway’s Traffic Engineering Division is responsible for, and oversees, the SHSP update and implementation process. A Safety Management Task Force (SMTF) comprised of 39 agencies is finalizing the update of the State’s SHSP which will cover 2022–2026. Members of the SMTF represent the following agencies and organizations:

AAA West Virginia	AARP West Virginia
Aeronautics Commission	Alcohol Beverage Control Administration
Bel-O-Mar Regional Council	Brooke-Hancock-Jefferson Metropolitan Planning Commission
Department of Education	Department of Health and Human Resources, Bureau for Public Health—Office of EMS
Department of Health and Human Resources, Bureau for Public Health—Violence and Injury Prevention Program	Division of Highways
Division of Motor Vehicles	Fayette/Raleigh Metropolitan Planning Organization
Federal Highway Administration	Federal Motor Carrier Safety Administration
Governor’s Highway Safety Program	Hagerstown/Eastern Panhandle Metropolitan Planning Commission
Health Statistics Center, Behavioral Risk Factor Surveillance System	KYOVA Interstate Planning Commission
Morgantown Monongalia Metropolitan Planning Organization	Mothers Against Drunk Driving
National Highway Traffic Safety Administration, Region 3	Office of the Insurance Commissioner
Public Service Commission of West Virginia	Public Transit Division

Regional Intergovernmental Council	Rural Emergency Trauma Institute
Sheriff's Association	State Firemen's Association
State Rail Authority	State Police
Students Against Destructive Decisions	Towing and Recovery Association
West Virginia Law Enforcement Professional Standards	West Virginia Parkway Authority
West Virginia Prosecuting Attorneys Institute	West Virginia Public Service Training
West Virginia Truckers Association	West Virginia University—Local Technical Assistance Program
Wood-Washington-Wirt Interstate Planning Commission	

The objective of the 2022–2026 SHSP is to achieve zero fatalities by 2050 and ultimately zero serious injuries on the State’s roadways by reducing fatalities and injuries by 4 percent annually over the next five years. Based upon an analysis of crash data, the SHSP emphasis areas listed below, which represent 98 percent of all fatalities and 95 percent of all serious injuries, were selected for the newest plan update. Improving highway safety data also was included as an emphasis area because of the importance of various traffic records data sources in determining the emphasis areas strategies and action steps, as well as tracking and assessing their progress.

- Speeding and Aggressive Driving
- Roadway Departure
- Occupant Protection
- Older Driver (65+) Involved
- Alcohol- and Drug-Impaired Driving
- Intersections—Regionally Focused
- Pedestrians—Regionally Focused
- Improving Highway Safety Data



Since the federally mandated safety performance measures requirement began in 2017, West Virginia officials have established safety performance measure targets (number of fatalities, number of serious injuries, fatalities per 100 million VMT, rate of serious injuries per 100 million VMT, and combined number of nonmotorized fatalities and serious injuries) and coordinated the targets with to ensure consistency between the SHSP, HSP, and HSIP. As required, these annual targets were established for consistency with the 2017–2021 West Virginia SHSP. This process will continue with the adoption of this updated SHSP. The GHSP’s programs and activities influenced, and are reflected in, the alcohol- and drug-impaired driving, occupant protection, speeding/aggressive driving, and highway safety data emphasis areas’ strategies and action steps.

2.6 Other Funding Sources

The West Virginia Commission on Drunk Driving Prevention (CDDP) was established in 1986 by an act of the West Virginia Legislature (Chapter §15-2-40 of the West Virginia Code). Funds are generated through a six percent excise tax on the sale of liquor and wine, and funding for impaired driving projects is available through a quarterly application process by any law enforcement agency in West Virginia. The Governor’s

Representative for Highway Safety and the GHSP Director are members of the eight member Board of Directors. The GHSP encourages West Virginia law enforcement agencies to apply to the CDDP. The CDDP works directly with the GHSP in coordinating and planning the GHSP Sustained Enforcement Plan. State funding (spending authority) for CDDP projects is approximately \$4.97 million annually.

The Division of Highways (DOH) provided HSIP funds to GHSP to address work zone safety (\$500,000) in FFY2016. DOH awarded an additional \$500,000 to GHSP for work zone safety of which approximately \$200,000 will carry over to FFY2023.

2.7 Evidence-Based Traffic Safety Enforcement Program

A significant portion of West Virginia's Highway Safety grant funds are awarded to law enforcement agencies each year through the Regional Traffic Safety Program Coordinators and the West Virginia State Police. 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 TSEP through the following components:



Data-Driven Problem Identification

In the statewide problem identification process used in the development of the 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 enforcement agencies receiving grant funding also must 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 and Regional Law Enforcement grantee will assign enforcement activities based upon measurable data provided to them by the GHSP, as well as any problem identification and data provided by the subgrantees. The RTSC and the Regional Law Enforcement grantees require subgrantees to submit funding requests, usually quarterly, and are then provided with award letters and additional instructions for the enforcement they are approved to work. All documentation is kept on file in the grantees' offices and reviewed periodically during file reviews conducted by the GHSP Program Managers. All subgrantees are required to complete an agency contract each grant year. The expected enforcement effort will be by written agreement (and included as part of their grant file), and the agency must address the problem detailed in the agreement. The enforcement effort and progress will be monitored by the GHSP Program Managers.

Implementation of Evidence-Based Strategies

To ensure enforcement resources are deployed effectively, law enforcement agencies are directed to implement data-driven, evidence-based strategies. The HSP narrative outlines West Virginia's broad approach to address key problem enforcement areas and guides local jurisdictions to examine local data and develop appropriate countermeasures (using NHTSA's *Countermeasures That Work* and other proven resources) for their specific problem area(s). Examples of proven strategies include targeted enforcement focusing on specific violations, such as distracted driving and speeding, or on specific times of day when more violations occur, such as nighttime impaired driving road checks and seat belt enforcement. High-

visibility enforcement, including participation in national seat belt and impaired driving mobilizations, also is required. Several State-mandated enforcement mobilizations also are included. The Data-Driven Approach to Crime and Traffic Safety (DDACTS) model and other strategies that use data to identify high-crash locations also are proven strategies. 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. Multijurisdictional enforcement efforts are encouraged and supported by the GHSP.

Details regarding West Virginia's occupant protection-related evidence-based enforcement strategies are on pages 41 through 46, and similar information for impaired driving enforcement strategies are on pages 67 through 75. Further details on other enforcement efforts can be found in other program areas. As required by 23 CFR Part 1300 (d)(5), the projects that collectively are a part of the evidence-based TSEP are identified by the blue badge logo throughout Section 3.0.



Continuous Monitoring

Continuous monitoring of the enforcement grants is another important element of West Virginia's evidence-based TSEP. 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 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 six Regional Traffic Safety Program Coordinators for the GHSP. Enforcement activities and efforts are monitored continuously, not only from the GHSP Program Manager 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.

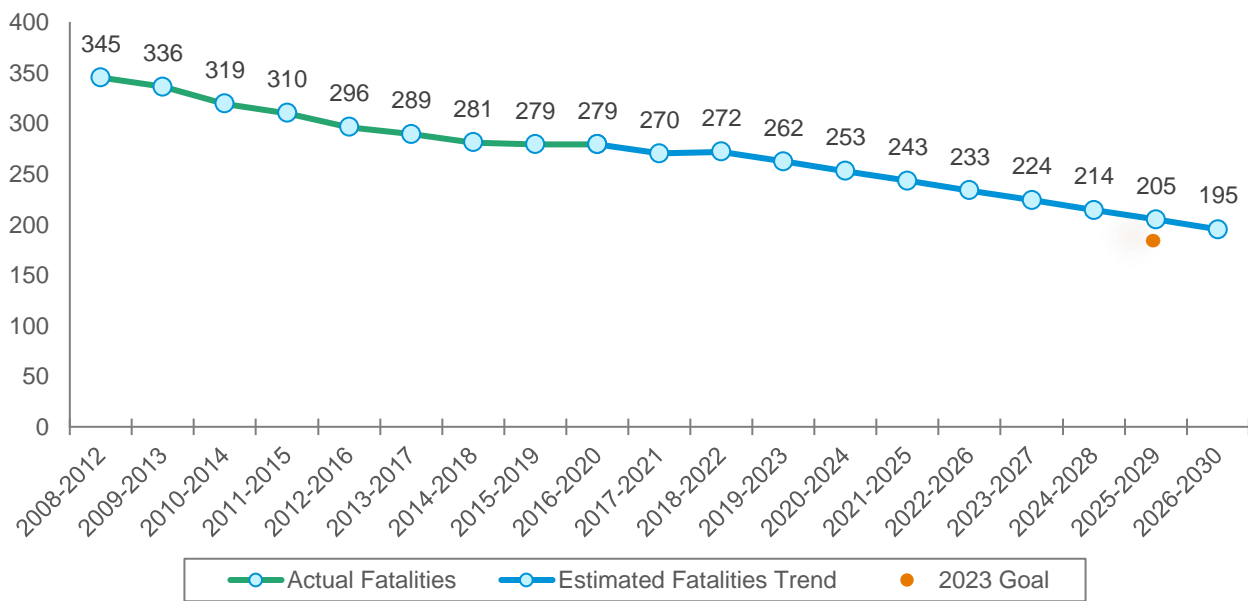
The GHSP is aware of the issue of unsecured loads raised in the FAST Act and will discuss the dangers of unsecured loads with all Regional Traffic Safety Program Coordinators and their law enforcement partners to remind them to enforce the laws regarding unsecured loads.

3.0 Highway Safety Performance Plan

3.1 Highway Safety Performance Targets for FFY2023

As noted in Section 2.3, the GHSP previously adopted zero fatalities as a long-term goal with an interim goal of reducing fatalities by one half by 2030, using 2005 to 2009 as a five-year average base. This equates to an annual reduction of approximately 3.5 percent. Figure 3.1 and Figure 3.2 show the effects of this 3.5 percent annual reduction. The 2023 performance targets for the three core performance measures (total fatalities, serious injuries, and fatality rate), agreed upon by the GHSP and DOH as required by the FAST Act, can be found in Table 3.1.

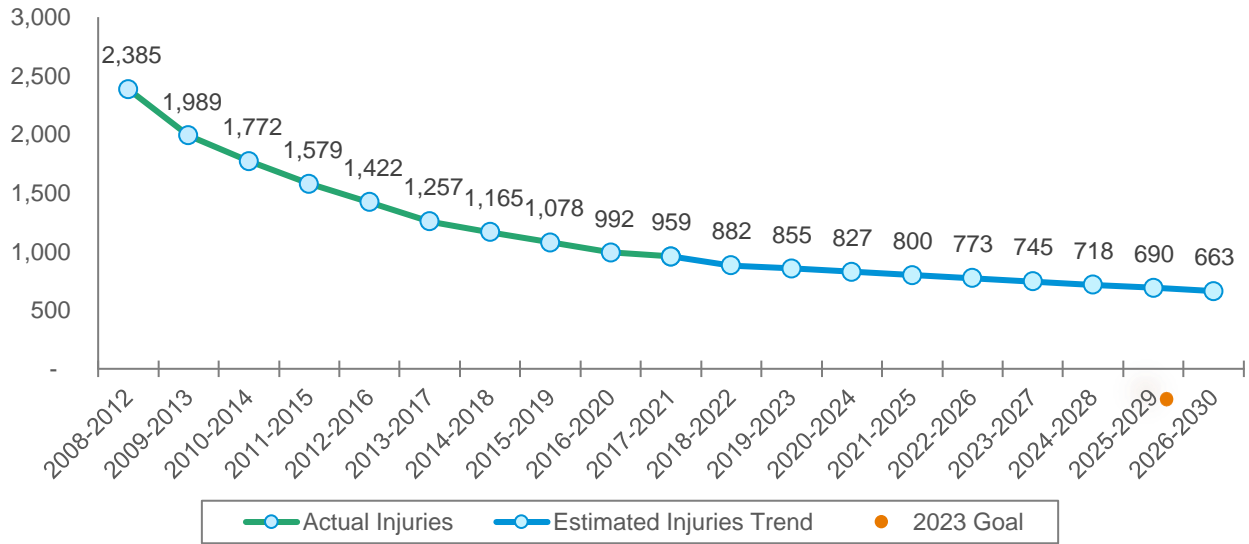
Figure 3.1 Total Fatalities Performance Target Through 2030



Source: West Virginia DOT, Division of Highways, NHTSA STSI, 2022.

Figure 3.2 shows the serious injury goals through 2030 which equates to a 68 percent reduction in serious injuries from 2009–2013. The line represents the trend for both “A” and “B” injuries. This is representative of how the State previously defined serious injuries. Note: As of 2007, serious injuries are defined as “A” injuries only.

Figure 3.2 Serious Injuries Performance Target Through 2030



Source: West Virginia Department of Transportation, Division of Highways.

Selected Performance Targets and Justification

NHTSA encourages States to consider and adjust trend lines and performance targets if necessary when major legislation is passed or major changes in the number of fatalities and serious injuries occur. Each year the GHSP strives to reduce or at least not exceed the previous year’s level of motor vehicle-related fatalities and serious injuries. Our goal is always to move the State towards zero fatalities.

Table 3.1 shows the performance targets for the FFY2023 HSP. The core performance measure targets were developed with the goal of attaining a 50 percent reduction in fatalities from 390 (2005 to 2009 average) by 2030, reducing the rate of fatalities per VMT in a manner corresponding to a 50 percent reduction in the number of fatalities based on a projected 0.44 percent yearly VMT increase, from 1.494 fatalities/100 MVMT to 0.989 fatalities/100 MVMT by 2030, and a 68 percent reduction in serious injuries from 1,989 (2009 to 2013 average) by 2030, which also are the goals for the Strategic Highway Safety Plan.

Although the Fatality/VMT (C-3) performance measure target represents an increase in the 2019–2023 rolling average, the target assumes low VMT with improved fatalities and is consistent with making 262.1 the 2019-2023 Fatality (C-1) performance measure target. The WVDOT believed strongly that this increase in the Fatality/VMT target was needed due to the anticipated increase in Fatality/VMT that is predicted. Given the many reductions West Virginia has achieved in each program area, the GHSP believes all the performance measure targets are attainable by 2023.

Except for core outcome measure B-1, all figures reflect the most recent FARS figures as shown on the [NHTSA STSI website](#).

Table 3.1 FFY 2023 Performance Measures and Targets

CORE OUTCOME MEASURES		2016	2017	2018	2019	2020	
C-1	Traffic Fatalities (FARS)	FARS Annual	269	304	294	260	267
		5-Year Rolling Average	296	289	281	279	279
Decrease traffic fatalities 6.1 percent from 279 (2016-2020 rolling average) to 262.1 (2019–2023 rolling average) by 2023.							
C-2	Serious Injuries in Traffic Crashes (State Crash File)	State Annual	1,180	1,063	1,007	906	805
		5-Year Rolling Average	1,422	1,257	1,165	1,078	992
Decrease serious traffic injuries 13.8 percent from 992 (2016-2020 rolling average) to 854.8 (2019–2023 rolling average) by 2023.							
C-3	Fatalities/VMT (FARS/FHWA).	FARS Annual	1.38	1.59	1.51	1.36	1.66
		5-Year Rolling Average	1.53	1.49	1.45	1.44	1.50
		Rural	2.0	1.94	1.87	1.85	1.86
		Urban	.94	.97	.99	1.0	1.07
Increase fatalities/100 MVMT 12.8 percent from 1.50 (2016-2020 rolling average) to 1.692 (2019–2023 rolling average) by 2023.							
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	FARS Annual	80	98	70	73	84
		5-Year Rolling Average	104	97	88	84	81
Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 7.4 percent from 81 (2016–2020 rolling average) to 75 (2019–2023 rolling average) by 2023.							
C-5	Alcohol-Impaired Driving Fatalities (FARS)	FARS Annual	68	72	58	56	76
		5-Year Rolling Average	82	77	70	65	66
Decrease alcohol-impaired driving fatalities 10.6 percent from 66 (2016–2020 rolling average) to 59 (2019–2023 rolling average) by 2023.							
C-6	Speeding-Related Fatalities (FARS)	FARS Annual	60	84	88	85	60
		5-Year Rolling Average	93	81	73	77	75
Decrease speeding-related fatalities 13.3 percent from 75 (2016–2020 rolling average) to 65 (2019–2023 rolling average) by 2023.							
C-7	Motorcyclist Fatalities (FARS)	FARS Annual	29	26	39	28	38
		5-Year Rolling Average	28	27	30	31	32
Decrease motorcyclist fatalities 21.9 percent from 32 (2016–2020 rolling average) to 25 (2019–2023 rolling average) by 2023.							
C-8	Unhelmeted Motorcyclist Fatalities (FARS)	FARS Annual	10	10	14	9	20
		5-Year Rolling Average	9	8	10	10	13
Decrease unhelmeted motorcyclist fatalities 46.2 percent from 13 (2016–2020 rolling average) to 7 (2019–2023 rolling average) by 2023.							
C-9		FARS Annual	32	35	33	24	24

CORE OUTCOME MEASURES		2016	2017	2018	2019	2020	
	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	5-Year Rolling Average	32	32	32	30	30
Decrease fatalities among drivers age 20 or younger 20 percent from 30 (2016–2020 rolling average) to 24 (2019–2023 rolling average) by 2023.							
C-10	Pedestrian Fatalities (FARS)	FARS Annual	24	26	22	31	18
		5-Year Rolling Average	24	23	22	24	24
Decrease pedestrian fatalities 25 percent from 24 (2016–2020 rolling average) to 18 (2019–2023 rolling average) by 2023.							
C-11	Bicyclist Fatalities (FARS)	FARS Annual	1	3	5	3	3
		5-Year Rolling Average	1	1	2	3	3
Decrease bicyclist fatalities 33.3 percent from 3 (2016–2020 rolling average) to 2 (2019–2023 rolling average) by 2023.							
CORE BEHAVIOR MEASURE		2017	2018	2019	2020	2021	
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	State Annual	89.7%	90.5%	90.2%	NA	88.12%
Increase observed seat belt use for passenger vehicles by 1 percent from 88.1 percent to 90.2 percent by December 31, 2023.							

4.0 Highway Safety Strategies and Projects for FFY2023

Based on data analysis, behavioral survey findings, and discussions with key partners and stakeholder groups, West Virginia's FFY2023 HSP addresses the following program areas: impaired driving, occupant protection, speeding, motorcycle safety, novice drivers (age 20 and younger), traffic records, distracted driving, pedestrian and bicyclist safety, and work zone safety. This supports five of the eight emphasis areas in West Virginia's SHSP, which calls upon the West Virginia GHSP and its partners to address driver behavior (impairment, belt use, speeding), special users (pedestrians), and improving highway safety data (traffic records). Additionally, the FFY2023 HSP outlines how enforcement, education, and data will be used to achieve the identified performance measures and targets.

The following sections provide details on each program area's performance targets and measures, strategies, project descriptions, and funding levels and sources. The project descriptions at the end of each program area include citations referencing the performance targets and evidence of effectiveness. The performance targets are numbered in each of the program area descriptions, and the same numbering is followed in the program/project description. Furthermore, unique identifiers are noted for each project. A glossary for the unique identifiers can be found in Section 6, Table 6.3.

West Virginia used the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 as a reference to aid in selection of effective, evidence-based countermeasure strategies for the program areas presented in Section 3.0. Citations referencing Countermeasures That Work (CTW), followed by the chapter and related countermeasure section (e.g., CTW, Chapter 2, and Section 2.1), are identified in the program/project descriptions. Please note that CTW is not referenced for Planning and Administration activities. This edition of [Countermeasures That Work](#) can be viewed on the NHTSA website.

A project task list for each program area follows the project descriptions and includes the estimated project award by funding source(s) for each FFY2023 project.

4.1 Regional Traffic Safety Programs

Overview

The GHSP embraced the present community/regional approach to traffic safety in the 1990s. We continue to believe it is the most efficient approach to deal with the State's traffic safety problems and issues.

The State is divided into eight regions based on geography and demographics. Table 4.1 identifies each region by number and subgrantee and details the population and square miles serviced by each program. The population for each region is based on the U.S. Census Bureau's 2020 DEC Redistricting Data.

Table 4.1 Population and Area by Region

Region	Population	Percent of State	Area (Square Miles)	Percent of State
1	230,099	12.83%	3,029	12.60%
2	264,479	14.74%	2,465	10.25%
3	84,296	4.70%	366	1.52%
4	155,078	8.65%	1,328	5.52%
5	377,685	21.06%	4,765	19.82%
6	278,289	15.51%	3,484	14.49%
7	255,730	14.26%	5,893	24.52%
8	148,060	8.25%	2,708	11.27%
	1,793,716	100.00%	24,038	100.00%

Source: U.S. Census Bureau, American Community Survey, 2020 DEC-Redistricting Data.

Table 4.2 shows the distribution of fatalities each year from 2017 to 2021 among the eight regions.

Table 4.2 Fatalities by Region

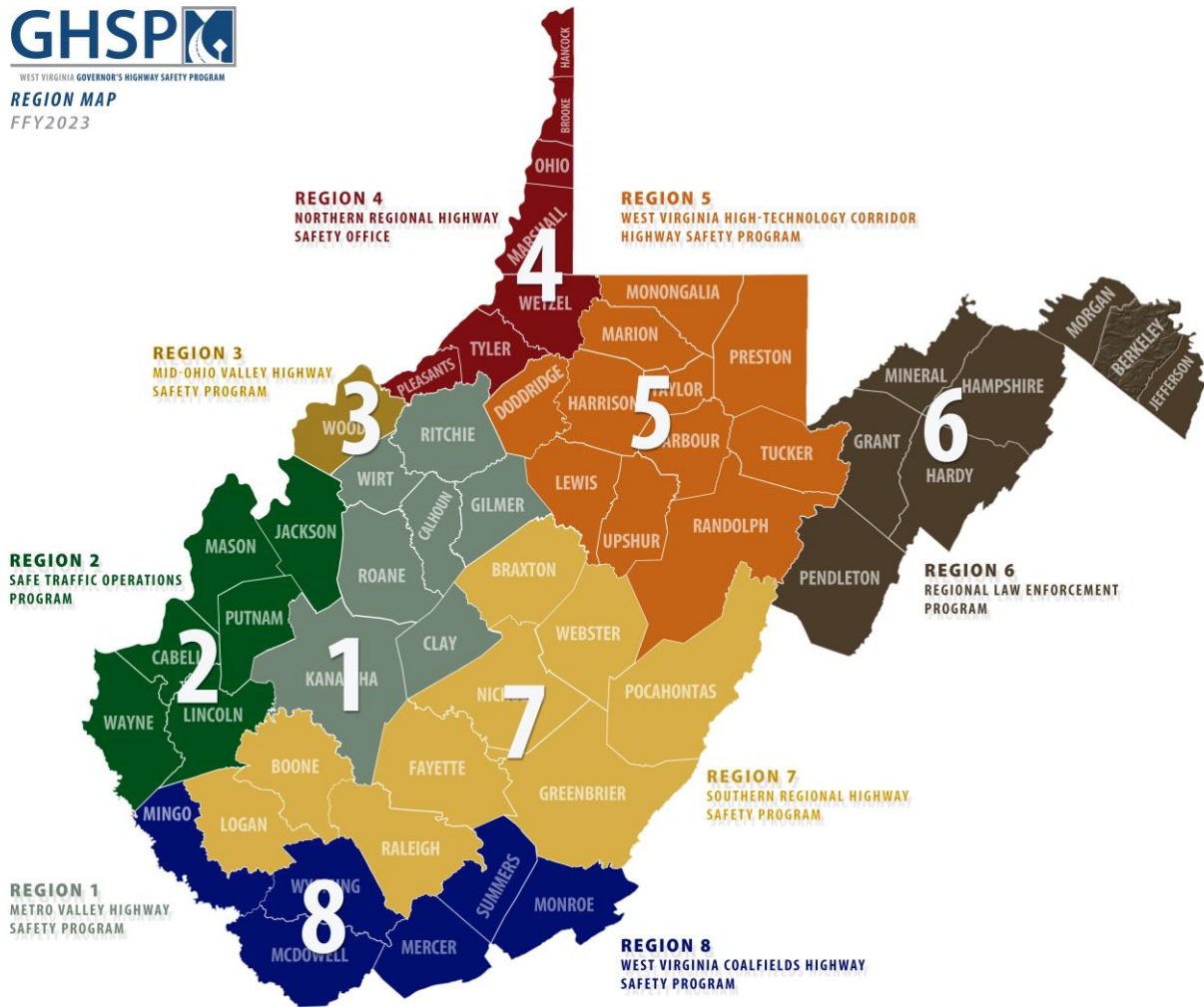
Region	2017	2018	2019	2020	2021 ¹	Total	Average
1	47	51	27	29	45	198	39.6
2	55	45	46	38	36	221	44.2
3	10	7	6	16	14	53	10.6
4	18	13	17	16	14	78	15.6
5	52	47	53	47	50	251	50.2
6	30	44	40	60	46	220	44.0
7	59	59	44	40	52	252	50.4
8	33	28	27	21	24	133	26.6
WV Totals	304	294	260	267	281	1,406	281.2

Source: GHSP Annual Report, 2021.

¹ 2021 fatalities are preliminary.

In FFY2023, the GHSP will continue to fund traffic safety initiatives through seven Regional Traffic Safety Programs and one Regional Law Enforcement Program throughout West Virginia covering all 55 counties as shown in Figure 4.1.

Figure 4.1 FFY2023 Regional Traffic Safety Program Locations



Source: West Virginia GHSP, 2022.

Based on data analysis conducted each year, West Virginia’s primary target audience in driving behavior programming and media messaging is the young male population. The priority areas outlined in this plan are in accordance with NHTSA Priorities (impairment, occupant protection, and speed) and supported by FARS data. These issues are consistent throughout each of the State’s seven Regional Traffic Safety Programs and one Regional Law Enforcement Program and have priority status within each of these programs.

While the seven regional programs must focus on the State’s priority issues, they are allowed some flexibility in funding projects that address issues which may be more prevalent in one area over another (i.e., ATV crashes are more common in the southern/southwestern part of the State). The GHSP will continue to work diligently to support and promote efforts to upgrade occupant protection, impaired driving, and other laws that promote safer highways in West Virginia. In addition, the GHSP is aware of the issue of unsecured loads raised in the FAST Act and will discuss the dangers of unsecured loads with all Regional Traffic Safety Program Coordinators and their law enforcement partners to remind them to enforce the laws regarding unsecured loads.

A description of the Regional Traffic Safety Program Project Coordinator's responsibilities details how each program works with and distributes grant funds to grantees and how the grantees' projects selected for funding support the overall State goals and performance measures. Each Project Coordinator is responsible for overseeing evidence-based law enforcement programs within their region. These data-driven traffic safety enforcement programs prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents.

The Regional Traffic Safety Program goals, objectives, problem identification, and community applications, along with instructions on completing the application, are provided to the regional programs by the GHSP. Each Regional Traffic Safety project has goals and objectives tailored to their area based on the problems specific to their region. The following data sources are used to identify traffic safety problems in each region: West Virginia DOT Crash Database, FARS, DMV, Alcohol Beverage Control Administration, and the GHSP Traffic Safety Programs. Collectively, the Regional Traffic Safety projects are focused on the following statewide performance targets.

Performance Targets

1. Decrease alcohol-impaired driving fatalities 10.6 percent from 66 (2016–2020 rolling average) to 59 (2019–2023 rolling average) by 2023.
2. Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 7.4 percent from 81 (2016–2020 rolling average) to 75 (2019–2023 rolling average) by 2023.
3. Decrease pedestrian fatalities 25 percent from 24 (2016–2020 rolling average) to 18 (2019–2023 rolling average) by 2023.
4. Decrease bicyclist fatalities 33.3 percent from 3 (2016–2020 rolling average) to 2 (2019–2023 rolling average) by 2023.

Strategies

Each Regional Traffic Safety Program supported with GHSP funds is required to conduct the activities detailed on pages 34 to 38 within their assigned region. All Regional Traffic Safety Projects include funding to support a Project Coordinator who is responsible for coordination of the regional program and the GHSP required activities. The Project Coordinators are required to conduct the following activities within their assigned region.

Coordination/Project Coordinator

1. The Project Director must successfully complete a NHTSA Project Management Class (i.e., Managing Highway Safety Programs).
2. Establish and maintain a Task Force of Highway Safety advocates and hold a minimum of three meetings per year. A list of members must be maintained on file in the Coordinator's office.
3. Establish and conduct a Regional Highway Safety Award/Recognition program.
4. Make face-to-face contact with every (100 percent) law enforcement agency Executive or designee in the region's service area, and secure Letters of Support and Cooperation to participate in GHSP events and initiatives (which must be maintained on file in the Coordinator's office).

5. Develop and support one LEL within **each** law enforcement agency.
6. Maintain a relationship with DMV Regional Offices in the assigned regional program area through public information and education (PI&E).
7. Assist the GHSP with the following surveys:
 - a. Statewide Seat Belt Use Survey (June—every year)
 - b. Other surveys as needed/required
8. Obtain a signed Conditions and Assurances/subgrantee contract from all grant-funded recipients.
9. Provide the GHSP with the following reports by the 20th of each month:
 - a. Monthly Activity Report
 - b. Data Report
 - c. CPS Installations
 - d. Media Report
 - e. Equipment Listing
 - f. Request for Reimbursement
 - g. Calendar of Upcoming Events

All reports are to cover the previous month (i.e., the report for June is due July 20) except for the calendar of events, which should be for the upcoming month (i.e., July calendar of events is due June 20).

10. Complete a subgrantee risk assessment report on all subgrantees by August 20.
11. Prepare and submit to the GHSP a detailed year-end annual report by the close of business no later than November 1.

Alcohol and Other Drugs Activities

1. Conduct two law enforcement events per week in the Region.
2. Conduct two media activities per month in the Region. Each Coordinator shall attach a dollar value to earned media and track that value and the number of people that received the message.
3. Conduct two age group activities per year in the Region.
4. Work with the GHSP LEL Office to facilitate training opportunities for impaired driving.
5. Ensure underage enforcement efforts are conducted at least once per quarter.

6. Participate in the State- and national-mandated mobilization periods—Thanksgiving, Christmas/ New Year’s, West Virginia Day, Fourth of July weekend, and Labor Day. During these periods, all local law enforcement agencies supported by Highway Safety funds shall conduct a minimum of four enforcement events during the mobilization.
7. Develop and support at a minimum one college PI&E activity.
8. Assist local law enforcement agencies in obtaining funding from the Commission on Drunk Driving Prevention (CDDP).
9. Complete and submit all DUI Information Sheets (i.e., DMV Form 314). Follow up at the request of GHSP to ensure 100 percent submission. This form is available at <http://www.dmv.wv.gov> under Driver Services/Driver’s Licenses/Forms.

Occupant Protection Activities

1. Participate in the May CIOT mobilization through enforcement and media/public awareness. Provide support and funding to participating law enforcement agencies.
2. Participate in each of the three additional Occupant Protection enforcement waves as outlined in the *FFY2023 Strategic Occupant Protection Plan* by providing support and funding to participating law enforcement agencies.
3. Conduct “spot check” nonscientific pre- and post-seat belt surveys following each wave to assess results of enforcement.
4. Obtain written seat belt use policies by all law enforcement agencies receiving Federal Highway Safety funds and maintain copies on file in the Coordinator’s office. These policies must be written and outline sanctions for noncompliance.
5. Conduct at least two earned media activities per month related to occupant protection/seat belt use/seat belt enforcement activities.
6. Conduct at least two PI&E activities per quarter related to seat belts/child safety seats.
7. Conduct a minimum of four occupation protection informational checkpoints (preferably one per each of the four CIOT mobilizations).
8. The Project Coordinator must complete the 32-hour CPS Technician course and remain current with certification.
9. Establish and maintain a minimum of three CPS Fitting Stations in the Region, with a goal of at least one per county.
10. Conduct a minimum of four CPS Clinics/Events.
11. Conduct two “age group”-specific activities (i.e., visit driver’s education, high schools, middle schools, grade schools).
12. Conduct two child safety seat classes or demonstrations (i.e., one to eight hours) to a captive audience (i.e., hospital, daycare, church, civic, etc.).

13. Conduct PI&E, enforcement, and media events during CPS Week in September, including direct participation, if possible, in Seat Check Saturday.
14. Maintain a list of current CPS Technicians in the Region and increase the number of Certified Technicians in the Region.
15. Conduct nighttime seat belt enforcement at least twice during the year, in addition to at least once during the May CIOT mobilization. Nighttime is considered 6:00 p.m. or after.
16. Encourage enforcement of seat belt laws during all enforcement efforts (DUI, speed, etc.).

Media Activities

1. Facilitate earned media for local, regional, and national highway safety activities.
2. Cooperate with the GHSP Public Information staff in statewide media campaigns.
3. Maintain a media file with all the activity generated by the Regional Program and report the activities to the GHSP Public Information Officer and GHSP Program Manager on a monthly basis. Share photographs and other media coverage of events with the GHSP for inclusion on social media pages/ Highway Safety publications.
4. Conduct media buys in accordance with the GHSP Media Planning Guide.

Traffic Records Activities

1. Support efforts to convert law enforcement agencies to electronic reporting.
2. Ensure the Region's section of the CDDP/Highway Safety Database is maintained in a timely and accurate manner. All information is to be entered within one week after an activity has occurred and double checked for accuracy.
3. Facilitate the submission of fatality reports that have not been submitted, upon request by the GHSP Director and/or staff.

Other Traffic Safety Initiatives

1. Conduct or facilitate a minimum of one ATV safety activity yearly.
2. Participate in the annual Target Red (Red Light Running) Campaign, which is generally in August, by conducting enforcement and media activities.
3. Conduct an enforcement campaign during School Bus Safety Week in October.
4. Conduct at least one Distracted Driving (cell phone/texting) enforcement activity per month.
5. Conduct or facilitate at least one activity/media event on distracted driving (cell phone/texting) per month. If the Region owns or has access to a Distracted Driving Simulator, it is to be incorporated in at least one activity per month on average, with additional activities encouraged during Distracted Driving month

(April). If the Coordinator does not have access to a Simulator, then another activity must be planned (i.e., possibly work in conjunction with another Coordinator that does have a simulator).

6. Conduct at least one PI&E/Law Enforcement effort for Back to School in August/September.
7. Conduct a minimum of one speed/aggressive driving enforcement activity per month.
8. Conduct at least one PI&E event during the year based on the identification of a pedestrian/bicycle safety problem in the Region.

Programs and Projects

Target: 1, 2 3, and 4

Unique Identifier: CT-01

Project Numbers: F23-HS-02, F23-HS-04, F23-HS-05, F23-HS-07, F23-HS-08, and F23-HS-14

Project Title: Regional Traffic Safety Programs

Description: All Regional Traffic Safety Programs coordinate and implement traffic safety programs within their region in collaboration with the West Virginia State Police, GHSP LEL, local law enforcement agencies, CPS technicians, schools, and safety stakeholders. The Regional Traffic Safety Program Coordinators support implementation of the State’s *FFY2023 Strategic Occupant Protection Plan, FFY2023 Evidence-Based Enforcement Program Plan for DUI, Target Red*, and other traffic safety initiatives, coordinate and provide training, facilitate earned media activities, and create innovative ideas and activities to aid their region in meeting the State’s traffic safety performance targets. New in FFY2023 will be the purchase of distracted driving simulators for each region. The Coordinators will coordinate the use of the simulators at various schools, fairs, and other public events to increase awareness of the dangers of distracted driving.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2, and 4.1

Evidence of Effectiveness: N/A

Funding Source/Amount: 402-\$800,000

Match Amount: \$1,305,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$700,000

Table 4.3 provides the match amount for all responsibilities listed above for each Regional Traffic Safety Program.

Table 4.3 Matching Funds by Regional Traffic Safety Program

Source of Matching Funds	Funding Sources	Estimated Amount
In-Kind Match, PR, etc./Charleston Regions 1 and 3	Grantee Tracks	\$56,000
In-Kind Match, PR, etc./Huntington Region 2	Grantee Tracks	\$349,000
In-Kind Match, PR, etc./Wheeling Region 4	Grantee Tracks	\$299,000
In-Kind Match, PR, etc./Clarksburg Region 5	Grantee Tracks	\$347,000

Source of Matching Funds	Funding Sources	Estimated Amount
In-Kind Match, PR, etc./Beckley Region 7	Grantee Tracks	\$123,000
In-Kind Match, PR, etc./Mercer County Region 8	Grantee Tracks	\$51,000

Source: West Virginia GHSP, 2022.

4.2 Occupant Protection

Overview

West Virginia's unrestrained fatality 5-year average has decreased for every 5-year period since 1998–2002. In 2018, West Virginia reached 90.5 percent observed seat belt usage rate, the State's highest rate ever. Seat belt usage above 90 percent was maintained in 2019, with a 90.2 percent observed usage rate. Due to COVID-19 pandemic restrictions, West Virginia opted to take advantage of the CARES Act waiver, and a scientific observational seat belt survey was not conducted in 2020. The survey resumed in June 2021, and saw the seat belt use rate fall to 88.1 percent. The GHSP and its many partners remain committed to increasing belt use again and have set a short-term goal of achieving our previous seat belt usage rate of 90.2 percent by September 30, 2023, with our long-term goal of attaining a 100 percent seat belt usage rate.

In the 2021 report titled "2021 West Virginia Observational Seat Belt Survey Report," prepared by Cambridge Systematics, Inc., and based on West Virginia's annual scientific seat belt survey conducted on weekdays and weekends from June 1 through June 15, 2021, it was reported that:

- Male drivers were significantly less likely to be using seat belts compared to female drivers (81.6 versus 93.5 percent), although belt use increased when passengers were in the vehicle (92.2 percent for male drivers versus 96.3 percent for female drivers).
- Both drivers and passengers in pick-up trucks were the least likely to be observed wearing a seat belt compared to occupants in other types of vehicles.
- Primary roadways showed the highest observed seat belt usage rate (93.8 percent) while local roadways had the lowest observed seat belt usage rate (87 percent), however the 2021 rates were lower than what was previously observed in 2019 (94.6 and 88.9 percent respectively).

From 2016 to 2020, an average of 279 motor vehicle fatalities occurred on the State's roadways. During the same 5-year period, the yearly average number of passenger fatalities that were unrestrained was 81 (29 percent), many of whom would have likely survived had they been belted. The State's unrestrained fatality 5-year average has consistently decreased for every 5-year period since 1998–2002. Males between the ages of 16–35 are overrepresented in motor vehicle fatalities and crashes in West Virginia. Most of the fatal crashes are single vehicles departing two-lane rural roadways, with pick-up trucks being overrepresented. Most of these crashes occur on weekend nights. While most of these crashes are due to failure to maintain control, speed, impairment, and failure to obey traffic control devices, the nonuse of seat belts contributes to the fatalities and serious injuries that occur because of these crashes, as evidenced by lower use rates in rural areas by young males, mostly in pick-up trucks. Occupant protection-related data are available in Table 4.4.

Table 4.4 Occupant Protection Fatalities and Seat Belt Usage

Core Performance Measure	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Unrestrained Passenger Vehicle Occupant Fatalities in All Seating Positions	137	113	93	99	80	98	70	73	84	NA
Statewide Observed Seat Belt Use (Front Seat Outboard Occupants)	84.0%	82.2%	87.8%	89.0%	86.8%	89.7%	90.5%	90.2%	NA ²	88.1%
Seat Belt Citations Issued ¹	5,190	9,099	15,862	15,002	12,506	11,213	10,094	10,103	7,945	7,798
Child Safety Seat Citations Issued	317	411	420	285	265	255	152	141	104	75

Source: GHSP 2022.

¹ These totals are for all grant-funded activity, not just activity during seat belt enforcement.

² No Seat Belt Survey was conducted in 2020 due to the COVID-19 Pandemic.

Performance Targets

1. Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 7.4 percent from 81 (2016–2020 rolling average) to 75 (2019–2023 rolling average) by 2023.
2. Increase observed seat belt use for passenger vehicles by 1 percent from 88.1 percent to 90.2 percent by December 31, 2023.

Strategies

Proper and consistent use of seat belts and child safety seats is known to be the single most effective protection against death and a mitigating factor in the severity of traffic crashes. The GHSP has revised the comprehensive FFY2023 Strategic Occupant Protection Plan (described in this section) to reduce injuries and fatalities by increasing seat belt and child passenger restraint use. This multiyear plan is evaluated on an annual basis, with changes made as needed. This comprehensive approach utilizes city, county, and State law enforcement agencies, six Regional Traffic Safety Coordinators, community partners, and the media, and will be coordinated statewide by the GHSP Occupant Protection Coordinator with assistance from the GHSP Child Passenger Safety Coordinator Amy Boggs and the GHSP Lead LEL Dean Capehart.

A NHTSA Occupant Protection Assessment was conducted March 28–April 1, 2022. When the final report from that assessment is provided, the GHSP will review and determine next steps to include many of the new recommendations. The plan's activities will cover the entire State in a comprehensive, sustained, and strategic manner through implementation of the following components:

- High-Visibility Enforcement Activities
- Public Education and Information Activities
- Media Activities
- Training Activities
- Age Group Activities
- Child Passenger Safety
- Legislation
- Evaluation
- Occupant Protection Task Force

Each of these activities is discussed below and occurs in or serves rural populations. While the physical address for many of these may be in an urban area, they serve rural communities as well. Additionally, the majority of West Virginia's 134 seat belt survey sites are located in rural locations.

Evidence-Based High-Visibility Enforcement Activities

Each of the RTSCs will arrange at least one seat belt enforcement activity in each of their areas no less frequently than every two weeks. The seven West Virginia State Police (WVSP) coordinators will arrange a minimum of one seat belt enforcement activity within each of their troop areas every two weeks. Nighttime enforcement is emphasized; however, some enforcement activities will occur during daylight hours. Some daylight hours during the warmer months fall within the designated nighttime timeframe. Enforcement activities will focus on roadways that produced low seat belt use rates, as determined by the annual scientific seat belt survey. The GHSP Occupant Protection Coordinator will coordinate the efforts of the RTSCs, law enforcement projects, and West Virginia State Police troops. These three groups cover 100 percent of the State. The GHSP is divided into eight highway safety regions (regional programs and law enforcement projects), and the WVSP is divided into seven troops. The regions are divided as shown in Table 4.5.

Table 4.5 Regional Traffic Safety Programs

Region	Name	Counties	2020 Population
1	Metro Valley Highway Safety Program	Calhoun, Clay, Gilmer, Kanawha, Ritchie, Roane, Wirt	230,099
2	Safe Traffic Operations Program	Cabell, Jackson, Lincoln, Mason, Putnam, Wayne	264,479
3	Mid-Ohio Valley Regional Highway Safety Program	Wood	84,296
4	Northern Regional Highway Safety Program	Brooke, Hancock, Marshall, Ohio, Pleasants, Tyler, Wetzel	155,078
5	High-Technology Corridor Highway Safety Program	Barbour, Doddridge, Harrison, Lewis, Marion, Monongalia, Preston, Randolph, Taylor, Tucker, Upshur	377,685
6	Regional Law Enforcement Program	Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, Pendleton	278,289
7	Southern Regional Highway Safety Program	Boone, Braxton, Fayette, Greenbrier, Logan, Nicholas, Pocahontas, Raleigh, Webster	255,730
8	West Virginia Coalfields Highway Safety Program	McDowell, Mercer, Mingo, Monroe, Summers, Wyoming	148,060
Total State Population			1,793,716

Source: GHSP 2022, U.S. Census Bureau's 2020 DEC Redistricting Data.



Table 4.6 shows the departments that participated in the FFY2021 Click It Or Ticket (CIOT) campaign. In all counties except Wirt County, either the main city/town law enforcement agency within the county, the County Sheriff’s Department, and/or the State Police participated in the FFY2019 sustained seat belt enforcement plan. While the national CIOT campaign was canceled in FFY2020 due to the COVID-19 virus, it is anticipated that the FFY2019 level of participation will return in FFY2023. Note that the total ACS 2016–2020 5-Year Estimates Population excludes Wirt County data.

Table 4.6 Law Enforcement Agencies by County Participating in CIOT

WV Counties	ACS 2016–2020 5-Year Estimates Population	FFY2021 CIOT Participation	2020 County Population
Barbour County	16,543	●	15,465
Berkeley County	117,615	●	122,076
Boone County	21,897	●	21,809
Braxton County	14,032	●	12,447
Brooke County	22,162	●	22,559
Cabell County	93,328	●	94,350
Calhoun County	7,185	●	6,229
Clay County	8,599	●	8,051
Doddridge County	8,499	●	7,808
Fayette County	43,087	●	40,488
Gilmer County	7,970	●	7,408
Grant County	11,565	●	10,976
Greenbrier County	34,893	●	32,977

WV Counties	ACS 2016–2020 5-Year Estimates Population	FFY2021 CIOT Participation	2020 County Population
Hampshire County	23,304	●	23,093
Hancock County	29,118	●	29,095
Hardy County	13,789	●	14,299
Harrison County	67,620	●	65,921
Jackson County	28,793	●	27,791
Jefferson County	56,922	●	57,701
Kanawha County	181,014	●	180,745
Lewis County	16,024	●	17,033
Lincoln County	20,617	●	20,463
Logan County	32,593	●	32,567
McDowell County	18,083	●	19,111
Marion County	56,233	●	56,205
Marshall County	30,900	●	30,591
Mason County	26,700	●	25,453
Mercer County	59,370	●	59,664
Mineral County	27,047	●	26,938
Mingo County	23,808	●	23,568
Monongalia County	106,196	●	105,822
Monroe County	13,344	●	12,376
Morgan County	17,800	●	17,063
Nicholas County	24,857	●	24,604
Ohio County	41,875	●	42,425
Pendleton County	6,968	●	6,143
Pleasants County	7,457	●	7,653
Pocahontas County	8,382	●	7,869
Preston County	33,610	●	34,216
Putnam County	56,604	●	57,440
Raleigh County	74,452	●	74,591
Randolph County	28,763	●	27,932
Ritchie County	9,747	●	8,444
Roane County	13,831	●	14,028
Summers County	12,710	●	11,959
Taylor County	16,817	●	16,705
Tucker County	6,943	●	6,762
Tyler County	8,736	●	8,313

WV Counties	ACS 2016–2020 5-Year Estimates Population	FFY2021 CIOT Participation	2020 County Population
Upshur County	24,451	●	23,816
Wayne County	39,952	●	38,982
Webster County	8,289	●	8,378
Wetzel County	15,291	●	14,442
Wood County	84,387	●	84,296
Wyoming County	20,890	●	21,382
West Virginia	1,801,662		1,793,716
Population Served	100%		99.7%

Source: GHSP 2022, U.S. Census Bureau 2016–2020 ACS, 5-year Estimates and U.S. Census Bureau 2020 DEC Redistricting Data.

Each Regional Traffic Safety Program provides seat belt enforcement funding to police and sheriff’s departments in their jurisdiction. Short-term, high-visibility enforcement campaigns have been observed to increase belt use more among traditionally lower-belt-use groups, including young drivers, than among higher-belt-use drivers. West Virginia uses a variety of high-visibility seat belt enforcement efforts to reach nonusers. Approved examples of high-visibility enforcement activities are:

Saturation Patrols. Officers will patrol areas identified as high motor vehicle crash areas. Crash data will provide this information and will help pinpoint locations that are overrepresented crash sites involving teenagers, males 16-35, pick-up trucks, and rural areas. Seventy-eight percent of the State’s counties are classified as rural, so by using all West Virginia State Police troops in conjunction with multiple municipal and county law enforcement agencies, there will be significant enforcement in rural areas.

Directed Patrols. Officers will patrol areas identified as low seat belt use rate areas as determined by the annual scientific seat belt survey. Since many of the low-use rate areas have historically been in rural parts of the State, agencies will target many rural areas. Patrol sites also will include areas near high schools and at locations near movie theaters, malls, and other areas where teenagers typically congregate, and during times they would most likely be enroute to and from these locations.

Informational Checkpoints. Officers conduct informational checkpoints to remind citizens of the need for adults and children to use seat belts/child safety seats and provide information on the occupant protection laws of the State. Not only will checkpoints be established on roadways that are heavily traveled to reach as many individuals as possible, but they also will be established in rural areas and near high schools. Checkpoints generally occur during the nighttime timeframe, and by doing so, the checkpoints will target unrestrained nighttime drivers.

Participation in the CIOT National Mobilizations. West Virginia will conduct CIOT enforcement during May 2023, in conjunction with the National CIOT campaign. West Virginia’s CIOT campaign will run from May 15–May 29, 2023. Funds provided to the regional coordinators will be granted to law enforcement agencies based on a previously developed enforcement plan designed by the coordinator, law enforcement agencies, and local law enforcement liaisons in each region, as well as the GHSP Occupant Protection Coordinator. Enforcement activities will occur daily in each region, during day and nighttime hours, with nighttime enforcement emphasized. Funds will be provided directly to the WVSP to be divided among the seven troop areas. The WVSP will be primarily responsible for patrolling roadways outside of the city and county

jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments. By using WVSP in conjunction with municipal and county law enforcement agencies, enforcement and education will serve all geographic areas within the State, including the locations with at least 70 percent of the State's unrestrained passenger vehicle occupant fatalities and serious injuries.

Participation in a Minimum of Three Additional Enforcement Waves. At minimum, law enforcement agencies will participate in the following three mandatory waves:

- October 7 to 23, 2022 (to coincide with NHTSA Region 3 Operation Crash Reduction mobilization being conducted from October 7 to 10, 2022)
- March 3 to March 19, 2023
- August 4 to August 20, 2023

Within the timeframes established for each wave, law enforcement agencies will select at least 5 to 6 enforcement days (which may be continual days or separated). All procedures will be conducted using the same methodology as outlined in the CIOT Mobilization. The results of the 2022 annual scientific seat belt survey will be used to pinpoint low-seat belt use areas, and special emphasis will be placed on, but not limited to, enforcement in those areas. Each of the regional coordinators will conduct "spot check," nonscientific seat belt surveys following each wave to assess results of enforcement. It will be recommended that pre-enforcement surveys also are conducted to compare data before and after enforcement.

Conduct Seat Belt Enforcement during all Routine Enforcement Efforts. Routine enforcement efforts include normal traffic patrols, DUI patrols, etc. By requiring seat belt enforcement during all enforcement efforts, especially DUI enforcement, there will be additional enforcement efforts involving unrestrained nighttime drivers.

State-Mandated Mobilizations. The GHSP has designated the following periods as State-mandated DUI mobilization periods: Thanksgiving, Christmas, New Year's, West Virginia Day, and the Fourth of July. During these designated DUI mobilization periods, the regional coordinators, county and city law enforcement agencies, and the WVSP also utilize the opportunity to enforce the seat belt law.

In addition, the following three activities support West Virginia's occupant protection enforcement efforts.

Seat Belt Policy. Written seat belt use policies are required for all law enforcement agencies receiving Federal Highway Safety funds. These policies must be written and outline sanctions for noncompliance.

Letters Of Support. The GHSP will obtain letters from the West Virginia Chiefs of Police Association, the West Virginia Sheriffs Association, and the West Virginia Fraternal Order of Police.

Data Tracking and Support Program. The Data Tracking and Agency Support Program (DTASP) consists of motivated law enforcement agencies across the State of West Virginia who provide data in their efforts in highway safety enforcement. The reported data consists of all highway safety enforcement, not just those efforts conducted on highway safety overtime. This collected data is utilized to identify and target highway safety issues through the State, and to justify grant expenditures. The program also supports these agencies by providing highway safety-related equipment and training that might not normally be available to them. The GHSP will continue to support this successful program in FFY2023, and efforts to increase individual participation are ongoing by the Coordinator of this program.

Public Information and Education Activities

Each Regional Coordinator will conduct public education and information activities in their program area. The Coordinator will be required to conduct at least two events each month (unless otherwise noted) and the WVSP Coordinator will conduct two activities each month (unless otherwise noted) within their troop area. Approved examples of PI&E activities include:

- Presenting seat belt, child safety seat, and safe driving information to a group such as school classes, employers, civic groups, and church groups, in a face-to-face setting or in a public forum.
- Presenting seat belt, child safety seat, and safe driving information through a media outlet such as television, radio, newspaper, magazine article, or at a local fair or festival.
- CPS Clinics/Events—RTSCs will set up a minimum of one CPS clinic/event quarterly in which parents/caregivers can have their child safety seats checked or installed. These events should be set up as a community event with publicity/media coverage.

Media Plan

CIOT Mobilization and Enforcement Waves

All forms of media will be utilized during the May CIOT Mobilization, and the three State enforcement waves, which will run concurrently with the enforcement campaigns. In FFY2023, \$335,000 in Federal highway safety funds will be dedicated to this effort alone, not including CIOT media funds in regional grants. Funds will be used for statewide television (network, cable, and streaming) and radio airtime, as well as billboards. Social media, such as Facebook and Twitter, also will be utilized. Paid boosted posts will be utilized on Facebook and Twitter.

The regional coordinators also will implement earned media activities in their respective areas. Earned media includes radio and television public service announcements, media talk shows, and newspaper articles/promotions. Seat belt use/nonuse in local motor vehicle crashes will be stressed with media representatives. Each Regional Traffic Safety Program Coordinator and WVSP Coordinator will be required to conduct at least two media activities per month during the year, with emphasis on target groups (rural residents and high-risk drivers) and advertise enforcement activities before, during, and after each enforcement event within their area or troop. A media activity involves the coverage of an ongoing event or dissemination of information through a media outlet.

These media events are more than simple advisories of an upcoming enforcement event. The GHSP receives a report of each media event that includes the coverage area or circulation of the media used and the amount of money it would have cost to purchase the media time/space.

Target Audience

The primary target audience is:

1. High-risk drivers (males 16 to 35, pick-up truck drivers, nighttime drivers, teenaged drivers and passengers); and
2. Rural drivers.

The GHSP Public Affairs Coordinator will work very closely with the media vendors to ensure that the media is reaching the target audiences, will coordinate the media program, and is responsible for arranging the media purchases and reporting.

Strategies and Countermeasures for Rural Residents/Road Users

The majority of West Virginia's counties are designated as rural, although only 30 percent of the total population lives in the rural counties. The largest city in West Virginia, Charleston, has 48,864 residents, and Kanawha County, the largest county in the State and home of Charleston, has 180,745 residents. The second-largest city in West Virginia is Huntington, with 46,842 residents, per 2020 Census estimates.

The GHSP has divided the State into eight regions, with a coordinator assigned to seven of the eight regions (see Section 3.1 for a description of Regional Traffic Safety Coordinator responsibilities assigned to each region). Each of these regions encompasses one "major" city/town, as well as a large rural area. All activities conducted reach a large portion of the rural communities in each region. Some of these activities include:

Law Enforcement Patrols/Checkpoints. Crash data can pinpoint rural areas where crashes are occurring, and the appropriate law enforcement (city, county, or State) agency will target those areas. Officers also will patrol in areas with low seat belt use rates, as identified in the annual scientific seat belt survey, which is very common in rural areas. The majority of the sites for the annual scientific seat belt survey are in rural areas, and law enforcement focuses on these areas. Emphasis also will be placed on these areas during the May CIOT mobilization and three State seat belt enforcement waves.

Data Tracking and Agency Support Program. The Data Tracking and Agency Support Program (DTASP) consists of motivated law enforcement agencies across the State of West Virginia who provide data on their efforts in highway safety enforcement. This collected data is utilized to identify and target highway safety issues throughout the State, and to justify grant expenditures. The program also supports these agencies by providing highway safety-related equipment and training that might not normally be available to them.

Public Information and Education. In rural areas, most residents receive medical treatment through county/community health centers. The Regional Coordinators will provide public information and education to these centers through brochures and pamphlets and through the numerous health fairs hosted by these centers. In addition, coordinators will conduct child safety seat clinics at these facilities or in conjunction with other local agencies, in which the participants not only learn about safe child safety seat practices, but also receive information on seat belt use by adults. Coordinators also set up booths to promote all aspects of highway safety at town/county fairs that are held in rural communities. The coordinators also will provide educational classes/programs/assemblies to schools in their areas regarding seat belt safety. In West Virginia, many counties only have one high school in the entire county. Educational programs will be provided through this avenue via driver's education programs, SADD, and other special programs such as *Battle of the Belts* seat belt challenges.

Media. A statewide media campaign is conducted every May for the CIOT mobilization. A paid television and radio campaign reaches every part of the State and will continue in FFY2023. A statewide billboard campaign also runs at the same time, with many of these located in rural areas of the State. The coordinators also conduct earned media activities in their respective areas, which include television and radio public service announcements, media talk shows, and newspaper articles. Again, all the coordinators provide services to rural areas in their region.

The media plan also includes a social media aspect. Six regions (1, 2, 4, 5, 7, and 8) and the GHSP have Facebook pages; the State office, as well as Region 4, also actively manage Twitter accounts. All social

media pages cross-promote the CIOT message, as well as share related messages from NHTSA and other organizations across the country. In addition to regular social media posts in FFY2023, the GHSP will pay for boosted posts on Facebook and Twitter that can be specifically targeted to the key demographics. By boosting posts on Facebook, GHSP has greatly increased page likes, reach, and public interaction.

Training Activities

The GHSP Occupant Protection Coordinator, all GHSP Program Managers, the GHSP LELs, and the Regional Traffic Safety Program Coordinators will attend the NHTSA Occupant Protection Course.

The GHSP Lead LEL will coordinate presentation of the NHTSA Traffic Occupant Protection and Strategies (TOPS) Course for each law enforcement agency LEL receiving Federal Highway Safety grant funds.

The GHSP will strive to provide basic Child Passenger Safety (CPS) training to law enforcement agencies receiving Federal Highway Safety grant funds.

The GHSP will continue to sponsor, through its Regional Coordinators, the NHTSA 32-Hour CPS Technician Course and 8-Hour Renewal Course to certify and recertify technicians in every county, as well as assist them in maintaining certification by offering CPS Technician (CPST) Technical Updates for the continuing education (CEU) requirements.

Age Group Activities

Regional Coordinators will conduct two age group-specific activities per year in their area. Age group-specific activities include, but are not limited to, the following:

High School Drivers Education Classes/General Assemblies—Visits to driver's education classes or high school assemblies to educate students regarding the dangers of non-seat belt use. Information regarding West Virginia's Graduated Driver Licensing law also will be a focus (non-seat belt use is against the law).

Grade School and Middle School Programs—Visit schools to educate students regarding the dangers of non-seat belt use.

High School Seat Belt Challenge—An annual event conducted by Regional Coordinators to encourage competition among each region's high schools and to promote seat belt use by students, as well as staff and parents.

High School Students Against Destructive Decisions (SADD) Groups—Regional Coordinators shall work with the SADD groups in their regions along with the State SADD Program, to assist them in their occupant protection-related and other highway safety activities.

The Coordinators are encouraged to place emphasis on projects and activities that address the primary target audiences (high-risk drivers and rural residents) as much as possible.

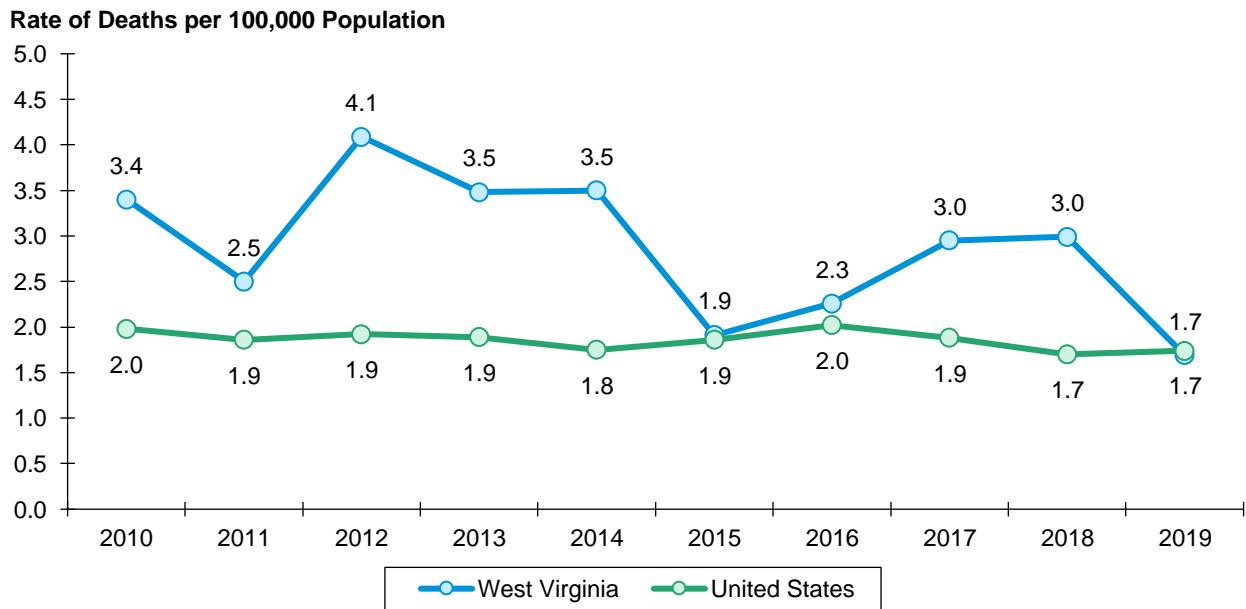
High-risk drivers will be reached primarily through high school programs, and rural residents will be reached through school programs, as well as through community activities such as local fairs and various community events.

Child Passenger Safety (CPS)

Due to the ongoing COVID-19 pandemic, the West Virginia CPS Program was greatly affected. The program lost a significant number of certified Child Passenger Safety Technicians (CPST) in the last few years. The biggest focus of this program will be to provide Certification and Renewal Courses across the State to certify new CPSTs as well as recertify former CPSTs, especially those whose certifications expired during calendar years 2020 and 2021.

According to the Centers for Disease Control and Prevention (CDC), motor vehicle crashes are the leading cause of death among children, teens, and young adults in the Nation, and third-highest leading cause of death for all ages. In West Virginia alone, total crash-related death costs are \$417.3 million (\$3.7 million in medical costs and \$413.6 million in work loss costs), based on 2018 data. Children represent four percent, or \$16 million, and teens represent 9 percent, or \$37 million of these costs.⁵ Additionally, according to FARS data found in NHTSA’s Traffic Safety Facts—Children (DOT HS 813 122), revised March 2022, the fatality rate in traffic crashes in 2019 for children aged 0 through 14 is similar to the national average. (Figure 4.2). Also of note in the report, based on known restraint use, 67 percent of the children riding with unrestrained passenger vehicle drivers also were unrestrained.

Figure 4.2 Motor Vehicle Crash Death Rates, Children Age 0 through 14, West Virginia and U.S. 2010 to 2019



Source: NHTSA Traffic Safety Fact Sheet, 2022⁶ and CDC WISQARS Fatal Injury Reports, 2020.

Keeping children safe on West Virginia’s roadways is a priority for the GHSP, and CPS will continue to be an integral part of the GHSP Occupant Protection Program. West Virginia’s CPS Program provides educational materials, training, and supplies needed to fulfill this mission. In addition, Regional Coordinators will continue to host local events, such as car seat checkup events, support existing fitting stations, and develop additional fitting stations, as well as implement earned media opportunities. The GHSP will place special emphasis on

⁵ [State-Specific Costs of Motor Vehicle Crash Deaths | Motor Vehicle Safety | CDC Injury Center](#) (select WV), May 2022.

⁶ [NHTSA/NCSA Traffic Safety Facts. Report No. DOT HS 813 122. March 2022, revised.](#)

national events, such as National CPS Week in September, and paid media. West Virginia currently has 168 certified CPSTs and 8 CPST Instructors (176 total), which is an overall increase of 23 from last year.

One of the greatest issues facing CPS programs across West Virginia—and across the United States—is the misuse or nonuse of child passenger safety devices. In West Virginia, not securing a child properly while operating a vehicle is a primary offense. According to the National Child Restraint Use Special Study (conducted in 2011, report published in May 2015), the estimated overall misuse rate for CPS devices across the United States is 46 percent. Not every divergence from a perfect installation was considered “misuse” for this study. Estimated misuse rates were highest for forward-facing car seats (61 percent) and lowest for high-back booster seats (16 percent). According to the 2017 National Survey of the Use of Booster Seats (published September 2018), 31.4 percent of children 4 to 7 years old in the U.S. were not being properly restrained, and 7.6 percent of children 1 to 3 years old were prematurely transitioned to booster seats. Data involving misuse and nonuse of CPS devices in WV is not always easily accessible. To better track misuse and nonuse data, the GHSP plans to encourage usage and implementation of the National Digital Car Seat Check Form (NDCF) with CPSTs and fitting stations statewide, and plans to conduct a statewide nonscientific CPS use rate survey in FFY2023 to more adequately determine the needs of West Virginia’s children.

West Virginia currently has 42 permanent fitting stations that are monitored and supplied by the 6 Regional Coordinators and the GHSP CPS Coordinator. This is an increase of 2 fitting stations from last year. Each fitting station is staffed by one or more current nationally certified CPS Technicians. Each Regional Coordinator (and most regional assistants) routinely install and inspect cars seats in their regions. The listing of fitting stations can be found on the GHSP website at <https://highwaysafety.wv.gov>, as well as on the NHTSA website (www.nhtsa.gov).

The GHSP’s goal is to maintain at least one fitting station in each of the State’s 55 counties. By continuing to train new technicians and recertify current technicians, the GHSP will be able to meet that goal. The CPS Program will continue to train and educate on CPS topics even after the goal of one fitting station in each county is attained. By establishing fitting stations in all counties, all rural and urban residents will be served, including all residents who fall below the Federal poverty guidelines. The CPS Program also will strive to host informational sessions or booths and seat check events in every county with a fitting station, and until fitting stations are established in all counties, the program also will attempt to host informational booths at community events in counties NOT served directly by a fitting station.

Currently, there is at least one certified technician or fitting station in 36 of the 55 counties, directly serving 85.3 percent of the State’s population. When factoring in the 18 counties which have access to a fitting station in a bordering county, 99.7 percent of the State’s population is served. Many residents in rural counties regularly receive services and goods from bordering counties, so it would not be uncommon for them to also receive CPS services in a neighboring county. It is estimated that 78 percent of the State’s counties are rural, and 58 percent of the State’s counties have poverty rates higher than the State poverty rate. With the current number of fitting stations and technicians, the CPS program is directly serving 59 percent of all counties above the State poverty level, and 100 percent of the counties above the State poverty level are served indirectly. The CPS program also is serving 56 percent of all rural counties directly, and 98 percent of rural counties are directly or indirectly served.

In trying to reach at-risk populations—those less likely to use proper child restraint devices correctly, or at all—the GHSP believes that in reaching rural counties and counties with higher poverty levels, these at-risk populations also will be reached. Populations at risk for no child restraint use or inaccurate child restraint use tend to live in rural areas, be less educated, from a minority population, or even speak English as a second language. According to 2020 U.S. Census estimates, West Virginia’s minority population is approximately

10 percent of the overall State population. Minority populations tend to live in more urban areas, and every West Virginia county with the urban designation has at least one fitting station. Those less likely to wear a seat belt also are less likely to use child restraint devices. The State's CIOT campaign targets drivers who do not wear seat belts, especially in rural areas. During education and enforcement of the State's seat belt laws, education and enforcement of child restraint use also is highly encouraged.

Table 4.7 shows the number of inspection stations that service the rural and urban areas of the State and the at-risk populations. For the "Planned CPS Events for FFY2023" column, "I" identifies information sessions and "SC" identifies seat check events.

Table 4.7 West Virginia CPS Fitting Stations and Technicians

County	Population Estimate 2021 Census	Fitting Stations	Certified Technicians	Proposed FFY2023 CPS Info (I) Sessions/Seat Check (SC) Events ¹	Rural versus Urban ²	Percent Below Poverty Level ³
Barbour County	15,468	Can be served by Harrison, Preston	0	I = 1	Rural	18.4
Berkeley County	126,069	1	16	I = 2 SC = 1	Urban	11.0
Boone County	21,312	Can be served by Kanawha, Raleigh, Wyoming	0	I = 2	Rural	18.9
Braxton County	12,247	1	1	I = 1 SC = 1	Rural	18.3
Brooke County	22,140	2	0 Techs based in another county	I = 1 SC = 1	Urban	12.0
Cabell County	93,418	5	10	I = 4 SC = 4	Urban	18.5
Calhoun County	6,176	Can be served by Braxton	0	I = 1	Rural	21.6
Clay County	7,892	Can be served by Braxton, Kanawha	0	I = 1	Rural	22.5
Doddridge County	7,735	1	2	I = 1 SC = 1	Rural	18.8
Fayette County	39,927	Can be served by Kanawha, Raleigh, Summers	1	I = 2	Rural	20.6
Gilmer County	7,377	Can be served by Braxton, Doddridge, Lewis	0	I = 1	Rural	25.5
Grant County	10,983	Can be served by Mineral, Preston	0	I = 1	Rural	13.2
Greenbrier County	32,608	Can be served by Monroe, Summers	2	I = 2	Rural	17.2
Hampshire County	23,302	Can be served by Mineral, Morgan	0	I = 1	Rural	14.6

County	Population Estimate 2021 Census	Fitting Stations	Certified Technicians	Proposed FFY2023 CPS Info (I) Sessions/Seat Check (SC) Events ¹	Rural versus Urban ²	Percent Below Poverty Level ³
Hancock County	28,656	2 fitting stations are in Brooke AND Hancock	1	I = 1 SC = 1	Urban	12.5
Hardy County	14,160	Can be served by Mineral	0	I = 1	Rural	14.2
Harrison County	65,158	4	15	I = 2 SC = 2	Rural	11.1
Jackson County	27,738	Can be served by Kanawha, Putnam, Wood	0	I = 2	Rural	16.7
Jefferson County	58,370	1	5	I = 1 SC = 1	Urban	9.9
Kanawha County	177,952	4 one fitting station is in Putnam AND Kanawha	16	I = 4 SC = 4	Urban	16.3
Lewis County	16,892	1	1	I = 1 SC = 1	Rural	19.5
Lincoln County	20,126	Can be served by Cabell, Kanawha, Putnam, Wayne	1	I = 1	Rural	19.7
Logan County	31,909	Can be served by Wyoming	1	I = 1	Rural	21.9
Marion County	56,001	2	8	I = 2 SC = 2	Rural	14.6
Marshall County	30,115	1	3	I = 1 SC = 1	Urban	13.7
Mason County	25,157	Can be served by Cabell, Putnam	1	I = 1	Rural	15.5
McDowell County	18,363	1	1	I = 1 SC = 1	Rural	33.8
Mercer County	59,097	4	5	I = 2 SC = 3	Rural	18.7
Mineral County	26,857	1	2	I = 1 SC = 1	Urban	12.5
Mingo County	23,005	Can be served by McDowell, Wayne, Wyoming	0	I = 2	Rural	27.3
Monongalia County	106,387	2	22	I = 3 SC = 2	Rural	19.1
Monroe County	12,332	1	2	I = 1 SC = 1	Rural	15.7
Morgan County	17,221	1	1	I = 1 SC = 1	Rural	10.5
Nicholas County	24,300	Can be served by Braxton, Kanawha	0	I = 2	Rural	18.8

County	Population Estimate 2021 Census	Fitting Stations	Certified Technicians	Proposed FFY2023 CPS Info (I) Sessions/Seat Check (SC) Events ¹	Rural versus Urban ²	Percent Below Poverty Level ³
Ohio County	41,776	1	12	I = 2 SC = 2	Urban	14.1
Pendleton County	6,142	0	0	I = 2	Rural	13.5
Pleasants County	7,601	Can be served by Wood	0	I = 1	Rural	13.0
Pocahontas County	7,841	0	1	I = 2	Rural	16.1
Preston County	34,358	1	1	I = 2 SC = 1	Rural	14.3
Putnam County	57,260	1	1	I = 1 SC = 1	Urban	8.9
Raleigh County	73,771	1	11	I = 3 SC = 2	Rural	17.4
Randolph County	27,806	0	1	I = 2	Rural	16.8
Ritchie County	8,383	Can be served by Doddridge, Wood	0	I = 1	Rural	17.9
Roane County	13,898	Can be served by Kanawha	0	I = 1	Rural	19.4
Summers County	11,908	1	2	I = 1 SC = 1	Rural	23.5
Taylor County	16,492	0	1	I = 1	Rural	16.7
Tucker County	6,672	Can be served by Preston	3	I = 1 SC = 1	Rural	15.3
Tyler County	8,155	Can be served by Doddridge, Wetzel	0	I = 1	Rural	15.4
Upshur County	23,791	Can be served by Braxton, Harrison, Lewis	0	I = 1	Rural	17.5
Wayne County	38,498	1	4	I = 2 SC = 1	Urban	19.6
Webster County	8,249	Can be served by Braxton, Lewis	0	I = 1	Rural	21.8
Wetzel County	14,170	3	4	I = 1 SC = 2	Rural	16.3
Wirt County	5,063	Can be served by Wood	0	I = 1	Rural	17.5
Wood County	83,624	2	9	I = 3 SC = 2	Urban	14.1
Wyoming County	21,051	1	9	I = 1 SC = 1	Rural	22.9

County	Population Estimate 2021 Census	Fitting Stations	Certified Technicians	Proposed FFY2023 CPS Info (I) Sessions/Seat Check (SC) Events ¹	Rural versus Urban ²	Percent Below Poverty Level ³
West Virginia	1,782,959	44	176	129 Total Events I = 85 SC = 44	43 of 55 Counties (78%) are Rural	32 of 55 (16.2%) Counties are above State rate 58% above State poverty level
Population Served by fitting Station/Tech in County	1,519,964	85.3% Directly Served by Fitting Station/CPST in County		24 of 43 (56%) Rural Counties Directly Served	19 of 32 (59%) Counties served are above State poverty level	
Population Served by Fitting Station/Tech in bordering County	1,776,817	99.7% Directly and Indirectly Served by Fitting Station/CPST in bordering County		42 of 43 (98%) Rural Counties Directly and Indirectly Served	32 of 32 (100%) above State poverty level	

Source: West Virginia GHSP, 2022.

¹ Including future, planned events in FFY2023.

² Based on a chart created by the WV Department of Education for use with the Universal Service Fund.

³ Percent below Poverty Level based on 2019 data from USDA Economic Research Service.

Summarizing the information in Table 4.7, West Virginia has planned the following for FFY2023:

- 173 planned inspection stations and/or events in the State (44 fitting stations + 129 events).
- 64 planned inspection stations and/or events serving urban populations (19 fitting stations + 45 events).
- 109 planned inspection stations and/or events serving rural populations (25 fitting stations + 84 events).
- 173 planned inspection stations and/or events serving at-risk populations (44 fitting stations + 129 events).

The Regional Coordinators work to increase the number of certified technicians in their region, as well as encourage current technicians to maintain their certification past the first 2-year certification cycle. The overall goal is to obtain a 100 percent recertification rate, but due to changes in employment and lack of interest, a 100 percent recertification rate may not be attainable. A more realistic goal is to maintain a recertification rate higher than the national rate. In FFY2021, West Virginia’s recertification rate was 28.2 percent, well below the national recertification rate of 46.2 percent. So far in FFY2022, West Virginia has a recertification rate of 40.0 percent (through March 2022), lower than the national rate of 49.9 percent during the same timeframe. Although there is always a need for new technicians, by encouraging current technicians to maintain their certification and recertify every two years, the availability of certified technicians in every community will become more prevalent and the children of West Virginia will be better served. Due to losing so many CPSTs in 2020 and 2021 during the COVID-19 pandemic, a major focus will be to continue to get former CPSTs recertified and to train new CPSTs.

Each fiscal year, in conjunction with Safe Kids Worldwide, the GHSP offers a variety of opportunities to certify new CPSTs, recertify former CPSTs who have let their certification lapse, and meet education requirements for current CPSTs to renew and maintain their certification. The GHSP offers:

Thirty-Two-Hour CPS Technician Certification Courses (at least four courses per fiscal year). This course combines classroom instruction, hands-on work with car seats and vehicles, and a community safety seat check event, where students demonstrate proper use and installation of child restraints and seatbelts and then teach these skills to parents and caregivers. Successful completion of this course certifies the individual as a CPS Technician for two years.

Eight-Hour CPS Technician Renewal Courses (one to three courses per fiscal year, depending on need). This is not an update/refresher class. This course is meant for expired CPS Technicians who have maintained their CPS knowledge and their hands-on skills. It is expected that students attempting to renew their certifications stayed involved in CPS programs and activities and have kept up with changes in the field by reading technical updates, attending other CPS classes, and working with nonexpired technicians to keep their installation skills current, but who, for one reason or another, allowed their certifications to expire.

Six-Hour CPST Technical Updates (three to five per fiscal year). Upon completion of this course, the technician earns all six CEUs needed to meet the education requirement to renew their CPST certification with Safe Kids.

Seat Check Events (dozens throughout the fiscal year). CPSTs are required to install/check a minimum number of seats throughout their two-year certification period. Hosting seat check events across the State not only provides community members with the opportunity to ensure that their child's safety seats are properly installed, it also allows CPSTs to continue to develop their skills and meet their certification requirements.

Each of the six Regional Coordinators is responsible for recruiting students for any CPS courses offered in their region, as well as in neighboring regions. Coordinators send out emails and flyers to potential technicians and even expired technicians. They communicate with their law enforcement contacts as well as community agencies in their region. The statewide coordinator also provides notification of upcoming CPST courses on a statewide level via email, phone, and in-person visits. Social media also is used on both the regional and statewide levels in order to promote the importance of being a certified CPST, as well as to promote the courses and increase the number of CPSTs across the State.



The number of CPS training courses and estimated number of students needed to ensure coverage of CPS inspection stations and events is provided in Table 4.8.

Table 4.8 Potential CPS Training Courses for FFY2023

Type of Class	Tentative Location	Tentative Date	Estimated Students
CPST Certification Course	Charleston	October 2022	20
CPST Renewal Course	Charleston	October 2022	5
CPST Technical Update	Parkersburg	February 2023	15
CPST Technical Update	Charleston	March 2023	15
CPST Technical Update	Martinsburg	March 2023	15
CPST Certification Course	Beckley	March 2023	20
CPST Renewal Course	Beckley	March 2023	10
CPST Technical Update	Huntington	April 2023	15
CPST Technical Update	Clarksburg	April 2023	15
CPST Certification Course	Charles Town	April 2023	15
CPST Technical Update	Beckley	May 2023	15
CPST Certification Course	Elkins	July 2023	15
CPST Renewal Course	Morgantown	July 2023	5
CPST Certification Course	Hurricane	July 2023	10
CPST Certification Course	Lewisburg	August 2023	10
15 Total Classes for FFY2023			200

Occupant Protection Task Force

The GHSP continues to expand its Occupant Protection Task Force. The task force was formed in 2010 as part of a West Virginia SHSP subcommittee, which is a cooperative effort between various safety agencies and organizations to update and implement the SHSP. Meetings occur three to four times per year to discuss ways to work together to more effectively address occupant protection issues in the State. It is comprised of the following members:

- **Sgt. Adam Ballard**, Region 8 Traffic Safety Coordinator, Mercer CSO
- **Ian Barrett**, Senior Health and Safety Specialist, WV American Water
- **Amy Boggs**, Child Passenger Safety Coordinator, WV Governors Highway Safety Program (GHSP); Task Force Co-Chair
- **Aimee Cantrell**, Public Information Specialist II, WV GHSP
- **Dean Capehart**, Lead Law Enforcement Liaison, WV GHSP; CPST Lead Instructor
- **Jeb Corey**, CEO, C&H Taxi
- **Beau Evans**, Region 2 Traffic Safety Coordinator, City of Huntington
- **Vacant**, EMS-C Coordinator, WV Department of Health and Human Resources
- **Jim Garrity**, Public and Legislative Affairs Manager, AAA East Coast
- **Lt. John Garten**, Region 1&3 Traffic Safety Coordinator, Charleston PD
- **Joshua Grant**, Driver Education Coordinator, WV Department of Education
- **Donna Hardy**, Highway Engineer, WV Division of Highways
- **Mary Jarrell**, Motorcycle Safety Training Coordinator, WV GHSP
- **Thomas Judy**, Safety and Loss Control Manager, Office of the Insurance Commissioner
- **Heather Kessel**, Impaired Driving Coordinator, WV GHSP
- **Robin Lassak**, Grant Coordinator, WV Public Service Commission
- **Barbara Lobert**, Division Manager, WV GHSP
- **Pat McCarty**, Region 5 Traffic Safety Coordinator, City of Clarksburg
- **Jenifer Moore**, Public Affairs Specialist, AAA
- **Brett Pickens**, Law Enforcement Liaison, WV GHSP; CPST Lead Instructor
- **Theresa Podguski**, Director of Legislative Affairs, AAA East Coast

- **Vacant**, Occupant Protection Coordinator, WV GHSP; Task Force Co-Chair
- **Sean Snyder**, Region 4 Traffic Safety Coordinator and CPST Lead Instructor, City of Wheeling
- **Peggy Stone**, Director of Transportation Services, Lincoln County Schools
- **Bob Tipton**, Division Director, WV Governors Highway Safety Program, CPST Instructor
- **Sgt. Jamie Wilhite**, Region 7 Traffic Safety Coordinator, Beckley PD
- **Kenny Yoakum**, Director, WV Fleet Management Office

Legislation

During the 2013 legislative session, West Virginia lawmakers passed a primary seat belt law that went into effect July 9, 2013. The law carries a \$25 fine, but no points or court fees. Back seat passengers over the age of 18 are not required to wear seat belts.

West Virginia's CPS law requires children up to the age of eight and less than 4'9" must be secured in a child safety device. There currently is not any legislation pending to modify this law.

Evaluation

The GHSP will evaluate its Occupant Protection Program using the following performance measures:

1. Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 11.8 percent from 84 (2015–2019 rolling average) to 74 (2018–2022 rolling average) by 2022.
2. Increase observed seat belt use for passenger vehicles by 1 percent from 90.2 percent to 91 percent by December 31, 2022.

Programs and Projects

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F23-HS-10

Project Title: West Virginia State Police—Occupant Protection



Description: West Virginia's lead law enforcement agency supports the FFY2023 Strategic Occupant Protection Plan through overtime enforcement, including directed patrols, saturation patrols, and seat belt informational checkpoints. The seven West Virginia State Police Troop Coordinators work in collaboration with the Regional Traffic Safety Program Coordinators, law enforcement agencies, local LELs in the region, and the GHSP LELs during the seat belt enforcement campaigns and CIOT. The State Police is primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments. Enforcement is focused on roadways that produced low seat belt use rates, as determined by the annual

scientific seat belt survey. The State Police coordinators also conduct earned media activities, with at least two media activities per month, and PI&E events.

Evidence of Effectiveness: CTW, Chapter 2: Section 2.1, 2.2, and 3.1

Funding Source/Amount: 405b-\$ 125,000

Match Amount: \$12,500

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-04

Project Number: F23-HS-15

Project Title: Data Tracking and Support (DTAS) Program Coordinator (City of Beckley)—Occupant Protection

Description: The DTAS Program Coordinator oversees the statewide DTAS Program that provides recognition to individual law enforcement officers who demonstrate a devotion to ongoing enforcement of seat belt and DUI laws. The Coordinator also works to increase individual officer participation in the State's seat belt and impaired campaigns.

Evidence of Effectiveness: N/A

Funding Source/Amount: 402-\$180,000

Match Amount: \$25,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$125,000

Target: 1 and 2

Unique Identifier: OP-05

Project Number: F23-HS-09

Project Title: Law Enforcement Liaison (LEL) Office—Occupant Protection



Description: The GHSP LEL, along with the GHSP OP Coordinator, is responsible for oversight and coordination of the efforts of the RTSC and West Virginia State Police coordinators in implementation of the *FFY2023 Strategic Occupant Protection Plan*. The LEL serves on the Occupant Protection Task Force, coordinates the presentation of the NHTSA Traffic Occupant Protection and Strategies Course for each law enforcement agency LEL receiving Federal Highway Safety grant funds, and attends the NHTSA Occupant Protection Course. Funding also pays for an assistant LEL.

Evidence of Effectiveness: CTW, Chapter 2: Section 2.1, 2.2, and 3.1

Funding Source/Amount: 402-\$125,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$ 75,000

Target: 1 and 2

Unique Identifier: CT-01

Project Numbers: F23-HS-02, F23-HS-04, F23-HS-05, F23-HS-07, F23-HS-08, and F23-HS-14

Project Title: Regional Traffic Safety Programs—Occupant Protection

Description: The six Regional Traffic Safety Program Coordinators implement the FFY2023 Strategic Occupant Protection Plan within their region in collaboration with the seven West Virginia State Police Troops, law enforcement agencies, local LELs in the region, and the GHSP LEL. Each region conducts seat belt enforcement activity and participates in the CIOT mobilization and State-mandated mobilizations. Enforcement is focused on roadways that produced low seat belt use rates as determined by the annual scientific seat belt survey. Regional coordinators conduct earned media activities, with at least two media activities per month, PI&E events, age group activities, and attends the NHTSA Occupant Protection Course.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2.1, 2.2, 3.1, and 3.2

Funding Source/Amount: 405b-\$225,000; 402-\$25,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$25,000

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F23-HS-17

Project Title: Monongalia County Sheriff's Department—Occupant Protection



Description: This project provides funds to the Monongalia County Sheriff's Department to conduct CIOT and seat belt overtime enforcement in support of the FFY2023 Strategic Occupant Protection Plan. They also provide funds to the West Virginia University Police Department.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2.1, 2.2, and 2.3

Funding Source/Amount: 405b-\$20,000

Match Amount: \$2,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F23-HS-18

Project Title: City of Morgantown—Occupant Protection



Description: This project provides funds for the Morgantown Police Department to conduct CIOT and seat belt overtime enforcement in support of the FFY2023 Strategic Occupant Protection Plan.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2.1, 2.2, and 2.3

Funding Source/Amount: 405b-\$15,000

Match Amount: \$1,000

MOE: \$

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F23-HS-16

Project Title: Public Service Commission—Occupant Protection



Description: This project provides funds to the Public Service Commission to conduct seat belt overtime enforcement specific to commercial drivers during CIOT and in support of the FFY2023 Strategic Occupant Protection Plan.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2.1, 2.2, and 2.3

Funding Source/Amount: 405b-\$10,000

Match Amount: \$750

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F23-HS-19

Project Title: Morgan County Sheriff's Department—Occupant Protection



Description: This project provides funds to the Morgan County Sheriff's Department, as well as agencies in Hampshire and Mineral Counties, to conduct CIOT mobilization enforcement and additional seat belt overtime enforcement in support of the FFY2023 Strategic Occupant Protection Plan throughout the year.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2.1, 2.2, and 2.3

Funding Source/Amount: 405b-\$15,000

Match Amount: \$1,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F23-HS-20

Project Title: Kanawha County Commission—Occupant Protection



Description: This project provides funds to the Kanawha County Sheriff's Department to conduct CIOT mobilization enforcement and additional seat belt overtime enforcement in support of the FFY2023 Strategic Occupant Protection Plan throughout the year.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2.1, 2.2, and 2.3

Funding Source/Amount: 405b-\$ 15,000

Match Amount: \$1,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F23-HS-06

Project Title: Jefferson County Commission—Occupant Protection



Description: This project provides funds to Jefferson County, as well as agencies in Hardy, Grant, Berkeley, and Pendleton Counties, to conduct CIOT mobilization enforcement and additional seat belt overtime enforcement in support of the FFY2023 Strategic Occupant Protection Plan throughout the year.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2.1, 2.2, and 2.3

Funding Source/Amount: 405b-\$15,000

Match Amount: \$1,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-02

Project Number: F23-HS-01

Project Title: GHSP—Occupant Protection Paid Media

Description: This project funds purchase of paid media by the GHSP during CIOT and in support of the *FFY2023 Strategic Occupant Protection Plan*.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2.1, 2.2, and 2.3

Funding Source/Amount: 402-\$335,000

Match Amount: \$225,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: CT-01

Project Numbers: F23-HS-02, F23-HS-04, F23-HS-05, F23-HS-07, F23-HS-08, and F-21-HS-14

Project Title: Regional Traffic Safety Programs—CPS Program

Description: The six Regional Traffic Safety Program Coordinators implement the FFY2023 Strategic Occupant Protection Plan CPS activities within their region. The Coordinators sponsor the NHTSA 32-Hour CPS Technician Course, host local events, such as car seat check events and support existing/develop additional child safety seat fitting stations, and implement earned media opportunities.

Evidence of Effectiveness: CTW, Chapter 2: Sections 6.2 and 7.3

Funding Source/Amount: 405b-\$80,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: OP-01

Project Number: F23-HS-01

Project Title: GHSP—CPS Program

Description: The GHSP oversees all aspects of West Virginia’s CPS program and implementation of the CPS activities identified in the *FFY2023 Strategic Occupant Protection Plan*.

Evidence of Effectiveness: CTW, Chapter 2: Sections 5.1, 6.1, 6.2, 7.1, 7.2, and 7.3

Funding Source/Amount: 402-\$15,000; 405b-\$10,000

Match Amount: \$

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: OP-05

Project Number: F23-HS-09

Project Title: Law Enforcement Liaison (LEL) Office—CPS Program



Description: This project funds the position (contractual) of a statewide LEL and is an extension of the GHSP. Coordinates with all six Regional Traffic Safety Programs to provide law enforcement training in TOPS, Speed Enforcement—Radar Training, Instructor Development, SFST Updates, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other law enforcement training. The GHSP Law Enforcement Liaison is a member of the Occupant Protection Task Force and assists in implementing the FFY2023 Strategic Occupant Protection Plan CPS activities.

Evidence of Effectiveness: CTW, Chapter 2: Sections 5.1, 6.1, and 6.2

Funding Source/Amount: 405b-\$15,000

Match Amount: \$5,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

4.3 Impaired Driving

Overview

In 2009, there were 112 alcohol-impaired fatalities in West Virginia which represented 31 percent of the State’s motor vehicle fatalities. These fatalities trended downward over the next 10 years, reaching an all-time low of 56 alcohol-impaired fatalities (21 percent of all motor vehicle fatalities) in 2019. During the COVID-19 pandemic the Nation saw an increase in alcohol-impaired fatalities and West Virginia was no exception. In 2020, the State’s alcohol-impaired fatalities rose to 76, representing 26 percent of all motor vehicle fatalities and a 36 percent increase from 2019. Impaired driving arrests made using Highway Safety grant funds declined in FFY2021 by 24 percent, at least partially due to the pandemic. Table 4.9 details alcohol-impaired fatalities, citations, and arrests for 2012 to 2021.

Table 4.9 Alcohol-Impaired Driving Fatalities, Citations, and Arrests

Core Performance Measures	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Alcohol-Impaired Fatalities (driver or motorcycle operator with a 0.08 BAC or greater)	94	91	84	72	68	72	57	56	76	NA
Impaired Driving Citations Issued and Arrests Made ¹	3,577	3,676	3,604	3,518	3,406	2,807	1,487	1,270	1,116	849

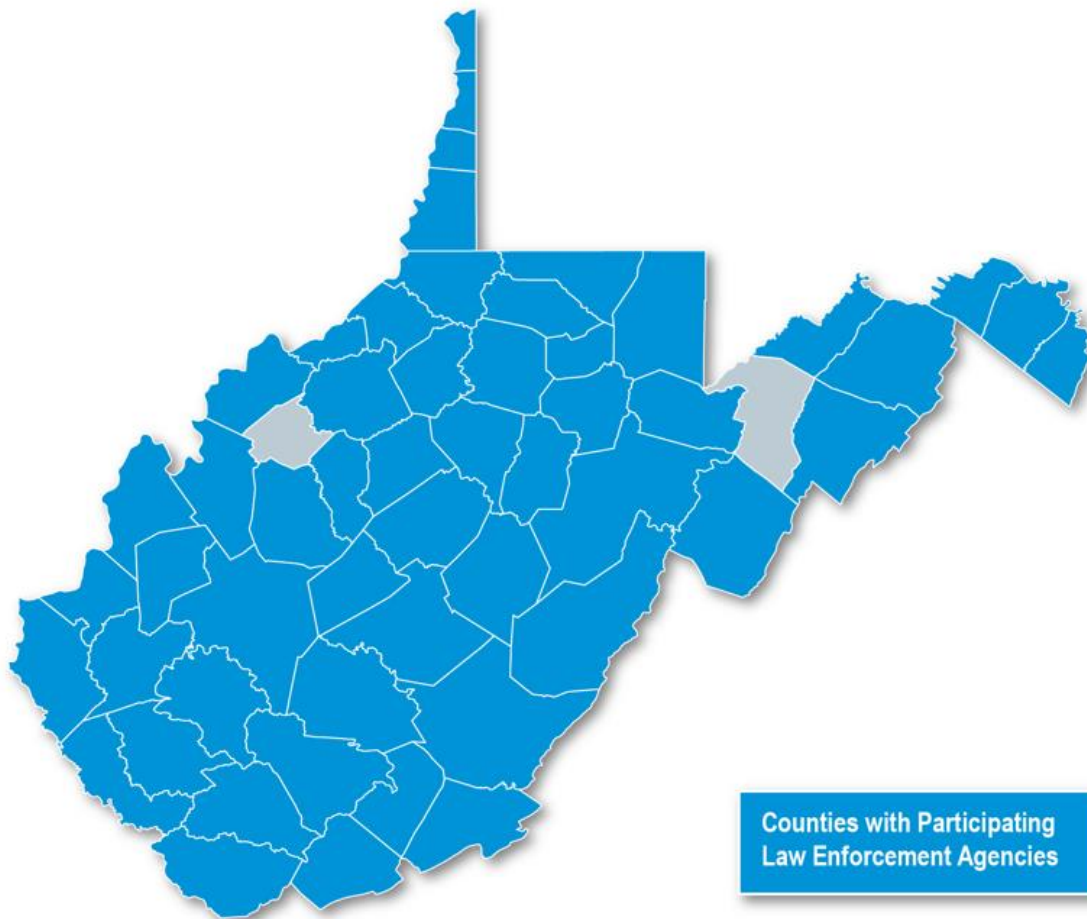
Source: GHSP 2022.

¹ Arrests made during grant-funded activities only.

The *FFY2023 West Virginia Impaired Driving Plan* was developed by the GHSP, with oversight of the West Virginia Commission on Drunk Driving Prevention Board (CDDP) to reduce DUI-related crashes, injuries, and deaths by using a sustained enforcement effort. Counties targeted for increased DUI enforcement are determined by county population (i.e., counties more than 30,000 people), availability of alcohol (i.e., number of Alcohol Beverage Control Administration (ABCA) licenses within the county), and alcohol-/drug-related fatal crashes within each county. The plan's enforcement effort includes the West Virginia State Police, city, and county law enforcement agencies that represent every Class I, II, and III city. The plan covers the entire State.

In Figure 4.3, the counties in blue illustrate where either the major community within the county or the county Sheriff's Office is participating in the *FFY2023 West Virginia Impaired Driving Plan*. In addition, the West Virginia State Police are participating in the Sustained Impaired Driving Enforcement Program in all 55 counties. The State Police patrol rural areas in addition to cities which either do not have a police department or the local police department is so small that they do not conduct road patrols.

Figure 4.3 West Virginia Counties with Participating Law Enforcement Agencies



Source: West Virginia GHSP, 2022.

Performance Target

1. Decrease alcohol-impaired driving fatalities 10.6 percent from 66 (2016–2020 rolling average) to 59 (2019–2023 rolling average) by 2023.

Strategies

The *FFY2023 West Virginia Impaired Driving Plan* is focused on reducing DUI-related crashes, injuries, and fatalities by using a sustained enforcement effort. The plan's activities will cover the entire State in a comprehensive and sustained manner through implementation of the following components:

- High-Visibility Enforcement Activities
- Public Education and Information Activities
- Media Activities
- Training Activities
- Age Group Activities
- Underage Enforcement Activities
- Focused Patrols

This plan takes a comprehensive approach using city, county, and State law enforcement agencies, Regional Traffic Safety Program Coordinators, ABCA, community agencies, schools, retail, wholesale alcohol agents, and DRE. The GHSP's Impaired Driving Coordinator, State DRE Coordinator, and LEL will take the lead in statewide planning, management, and coordination. All Regional Traffic Safety Program Coordinators and the West Virginia State Police coordinators will coordinate their regions of the State to ensure compliance with this plan.

High-Visibility Enforcement Activities

All Regional Traffic Safety Program Coordinators will be required to arrange a minimum of at least one DUI enforcement activity in each of their areas each week for the days and times identified as high-risk days and times for DUI crashes. The seven West Virginia State Police Troop coordinators will arrange a minimum of one DUI enforcement activity within each of their troop areas each week also during high-risk days and times for DUI crashes. The GHSP's LEL is responsible for coordinating the efforts of the Regional Traffic Safety Program and West Virginia State Police coordinators. Each group divides the State of West Virginia into areas (eight Traffic Safety Regions and seven State Police troop areas), covering 100 percent of the State.



The GHSP has identified 23 counties where the State Police is the primary highway safety enforcement within the county (Table 4.10).

Table 4.10 West Virginia State Police FFY2023 Special Emphasis Counties

WVSP Troop	County	Population	2020 Fatal Crashes >.08 BAC	2021 Total DUI Arrests	DUI Arrests per 1,000 Population	County WVSP Detachment	2021 Drug-Related Arrests ¹	Remarks
1	Doddridge	7,80 08	1	11	1.41	Union	2	
1	Taylor	16,705	2	29	1.74	Grafton	10	
1	Tyler	8,313	2	18	2.17	Paden City	4	
1	Wetzel	14,442	1	10	.69	Hundred	1	Tied 25 th in State for number of alcohol-related crashes (2015–2019)
Troop 1 Totals		39,460	6	68	1.50 Avg.		Total 17 25%	
2	Berkeley	122,076	7	298	2.44	Martinsburg	72	Dedicated 405d Grant Funding for Martinsburg Det.—2 nd in State for number of alcohol-related crashes (2015–2019)
2	Grant	10,976	2	25	2.28	None	6	Tied 25 th in State for number of alcohol-related crashes (2015–2019)
2	Hampshire	23,093	2	78	3.38	Romney	33	13 th in State for number of alcohol-related crashes (2015–2019)

WVSP Troop	County	Population	2020 Fatal Crashes >.08 BAC	2021 Total DUI Arrests	DUI Arrests per 1,000 Population	County WVSP Detachment	2021 Drug-Related Arrests ¹	Remarks
2	Hardy	14,299	1	55	3.85	Moorefield	15	
Troop 2 Totals		170,444	12	456	2.99 Avg.		Total 126 27.63%	
3	Gilmer	7,408	0	6	.81	Glenville	1	
3	Pendleton	6,143	1	7	1.14	Franklin	3	
3	Pocahontas	7,869	0	20	2.54	Marlinton	2	Tourism destination county- Snowshoe -Tied 25 th in State for number of alcohol-related crashes (2015–2019)
Troop 3 Totals		21,420	1	33	1.50 Avg.		Total 6 18.18%	
4	Calhoun	6,229	0	21	3.37	Grantsville	10	
4	Clay	8,051	0	8	.99	Clay	0	
4	Pleasants	7,653	0	21	2.74	St. Marys	6	
4	Ritchie	8,444	0	12	1.42	Harrisville	1	
4	Roane	14,028	1	24	1.71	Spencer	13	
4	Wirt	5,194	0	6	1.16	Elizabeth	0	
Troop 4 Totals		49,599	1	92	1.90 Avg.		Total 30 32.61%	Troop 0 (Command Troop) also covers these counties
5	Lincoln	20,463	0	15	.73	Hamlin	8	
5	Mingo	23,568	1	24	1.02	Gilbert	14	24 th in State for number of alcohol-related crashes (2015–2019)
5	Boone	21,809	1	45	2.06	Madison	21	Tied 25 th in State for number of alcohol-related crashes (2015–2019)
Troop 5 Totals		65,840	2	84	1.27 Avg.		Total 43 51.19%	
6	Nicholas	24,604	2	78	3.17	Richwood	30	
6	Monroe	12,376	0	10	.81	None	6	
6	Summers	11,959	0	49	4.10	Hinton	19	
Troop 6 Totals		48,939	2	137	2.69 Avg.		Total 55 40.15%	

Source: West Virginia GHSP, 2022.

¹ 2021 Drug-Related Arrests includes combined with alcohol.

Publicized checkpoint and saturation patrol programs, using specially trained officers and equipment, have been proven effective in reducing alcohol-related fatal, injury, and property damage crashes up to 20 percent each. Approved examples of “high-visibility enforcement activities” are as follows:

- **Saturation Patrols.** Officers will patrol areas identified as high-DUI areas in groups of at least three patrols. Officers will prepare and stage in the enforcement area to alert motorist to the high-visibility saturated patrol.
- **Directed Patrols.** Officers will patrol areas identified as high-DUI areas based upon Crash and Criminal Data.
- **Sobriety Checkpoints.** Officers will conduct checkpoints according to GHSP guidelines or their local department regulations, requiring a large number of officers (usually 10 to 12).
- **Low-Manpower Sobriety Checkpoints.** Officers will conduct checkpoints according to GHSP guidelines or local department regulations requiring six or fewer officers.
- **Underage Alcohol Sales Stings.** Officers will work with ABCA investigators or within department regulations in an effort to monitor the sale of alcohol to underage purchasers and make arrests of violators.
- **Participate in the National and State Mobilizations.** Officers will participate in four law enforcement events during the national mobilization and as mandated for the State mobilizations.
- **Participate in the Enhanced Enforcement Program** as mandated by the GHSP.
- **Conduct Enforcement Activities during Peak Alcohol-Related Crash Times.** Peak Alcohol-Related Crash Times are defined as holidays and special events, and at high alcohol-related crash locations.

DUI enforcement will be focused where there are people, access to alcohol, DUI fatal crashes, and increased use of DREs. Table 4.11 shows the breakdown by county. GHSP will place emphasis for enhanced enforcement in the counties highlighted in red (1st priority), yellow (2nd priority), and green (3rd priority) during the FFY2023 grant year in addition to the baseline DUI enforcement effort conducted in all counties. The color codes shown below the title explain the population and licenses metrics used to determine the priority counties. Twenty-two counties have at least one agency with a DRE Officer, covering a population of 1,248,166 or 68.6 percent of State population and 50 counties have access to a DRE Officer within 1-hour call-out time, covering a population of 1,777,809 or 97.8 percent of State population.



The ABCA will coordinate their grant-funded enforcement with local law enforcement and the West Virginia State Police. They will emphasize those counties highlighted in Table 4.11 and conduct compliance checks in accordance with the percentages shown on this chart (e.g., Kanawha County will be a major county targeted by ABCA Enforcement, and 55 percent of its enforcement efforts will be in licensed establishments holding an A License).

Table 4.11 ABCA Licenses, Fatal Crashes Over 0.08 BAC, DUI and Drug Arrests, and DREs by Priority Counties

Population		Licenses	
First	County Population more than 100,000	First	More than 200 Licenses in County
Second	County Population 50,000 to 100,000	Second	100–200 Licenses in County
Third	County Population 30,000 to 50,000	Third	50–100 Licenses in County

Highway Safety Region	County	2020	2021 ABCA License			2020 Fatal Crashes ¹	2021 Total DUI Arrests	DUI Arrests per 1,000 Population	2021 DREs	DRE Officer within 1 hour ²	2021 Drug-Related Arrests ³	
		Population	On Premise	% On	Off Premise	% Off						>.08 BAC
1	Calhoun	6,229	3	25.00%	9	75.00%	0	21	3.37	0	No	10
1	Clay	8,051	2	15.38%	11	84.62%	0	8	0.99	0	No	0
1	Gilmer	7,408	12	63.16%	7	36.84%	0	6	0.81	0	No	1
1	Kanawha	180,745	277	56.53%	213	43.47%	6	666	3.68	6	Yes	400
1	Ritchie	8,444	6	28.57%	15	71.43%	0	12	1.42	0	Yes	1
1	Roane	14,028	10	41.67%	14	58.33%	1	24	1.71	0	Yes	13
1	Wirt	5,194	4	44.44%	5	55.56%	0	6	1.16	0	Yes	0
Region 1 Totals		230,099	314	53.40%	274	46.60%	7	743	3.23 Avg.	6	89.80% Covered	425 57.20%
2	Cabell	94,350	198	63.06%	116	36.94%	3	266	2.82	3	Yes	121
2	Jackson	27,791	35	51.47%	33	48.53%	3	53	1.91	1	Yes	22
2	Lincoln	20,463	5	17.86%	23	82.14%	0	15	.73	0	Yes	8
2	Mason	25,453	37	55.22%	30	44.78%	1	62	2.44	0	Yes	34
2	Putnam	57,440	57	50.00%	57	50.00%	0	142	2.47	0	Yes	71
2	Wayne	38,982	42	57.53%	31	42.47%	5	74	1.90	0	Yes	28
Region 2 Totals		264,479	374	56.33%	290	43.67%	12	612	2.31 Avg.	4	100% Covered	284 46.41%
3	Wood	84,296	154	60.63%	100	39.37%	3	118	1.40	2	Yes	33
Region 3 Totals		84,296	154	60.63%	100	39.37%	3	118	1.40 Avg.	2	100% Covered	33 27.97%

Highway Safety Region	County	2020		2021 ABCA License			2020 Fatal Crashes ¹	2021 Total DUI Arrests	DUI Arrests per 1,000 Population	2021 DREs	DRE Officer within 1 hour ²	2021 Drug-Related Arrests ³
		Population	On Premise	% On	Off Premise	% Off	>.08 BAC					
4	Brooke	22,559	72	74.23%	25	25.77%	0	78	3.46	1	Yes	23
4	Hancock	29,095	81	65.85%	42	34.15%	2	162	5.57	2	Yes	30
4	Marshall	30,591	77	72.64%	29	27.36%	0	167	5.46	2	Yes	60
4	Ohio	42,425	172	73.19%	63	26.81%	1	139	3.28	1	Yes	22
4	Pleasants	7,653	6	40.00%	9	60.00%	0	21	2.74	0	Yes	6
4	Tyler	8,313	7	38.89%	11	61.11%	2	18	2.17	0	Yes	4
4	Wetzel	14,442	29	54.72%	24	45.28%	1	10	0.69	0	Yes	1
Region 4 Totals		155,078	444	68.62%	203	31.38%	6	595	3.84 Avg.	6	100% Covered	146 24.52%
5	Barbour	15,465	18	54.55%	15	45.45%	0	25	1.62	0	Yes	9
5	Doddridge	7,808	6	54.55%	5	45.45%	1	11	1.41	0	Yes	2
5	Harrison	65,921	124	59.05%	86	40.95%	0	101	1.53	1	Yes	36
5	Lewis	17,033	28	49.12%	29	50.88%	1	34	2.00	0	Yes	10
5	Marion	56,205	96	55.17%	78	44.83%	0	157	2.79	1	Yes	42
5	Monongalia	105,822	225	69.23%	100	30.77%	3	274	2.59	1	Yes	61
5	Preston	34,216	61	58.10%	44	41.90%	3	107	3.13	0	Yes	30
5	Randolph	27,932	44	50.57%	43	49.43%	1	44	1.58	0	Yes	10
5	Taylor	16,705	11	44.00%	14	56.00%	2	29	1.74	0	Yes	10
5	Tucker	6,762	23	53.49%	20	46.51%	0	5	0.74	0	Yes	2
5	Upshur	23,816	32	51.61%	30	48.39%	3	54	2.27	0	Yes	15
Region 5 Totals		377,685	668	59.01%	464	40.99%	14	841	2.23 Avg.	3	100% Covered	227 26.99%
6	Berkeley	122,076	153	61.20%	97	38.80%	0	298	2.44	1	Yes	72
6	Grant	10,976	7	28.00%	18	72.00%	2	25	2.28	0	Yes	6
6	Hampshire	23,093	18	40.00%	27	60.00%	2	78	3.38	0	Yes	33

Highway Safety Region	County	2020		2021 ABCA License			2020 Fatal Crashes ¹	2021 Total DUI Arrests	DUI Arrests per 1,000 Population	2021 DREs	DRE Officer within 1 hour ²	2021 Drug-Related Arrests ³
		Population	On Premise	% On	Off Premise	% Off	>.08 BAC					
6	Hardy	14,299	23	52.27%	21	47.73%	1	55	3.85	1	Yes	15
6	Jefferson	57,701	69	52.27%	63	47.73%	3	212	3.67	1	Yes	70
6	Mineral	26,938	35	55.56%	28	44.44%	0	84	3.12	0	Yes	10
6	Morgan	17,063	29	60.42%	19	39.58%	1	32	1.88	0	Yes	13
6	Pendleton	6,143	6	21.43%	22	78.57%	1	7	1.14	0	No	3
Region 6 Totals		278,289	340	53.54%	295	46.46%	10	791	2.84 Avg.	3	97.25% Covered	222 28.07%
7	Boone	21,809	10	24.39%	31	75.61%	1	45	2.06	0	Yes	21
7	Braxton	12,447	7	25.00%	21	75.00%	0	12	0.96	0	Yes	3
7	Fayette	40,488	57	47.50%	63	52.50%	3	131	3.24	2	Yes	57
7	Greenbrier	32,977	82	53.95%	70	46.05%	3	61	1.85	0	Yes	11
7	Logan	32,567	38	48.10%	41	51.90%	0	118	3.62	0	Yes	92
7	Nicholas	24,604	35	44.87%	43	55.13%	2	78	3.17	1	Yes	30
7	Pocahontas	7,869	21	44.68%	26	55.32%	0	20	2.54	0	No	2
7	Raleigh	74,591	103	52.82%	92	47.18%	3	225	3.02	3	Yes	150
7	Webster	8,378	4	26.67%	11	73.33%	0	11	1.31	0	Yes	5
Region 7 Totals		255,730	357	47.28%	398	52.72%	12	701	2.74 Avg.	6	96.86% Covered	371 52.92%
8	McDowell	19,111	6	16.22%	31	83.78%	1	110	5.76	0	Yes	65
8	Mercer	59,664	79	53.38%	69	46.62%	1	205	3.44	2	Yes	101
8	Mingo	23,568	18	36.00%	32	64.00%	1	24	1.02	0	Yes	14
8	Monroe	12,376	10	45.45%	12	54.55%	0	10	0.81	0	Yes	6
8	Summers	11,959	13	41.94%	18	58.06%	0	49	4.10	0	Yes	19
8	Wyoming	21,382	16	39.02%	25	60.98%	1	40	1.87	1	Yes	24
Region 8 Totals		164,892	142	43.16%	187	56.84%	4	438	2.96 Avg.	3	100% Covered	229 52.28%

Highway Safety Region	County	2020	2021 ABCA License			2020 Fatal Crashes ¹		2021 Total DUI Arrests	DUI Arrests per 1,000 Population	2021 DREs	DRE Officer within 1 hour ²	2021 Drug- Related Arrests ³
		Population	On Premise	% On	Off Premise	% Off	>.08 BAC					
West Virginia Total		1,793,716	2,793	55.82%	2,211	44.18%	55	4,839	2.70 Avg.	33	98% of Pop. Covered	1,937 40.03%

Source: West Virginia GHSP, 2022.

Note: 19 Counties have at least one agency with a DRE Officer, covering a population of 1,154,605 or 64.37% of State population.
50 Counties have access to a DRE Officer within 1-hour call-out time, covering a population of 1,758,016 or 98.01% of State population.

¹ 2020 NHTSA—FARS data.

² Driving time as measured from county seat to county seat.

³ Drug-related arrest numbers include Drug/Alcohol combination and Drug-only impairment.

The West Virginia Alcohol Beverage Control Administration will coordinate their grant-funded enforcement efforts in the priority counties and conduct compliance checks in accordance with the percentages shown on this list. Focusing DUI enforcement on the priority counties will address 66.8 percent of the State's population and 64.4 percent of the DUI fatal crash locations.

State-Mandated Mobilizations

The GHSP conducts three State DUI enforcement mobilizations in addition to the two national Drive Sober or Get Pulled Over (DSOGPO) mobilizations. The three State mobilizations are as follows: Thanksgiving weekend, the days immediately surrounding and including West Virginia Day (June 20th), and the days immediately surrounding and including Fourth of July.

Education and Information Activities

Each RTSC will conduct public education and information activities in their area. The coordinator is required to conduct at least one event per quarter. The West Virginia State Police coordinator will conduct one activity per quarter within their troop area. In coordinating these efforts, an estimated 780 public education and information activities will occur statewide during the one-year period. Approved examples of public education and information activities are as follows:

- Presenting impaired driving prevention information to a group, such as school classes, civic groups, and church groups, in a face-to-face setting or in a public forum.
- Presenting impaired driving prevention information through a media outlet such as TV, radio, newspaper, or at a local fair or festival.

Media Plan

Mobilization Period

Dates for the National Drive Sober or Get Pulled Over impaired driving campaign are determined by NHTSA. During the national mobilization periods, the GHSP will conduct and coordinate a media campaign along with enforcement efforts. The media campaign will include an enforcement message.

State-Mandated Mobilizations

The GHSP will conduct a media campaign that includes either an enforcement or social norming message in coordination with the three State-mandated enforcement mobilizations Thanksgiving weekend, West Virginia Day, and Fourth of July.

Advertising Period

These campaigns will coincide with the national and State mobilizations. The advertising campaign will begin one week before the mobilization and run through each mobilization period. The State also will maintain a baseline of DUI commercials throughout the year to enhance the State's sustained enforcement efforts.


Budget

GHSP will budget \$342,000 in Section 405d funds for the impaired driving media plan.

Target Profile

The primary target audience is broken out into eight at-risk segments, listed below from “Highest” to “Lowest” by relative degrees of “at risk”:

Relative Degrees of “At-Risk”

Highest	
	Binge Drinkers ¹
	Underage Drinkers—Youth 16 to 20 years old
	Discontented Blue Collar Workers—Men 21 to 34 years old
	Middle-Class Risk Takers—Men 25 to 54 years old
	Young Adult Male Drinkers—Men 21 to 24 years old
	Midlife Motorcyclists—Men 45 to 54 who combine drinking and riding
	Responsible Drinkers—Adults 25 to 44 years old
	Socially Accountable Drinkers—Adults 25 to 34 years old
Lowest	

¹ Includes people who drink for the sole purpose of getting as drunk as they can as fast as they can.

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

- College Youth
- Unemployed Youths
- Unemployed Men
- Blue Collar Workers

Media Purchasing Demographic

This plan will provide emphasis on the five highest “at-risk” groups: Binge Drinkers, Underage Drinkers, Discontented Blue Collar, Middle-Class Risk Takers, and Young Adult Male Drinkers. These at-risk groups are represented in the following media demographics:

- Primary: Men 18 to 34 and Youth 16 to 20
- Secondary: Middle-Class Risk Takers 25 to 54

The \$342,000 budget (405d funds) will be placed for West Virginia advertising only. The campaign will complement the national media buy plan during the national mobilization and support the State-mandated mobilization periods as well.

Media Planned for the FFY2023 for Enforcement Mobilizations

Venues for advertising the enforcement mobilizations will include network, cable, and streaming television, terrestrial, digital/streaming radio, electronic signage, Internet/social media, and printed and electronic billboards. Other creative media advertising will be engaged on an as-needed basis.

Overall Media Strategy

- Continue to generate frequency in order to affect behavioral change.
- Maintain the use of television via broadcast (reach) and cable (frequency).
- Use radio to increase the frequency of the message.
- Use digital media to reach our targets in the fastest growing medium today (specifically the underage drinkers).

Network Television and Radio Strategy

The GHSP Public Affairs Coordinator works closely with the media vendors to ensure the proper types of media are reaching the target audiences. The Public Affairs Coordinator coordinates the media program and is responsible for arranging the media purchases and reporting.

Earned and Other Media Efforts

The GHSP Public Information Specialist also will work with the State's contracted marketing firm to air enforcement messages during the national Drive Sober or Get Pulled Over campaign. This media effort will target the young adult and underage driver and will occur before, during, and after the Drive Sober or Get Pulled Over campaign. In addition, earned media will be attained by distributing press releases and speaking with news outlets regarding high-visibility enforcement efforts.

Each Regional Traffic Safety Program and West Virginia State Police coordinator will be required to conduct at least two media activities per month, and advertise enforcement activities before, during, and after each enforcement event within their area or troop. A media activity involves the coverage of an ongoing event or dissemination of information through a media outlet. This combined effort will result in at least 1,000 media activities a year. Media activities include the following:

- TV, radio, and newspaper coverage of a DUI-related activity.
- TV, radio, newspaper, and signage used to relay DUI-related information to the public.
- Billboard or other media (e.g., stadium ad, movies).

These events are more than simple media notification of an upcoming enforcement event (i.e., media notification of the sobriety checkpoint). The GHSP will receive a report of each media event. This report includes the coverage area or circulation of the media used and the amount of money it would have cost the State to purchase the media time/space.

Training Activities

The GHSP has developed the Law Enforcement Training Subcommittee and certified in-service credit for several training classes focusing on impaired driving issues. A training cadre consisting of 10 instructors to instruct these classes is maintained by the GHSP. All classes offered by the GHSP are free of charge to any member of law enforcement agencies. The GHSP will determine if any or all of these classes will be offered in person in FFY2023. The following classes are available:

- **Standardized Field Sobriety Testing (SFST) Refresher Course**—This is a recertification class for SFST. This 8-hour class is offered 16 times a year.
- **Advanced Roadside Impaired Driving Enforcement (ARIDE)**—ARIDE was created to address the gap in training between the SFST and the Drug Evaluation and Classification (DEC/DRE) Program. This 16-hour class is offered at least once in each of the Regional Traffic Safety Programs each year.
- **Managing Sobriety Checkpoints**—A supervisory-level course for law enforcement supervisors who plan and supervise sobriety checkpoints. This class will be offered eight times a year.
- **Operating Sobriety Checkpoints**—This class is for law enforcement officers who operate the sobriety checkpoints. This class will be offered eight times a year.
- **Intoximeter Training**—This class will instruct all law enforcement officers in the use of new breath testing equipment. This training consists of a 4-hour block of instruction in conjunction with a general update of DUI enforcement in West Virginia. All law enforcement officers who have the 40-hour certification on the Intoximeter will receive this course.
- **DRE School**—Since DREs tend to be “cream of the crop” officers, many will be selected for other positions that take them out of the daily DRE lane of responsibilities. After serving a minimum 3-year obligation, as many as 25 percent will need replaced. The GHSP will support an annual DRE school until sufficient DREs are certified and available statewide.

The 2017 West Virginia Legislative session passed SB 386, or the medical use of cannabis law. This bill allowed for the medical use of cannabis via prescription in pill form only. Due to the complex requirements for establishing committees and other oversight measures, as of the writing of this document, West Virginia has not yet fully enacted legal medical use of cannabis. It is possible that surrounding States will pass their cannabis law changes prior to full enactment of West Virginia’s cannabis law.

The DRE program will be critical to monitoring and enforcing impaired driving issues on West Virginia highways due to our own and surrounding States’ cannabis laws. Part of the development process of the DRE program is providing professional development opportunities to the certified DREs. These include, but are not limited to, national events such as the Borkenstein Conference, International Association of Chiefs of Police (IACP) DRE Conference, and related courses provided by the Institute of Police Technology and Management (IPTM). Additionally, it is a goal of the DRE Program to select, train, and certify DREs as DRE Instructors. Once this is complete, West Virginia will not need to rely on other State’s instructors when setting up and conducting future DRE classes.

State DRE Coordinator Joey Koher has been a key leader in statewide law enforcement training. Sergeant Koher uses these opportunities to identify motivated officers with a demonstrated performance in impaired driving enforcement for possible DRE selection and additional training. The goal is to have a DRE available for call out within one hour of each county seat in the State and for all Regional Traffic Safety Programs to

have a sufficient number of DREs to handle drug-impaired drivers. Prior to becoming a 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 36.53 percent. This increase is directly attributed to the SFST refresher training with a drug-impaired element, and the use of DREs to properly identify drug-impaired drivers. West Virginia currently has 44 certified DREs (2 to 6 DREs per region) and 11 certified DRE Instructors. Sergeant Koher will continue the statewide training events to identify additional officers for DRE training.

Age Group Activities

All Regional Traffic Safety Program Coordinators will conduct two age group-specific activities per year in their area. West Virginia State Police coordinators also will conduct two age group-specific activities per year in their troop area. This totals 30 age group-specific activities throughout the State. In addition, each RTSC will conduct one ongoing alcohol project focusing on the 21- to 34-year-old age group, bringing the total of age group-specific activities to 38 statewide. Age group-specific activities include, but are not limited to the following:

- **High School Prom Activity.** Officers will assist schools during prom in monitoring for alcohol use. Pre-prom visits by law enforcement deter the use of alcohol.
- **High School Graduation Activity.** Officers will be involved in alcohol-free graduation parties and assist school personnel in the education of students concerning alcohol abuse.
- **High School Drivers Education Classes.** Visits to Drivers Education classes to educate students against driving while impaired.
- **High School SADD Groups.** Regional Traffic Safety Program Coordinators work with SADD groups in their region to assist with their activities and assist in the Statewide SADD Program.
- **College Project.** The WVCIA (West Virginia Collegiate Initiative to Address High-Risk Substance Use), is a statewide organization partially funded through the Region 5 GHSP grant. The organization proactively addresses collegiate alcohol, other drug, and associated violence issues. Through the use of evidence-based strategies, the program promotes healthy campus environments through self-regulatory initiatives, information dissemination, public policy influence, cooperation with prevention partners, and technical assistance. Member organizations and partners of WVCIA include universities, colleges, community and technical colleges throughout West Virginia, State agencies, community partners, and more. The group is governed by an executive committee and three standing committees—professional development, public policy, and the assessment committee. The organization holds quarterly group meetings, provides professional development opportunities for members, and participates in statewide assessments and strategic planning.
- **Ongoing Project for 21 to 34 Age Groups.** The Regional Traffic Safety Program Coordinators will work with area bars, distributors, and community agencies to establish an ongoing project that will assist 21- to 34-year-old individuals to avoid driving under the influence by finding alternative transportation (e.g., designated drivers, public transportation, and TIPs Training).

Underage Activities

The Regional Traffic Safety Program Coordinators will conduct a minimum of one coordinated statewide enforcement effort and eight other local underage activities during the year, in addition to the high-visibility enforcement activities previously cited. Underage activities include:

- The statewide SADD conference that the GHSP will support to encourage the development of local SADD Chapters.
- All Regional Traffic Safety Program and West Virginia State Police coordinators will conduct a statewide underage alcohol sting on the same night across the State. The ABCA will be involved to enforce rules violations against owners of stores found in violation.
- Each Traffic Safety Coordinator will conduct a minimum of four underage stings with an ABCA enforcement officer during the year in addition to the statewide sting.
- The Traffic Safety Coordinators will work with the colleges in their areas to implement the approved college project.
- The Regional Traffic Safety Program Coordinators will work with the high school SADD chapters to help the public information and education messages reach the high school audience.

Focused Patrols

In addition to the required enforcement activities, officers will conduct patrol activities focusing on locating drug- and alcohol-impaired drivers. Officers will conduct this patrol during their regular duty while focusing their activities on impaired drivers. This activity does not replace the required weekly activity. The Regional Traffic Safety Program and West Virginia State Police coordinators will track DUI arrests made by on-duty officers to evaluate this area.

Evaluation

The GHSP will evaluate the success of the FFY2023 West Virginia Impaired Driving Plan using the following performance target:

1. Decrease alcohol-impaired driving fatalities 10.6 percent from 66 (2016–2020 rolling average) to 59 (2019–2023 rolling average) by 2023.

Programs and Projects

Target: 1

Unique Identifier: CT-01

Project Numbers: F23-HS-02, F23-HS-04, F23-HS-05, F23-HS-06, F23-HS-07, F23-HS-08, and F23-HS-14

Project Title: Regional Traffic Safety Programs—Impaired Driving

Description: The seven Regional Traffic Safety Programs coordinate the enforcement effort detailed in the *FFY2023 West Virginia Impaired Driving Plan* in collaboration with the seven West Virginia State Police

Troops. Each region is responsible for weekly enforcement, earned media, public information, and education events. There also is a training component in place to upgrade law enforcement's ability to be more effective in dealing with the impaired driving problem.

Evidence of Effectiveness: CTW, Chapter 1: Section 5.2

Funding Source/Amount: 405d-\$600,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: ID-02

Project Number: F23-HS-02

Project Title: City of Huntington—DRE



Description: This project provides funds to the City of Huntington to support the statewide DRE program in support of the *FFY2023 West Virginia Impaired Driving Plan*.

Evidence of Effectiveness: CTW, Chapter 1: Sections 2, 5, 6, and 7

Funding Source/Amount: 405d-\$200,000

Match Amount: \$15,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: ID-04

Project Number: F23-HS-06

Project Title: Jefferson County—Impaired Driving



Description: This project provides funds to Jefferson, Grant, Hardy, Pendleton, and Berkeley counties to participate in Drive Sober or Get Pulled Over mobilization enforcement and additional impaired driving overtime enforcement in support of the *FFY2023 West Virginia Impaired Driving Plan*.

Evidence of Effectiveness: CTW, Chapter 1: Sections 2, 5, 6, and 7

Funding Source/Amount: 405d-\$20,000

Match Amount: \$2,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: ID-04

Project Number: F23-HS-11

Project Title: Kanawha County Commission—Impaired Driving



Description: This project provides funds to the Kanawha County Sheriff's Department to participate in Drive Sober or Get Pulled Over mobilization enforcement and additional impaired driving overtime enforcement in support of the *FFY2023 West Virginia Impaired Driving Plan*.

Evidence of Effectiveness: CTW, Chapter 1: Sections 2, 5, 6, and 7

Funding Source/Amount: 405d-\$40,000

Match Amount: \$6,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: ID-04

Project Number: F23-HS-19

Project Title: Morgan County Commission—Impaired Driving



Description: This project provides funds to Morgan, Hampshire, and Mineral Counties to participate in Drive Sober or Get Pulled Over mobilization enforcement and additional impaired driving overtime enforcement in support of the *FFY2023 West Virginia Impaired Driving Plan*.

Evidence of Effectiveness: CTW, Chapter 1: Sections 2, 5, 6, and 7

Funding Source/Amount: 405d-\$10,000

Match Amount: \$750

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: ID-07

Project Number: F23-HS-09

Project Title: Law Enforcement Liaison (LEL) Office—Impaired Driving



Description: This project funds the contractual position of a statewide LEL and is an extension of the GHSP. Coordinates with all seven Regional Traffic Safety Programs to provide law enforcement training in TOPS, Speed Enforcement—Radar Training, Instructor Development, SFST Updates, partial funding of the HSP,

H2E conference, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other Law enforcement training. The GHSP LEL implements activities in the *FFY2023 West Virginia Impaired Driving Plan* activities.

Evidence of Effectiveness: CTW, Chapter 1: Sections 2.1, 2.2, 2.3, 2.5, 6.5, and 7.1

Funding Source/Amount: 402-\$125,000; 405d-\$15,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$40,000

Target: 1

Unique Identifier: ID-03

Project Number: F23-HS-15

Project Title: Data Tracking and Agency Program Support (City of Beckley)—Impaired Driving

Description: The DTAS Program Coordinator oversees the statewide DTAS Program that provides recognition to individual law enforcement officers who demonstrate a devotion to ongoing enforcement of seat belt and DUI laws. The Coordinator also works to increase individual officer participation in the State's seat belt and impaired campaigns.

Evidence of Effectiveness: N/A

Funding Source/Amount: 402-\$180,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$100,000

Target: 1

Unique Identifier: ID-04

Project Number: F23-HS-10

Project Title: West Virginia State Police—Impaired Driving



Description: The lead law enforcement agency in the State supports the *FFY2023 West Virginia Impaired Driving Plan* through overtime enforcement, including directed patrols, saturation patrols, and sobriety checkpoints. The seven West Virginia State Police Troop Coordinators coordinate with all the Regional Traffic Safety Program Coordinators and the GHSP LEL during the impaired driving campaigns and the national mobilization. The State Police are primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments. Each troop is responsible for weekly enforcement, earned media, public information, and education events.

Evidence of Effectiveness: CTW, Chapter 1: Section 2

Funding Source/Amount: 405d-\$ 250,000

Match Amount: \$150,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: ID-06

Project Number: F23-HS-12

Project Title: West Virginia Alcohol Beverage Control Administration (ABCA)

Description: The ABCA provides overtime enforcement for Inspectors conducting compliance checks of licensed alcohol establishments. Under this project, a statewide mobilization is conducted three times a year—during prom/graduation season, national DUI mobilization period (mid-August through Labor Day), and Thanksgiving through New Year’s holiday season. ABCA participates in a monthly West Virginia Statewide Compliance Check and Sweep program that targets specific counties for intensive enforcement. ABCA Inspectors provide underage alcohol education with the DUI Simulator, which is taken to schools, colleges, community events, and fairs.

Evidence of Effectiveness: CTW, Chapter 1: Section 5

Funding Source/Amount: 405d-\$70,000

Match Amount: \$1,250,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: ID-05

Project Number: F23-HS-11

Project Title: WV Prosecuting Attorneys Institute—Traffic Safety Resource Prosecutor (TSRP)

Description: This project provides salary and expenses for a TSRP, with a goal of improving the coordination of traffic safety case prosecution between law enforcement, local prosecutors, the GHSP, judiciary, and other traffic safety professionals. The TSRP provides support to county prosecutors through impaired driving-related training, reference materials, and technical and legal assistance, as well as annual Magistrate conference training, regional trainings for law enforcement in all Regional Traffic Safety Program service areas, and training at the State Police Academy for new cadets and police officers.

Evidence of Effectiveness: CTW, Chapter 1: Section 3

Funding Source/Amount: 402-\$225,000

Match Amount: \$25,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$150,000

Target: 1

Unique Identifier: ID-04

Project Number: F23-HS-17

Project Title: Monongalia County Commission—Impaired Driving



Description: This project provides funds to the Monongalia County Sheriff's Department and West Virginia University Police Department to conduct directed patrols, saturation patrols, sobriety checkpoints, and underage alcohol enforcement in support of the *FFY2023 West Virginia Impaired Driving Plan*.

Evidence of Effectiveness: CTW, Chapter 1: Section 2

Funding Source/Amount: 405d-\$75,000

Match Amount: \$7,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: ID-04

Project Number: F23-HS-18

Project Title: City of Morgantown—Impaired Driving



Description: This project provides overtime DUI Enforcement funds for the Morgantown Police Department to conduct directed patrols, saturation patrols, sobriety checkpoints, and underage alcohol enforcement in support of the *FFY2023 West Virginia Impaired Driving Plan*.

Evidence of Effectiveness: CTW, Chapter 1: Section 2

Funding Source/Amount: 405d-\$30,000

Match Amount: \$5,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: ID-01

Project Number: F23-HS-01

Project Title: GHSP—Impaired Driving Paid Media

Description: This project funds purchase of paid media by the GHSP during DSGPO and in support of the *FFY2023 Strategic Impaired Driving Plan*.

Evidence of Effectiveness: CTW, Chapter 1: Sections 2.1, 2.2, and 5.2

Funding Source/Amount: 402-\$342,000

Match Amount: \$250,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

4.4 Motorcycle Safety

Overview

While all West Virginia motorcycle riders and passengers are required to properly wear a DOT-certified helmet, in 2020, 53 percent of all motorcyclist fatalities were unhelmeted; in 2019, 32 percent were unhelmeted compared to 36 percent that were unhelmeted in 2018. Since 2011, the proportion of unhelmeted motorcyclist fatalities compared to all motorcyclist fatalities in West Virginia has generally increased. In 2011, unhelmeted motorcyclist fatalities represented 22 percent of all motorcyclist fatalities, the percentage rose to 45 percent in 2012 and then decreased to as low as 22 percent in 2015, before it spiked again to 34 percent and 38 percent in 2016 and 2017, respectively. The percent of unhelmeted motorcyclist fatalities started to decrease in 2018 and 2019, but it reached the highest (53 percent) in 2020. Of significance is preliminary data which shows 20 unhelmeted motorcyclist fatalities in 2020 which is an increase from 14 in 2018 and 9 in 2019.

Individuals who want to operate a motorcycle in West Virginia must first obtain either a motorcycle endorsement (F) on their driver’s license or a Class F motorcycle only driver’s license. A knowledge test must be taken at the Division of Motor Vehicles or online first to obtain a motorcycle learner’s permit. After holding the learner’s permit for 7 days, the individual must then take and successfully pass an on-cycle skills test before an endorsement can be added to the license or before a motorcycle only license can be issued. The individual may instead opt to take a motorcycle safety course developed by the Motorcycle Safety Foundation instead of the State riding skills test to receive their motorcycle license endorsement. Unfortunately, many individuals do not follow through with the training requirement. Motorcycle fatality data for 2017 to 2020 shows that of the 131 motorcyclist fatalities, 78 motorcycle operators (60 percent) did not have an F endorsement on their driver’s license.

Data on motorcyclist fatalities are provided in Table 4.12.

Table 4.12 Motorcyclist Fatalities

Core Performance Measures	Actual									
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Motorcyclist Fatalities	31	24	26	32	29	26	39	28	38	NA
Unhelmeted Motorcyclist Fatalities	14	8	7	7	10	10	14	9	20	NA

Source: FARS, April 2022.

The GHSP has administered the Motorcycle Safety and Awareness Program since 2006; the program is supported by both State and Federal funds. Section 405f Federal funds are used to enhance the Motorcycle Safety and Awareness Program through paid media and PI&E, delivering “Share the Road with Motorcycles”

messages to motorists, while State funds collected from motorcycle registrations and license fees are used for media, PI&E, and motorcyclist training. State-funded media campaigns will continue to be used to encourage motorcyclists to obtain their F endorsement. Unhelmeted fatalities will be addressed through an emphasis on West Virginia's motorcycle helmet law in media campaigns and the State's Motorcycle Safety and Awareness Program training courses. Motorcycle Safety and Awareness Program staff attend health/safety fairs and motorcycle-based events with the Safe Motorcyclist Awareness and Recognition Trainer (SMART) motorcycle safety training simulator which gives individuals a simulated motorcycle riding experience. Due to the COVID-19 pandemic in 2020 and 2021, there were no health/safety fairs to attend but attendance at these events will likely increase in FFY2023.

Performance Targets

1. Decrease motorcyclist fatalities 21.9 percent from 32 (2016–2020 rolling average) to 25 (2019–2023 rolling average) by 2023.
2. Decrease unhelmeted motorcyclist fatalities 46.2 percent from 13 (2016–2020 rolling average) to 7 (2019–2023 rolling average) by 2023.

Strategies

West Virginia's Motorcycle Safety and Awareness Program will continue to monitor crash data provided by the West Virginia Division of Highways and FARS to help identify problem areas and locations. Additional training sites in rural and remote areas will afford the program greater contact with potential students seeking motorcycle training in both the Basic Rider's Course and the Experienced Rider's Course.

West Virginia's Motorcycle Safety and Awareness Program will continue to employ a statewide advertisement program through paid media. Radio and television ads and billboards will be geared to reach both motorcycle riders and motor vehicle drivers. This approach will hopefully make both drivers and riders aware of each other and each individual's responsibility to the other, thus creating a safer driving environment.



Programs and Projects

Target: 1 and 2

Unique Identifier: MS-02

Project Number: F23-HS-09

Project Title: Law Enforcement Liaison (LEL) Office—Motorcycle Safety

Description: This project provides training funds for motorcycle law enforcement officers and travel funds for Rider Coaches for Smart Trainer training at various motorcycle themed events across the State.

Evidence of Effectiveness: CTW, Chapter 5: Sections 3.1, 3.2, and 4.2

Funding Source/Amount: 405f-\$5,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: MS-01

Project Number: F23-HS-01

Project Title: GHSP—Motorcycle Safety Paid Media

Description: This project funds purchase of paid media by the GHSP to promote motorcycle safety and motorist awareness messages. Radio and television ads and billboards will be purchased to reach motor vehicle drivers to increase awareness of each individual's responsibility to share the road with motorcyclists to create safer roadways.

Evidence of Effectiveness: CTW, Chapter 5: Sections 4.2

Funding Source/Amount: 405f-\$40,000

Match Amount: \$75,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: MS-03

Project Number: F23-HS-01

Project Title: GHSP—Motorcycle Safety Public Information and Education

Description: This project funds the development and distribution of public information materials promoting safety messages for motorists to be aware of and share the road with motorcyclists.

Evidence of Effectiveness: CTW, Chapter 4, Section 3

Funding Source/Amount: 402-\$20,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

4.5 Speed Enforcement

Overview

Speeding-related fatalities have decreased significantly over the last 10 years in West Virginia. In the last decade, 2012 had the highest number of fatalities at 144 and dropped to a low of 60 fatalities in 2016 and 2020. Despite an uptick since 2017, the State has experienced a significant decrease of 47.8 percent from 115 in 2011 to 60 in 2020.

Analysis conducted for West Virginia's SHSP update showed that speeding in combination with other high-risk behaviors (e.g., impaired driving and failure to wear a seat belt) continues to be prevalent in a majority of fatalities. As a result, speed and aggressive driving will continue to be an emphasis area in the next SHSP as well. Speeding-related fatalities and citations are shown in Table 4.13.

Table 4.13 Speeding-Related Fatalities and Citations

Core Performance Measure	Actual									
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Speeding-Related Fatalities	144	130	66	66	60	84	88	85	60	NA
Speeding Citations Issued ¹	11,537	14,229	10,729	11,279	11,368	13,952	10,817	13,317	11,035	10,369

Source: West Virginia GHSP, 2022.

¹ Reflects citations issued during grant-funded activities only.

Speed enforcement is conducted year-round each grant year and mobilizations occur statewide in July and September, usually two weeks in each month. With speed being a major factor in a majority of West Virginia's roadway fatalities, the GHSP plans to continue statewide speed enforcement efforts and has budgeted \$50,000 for speed paid media campaigns in FFY2023. Locations and dates will be determined through crash and injury data on top speed crash roadways.

The West Virginia Legislature passed legislation allowing Class 1, 2, and 3 cities to use radar speed measurements as prima facie evidence for speeding violations. The LEL Office will continue to provide speed radar training statewide for law enforcement officers during FFY2023.

Performance Targets

1. Decrease speeding-related fatalities 13.3 percent from 75 (2016–2020 rolling average) to 65 (2019–2023 rolling average) by 2023.

Programs and Projects

Target: 1

Unique Identifier: CT-01

Project Numbers: F23-HS-02, F23-HS-04, F23-HS-05, F23-HS-07, F23-HS0-08, and F23-HS-14

Project Title: Regional Traffic Safety Programs—Speed Enforcement



Description: The seven Regional Traffic Safety Programs coordinate their region's speed enforcement effort in collaboration with the seven West Virginia State Police troops. Each region is responsible for enforcement and earned media.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402-\$180,000

Match Amount: \$50,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$210,000

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-06

Project Title: Jefferson County—Speed Enforcement



Description: This project provides overtime speed enforcement funds for Jefferson, Grant, Hardy, Pendleton, and Berkeley counties to conduct directed and saturation speed enforcement patrols.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402-\$20,000

Match Amount: \$2,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$20,000

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-10

Project Title: West Virginia State Police—Speed Enforcement



Description: The seven West Virginia State Police troops coordinate statewide overtime speed enforcement efforts in collaboration with the seven Regional Traffic Safety Programs. Each troop is responsible for enforcement and earned media.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

Funding Source/Amount: 402-\$115,000

Match Amount: \$20,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-17

Project Title: Monongalia County Commission—Speed Enforcement



Description: This project provides overtime speed enforcement funds for the Monongalia County Sheriff's Department and West Virginia University Police Department to conduct directed and saturation speed enforcement patrols.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402-\$20,000

Match Amount: \$2,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$20,000

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-18

Project Title: City of Morgantown—Speed Enforcement



Description: This project provides overtime speed enforcement funds for the Morgantown Police Department to conduct directed and saturation speed enforcement patrols.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402-\$6,000

Match Amount: \$750

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$10,000

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-19

Project Title: Morgan County Commission—Speed Enforcement



Description: This project provides overtime speed enforcement funds for Morgan, Hampshire, and Mineral counties to conduct directed and saturation speed enforcement patrols.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402-\$8,000

Match Amount: \$1,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$15,000

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-20

Project Title: Kanawha County Commission—Speed Enforcement



Description: This project provides overtime speed enforcement funds for Kanawha County Sheriff's Department to conduct directed and saturation speed enforcement patrols.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402-\$20,000

Match Amount: \$2,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$20,000

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-16

Project Title: Public Service Commission—Speed Enforcement



Description: This project provides overtime speed enforcement funds for the Public Service Commission to conduct directed and saturation speed enforcement patrols.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402-\$10,000

Match Amount: \$750

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: SP-01

Project Numbers: F23-HS 02, F23-HS 04, F23-HS 05, F23-HS-07, F23-HS0-08, and F23-HS-14

Project Title: Regional Traffic Safety Programs—Speed Enforcement Mobilization



Description: The seven Regional Traffic Safety Programs will coordinate a statewide speed enforcement mobilization in collaboration with the seven West Virginia State Police Troops in July and September 2023 on top speed crash roadways.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402- \$60,000

Match Amount: \$7,500

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$75,000

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-10

Project Title: West Virginia State Police—Speed Enforcement Mobilization



Description: The seven West Virginia State Police Troops will coordinate a statewide speed enforcement mobilization in collaboration with the seven Regional Traffic Safety Programs in July and September 2023 on top speed crash roadways.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402—\$15,000

Match Amount: \$1,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-06

Project Title: Jefferson County Commission—Speed Enforcement Mobilization



Description: This project provides funds to the Berkeley County Sheriff's Department to participate in the statewide speed enforcement mobilization in July and September 2023 on top speed crash roadways in Berkeley County.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402—\$5,000

Match Amount: \$500

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$5,000

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-20

Project Title: Kanawha County Commission—Speed Enforcement Mobilization



Description: This project provides funds to the Kanawha County Sheriff's Department to participate in the statewide speed enforcement mobilization in July and September 2023 on top speed crash roadways in Kanawha County.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402—\$3,000

Match Amount: \$300

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$3,000

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-17

Project Title: Monongalia County Commission—Speed Enforcement Mobilization



Description: This project provides funds to the Monongalia County Sheriff's Department to participate in the statewide speed enforcement mobilization in July and September 2023 on top speed crash roadways in Monongalia County.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402—\$3,000

Match Amount: \$300

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$3,000

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-18

Project Title: City of Morgantown—Speed Enforcement Mobilization



Description: This project provides funds to the Morgantown Police Department to participate in the statewide speed enforcement mobilization in July and September 2023 on top speed crash roadways in Morgantown.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402—\$2,000

Match Amount: \$300

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$3,000

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-16

Project Title: Public Service Commission—Speed Enforcement Mobilization



Description: This project provides funds to the Public Service Commission to participate with commercial vehicle enforcement during the statewide speed enforcement mobilizations in July and September 2023 on top speed crash roadways statewide.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402—\$5,000

Match Amount: \$500

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: SP-01

Project Number: F23-HS-01

Project Title: GHSP—Speed Enforcement Paid Media



Description: This project funds purchase of paid media by the GHSP to support law enforcement's targeted enforcement focusing on speed violations.

Evidence of Effectiveness: CTW, Chapter 3: Section 4.1

Funding Source/Amount: 402—\$50,000

Match Amount: \$25,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

4.6 Traffic Safety Information System Improvements

Overview

West Virginia's highest priority for highway safety data improvements continues to be the implementation and use of the State's electronic crash and citation reporting system, ReportBeam, which was purchased in 2007. The software can be used on mobile computers or on desktop hardware inside the station. Adoption rates of the software are such that very nearly all the crash reports submitted to the State crash repository are electronic data transmissions. Crash data access has been given to key highway safety personnel and law enforcement. The GHSP works to assist those personnel with the analysis of that data so it can be used effectively.

In previous years, emphasis has been placed on the crash data portion of this system, with the focus ranging from training law enforcement to utilize the system, to expanding the use of the system by assisting law enforcement agencies in obtaining the equipment needed to use the system. In 2018, additional focus areas were added to the software.

ReportBeam functionality was expanded to include the Electronic Uniform Citation. The Electronic Uniform Citation has been developed to follow a citation through its entire process from issuance to adjudication, and when applicable to the inclusion on the violator's driver record. The West Virginia State Police piloted using electronic citations for the State which has now been expanded for use at other agencies. West Virginia is in the process of rolling electronic citation capabilities out to all law enforcement agencies.

Another statewide initiative is working to combine data systems into functionally related enterprise systems. One of these systems, the Enterprise Research Planning system, is being designed to encompass safety related data, including crashes, emergency medical, roadway, driver, and other data sources. This effort is separate from, and somewhat overlapping with, the efforts within DOH to develop a user-friendly web-based analysis tool for crash data. The intent is to create a system that will support all highway safety analyses, including those described in the Highway Safety Manual.

In FFY2023, the State will continue to roll the availability of the Electronic Uniform Citation portion of the ReportBeam data collection out to all law enforcement agencies and courts within the State. The GHSP will continue to assist law enforcement agencies and court locations to fully and efficiently utilize ReportBeam. The GHSP LEL will coordinate and support the Regional Traffic Safety Program Coordinators and LELs' efforts to convert law enforcement agencies to electronic reporting and provide training to enforcement personnel in their region on electronic crash and citation reporting. Much of the focus currently revolves around providing in-car printers and computers to assist with the roll-out of the electronic citation. This project will include the ability of the DMV to more quickly obtain conviction data from ReportBeam and add it to the driver's record. Additionally, the electronic processing of citations will significantly enhance DMV's ability to meet FMCSA standards of timeliness for reporting commercial driver's license violations to driver records.

West Virginia's most recent NHTSA traffic records assessment was conducted from January 31, 2022 to May 2, 2022. GHSP is in the process of identifying what updates are needed to be made to the Traffic Records Strategic Plan based upon the findings and recommendations from this assessment. The complete list of 2022 assessment recommendations will be included in the traffic records strategic plan along with the

quantitative improvement and evidence that outlines what data improvement was made over the previous year. The State's Traffic Records Coordinating Committee (TRCC) is fully aware of, and has been discussing, the major assessment recommendations and determining which ones they will prioritize and work towards addressing in FFY2023 and beyond.

Performance Targets

1. Improve the timeliness of citation data exchange from police agencies to the DMV.
2. Improve the accessibility of electronic citations to every agency in the State.
3. Increase the timeliness and accuracy of crash reports through the implementation of a statewide electronic data collection and reporting system.
4. Increase local, State, and Federal traffic safety professionals' accessibility to State traffic safety data to conduct analysis through implementation of a statewide or web-based system.

Strategies

The GHSP hired a new Traffic Records Coordinator in 2021. The Coordinator is housed within the GHSP and is the chairperson of the TRCC. TRCC meetings conducted in the 12 months preceding the FFY2023 405c application were held on:

- December 3, 2021
- May 2, 2022
- May 26, 2022

The TRCC will continue to act as the primary advisory committee for traffic records-related activities and projects following the recommendations contained in the latest Traffic Records Assessment. The Coordinator will conduct TRCC meetings and work with the TRCC to further revise the Traffic Records Strategic Plan in the summer of 2022 based on the recommendations from the 2022 traffic records assessment.

The Strategic Plan will be utilized as a guide to ensure proper steps are being taken to implement a statewide comprehensive traffic records system that will be used by Federal, State, and local highway safety stakeholders, including the GHSP, Division of Highways, DMV, Administrative Office of the Courts, Municipal Courts, and Department of Health and Human Resources. The TRCC identifies projects that will improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility for the core data systems (crash, roadway, driver, vehicle, citation/adjudication, and Emergency Medical Services (EMS)/injury surveillance). For each core system, the TRCC catalogs existing, future, and proposed projects and ideas that would both significantly and remotely impact the quality of the State's safety data. Each project is prioritized by high/low cost and high/low payoff using the following considerations: cost, length, difficulty of coordination, significant effect if successful, likelihood of desired impact, and major costs associated with failure. The catalog, which is in the strategic plan, is updated as new projects are selected and project completions and updates become available. Project elements are included such as problem identification, project description, short-term/long-term completion, priority risk, and other variables. In 2022, the TRCC is focused on the following strategies:

- Implementing a law enforcement-friendly electronic, statewide data collection and reporting system for data to be captured accurately, efficiently, and timely. The core system build was completed in July 2018.
- Implementing electronic citations statewide for all law enforcement agencies. This project will enhance the State's ability to analyze problem traffic areas and increase the timeliness of the entire citation process. The expected completion date for this project is contingent on law enforcement agencies implementing an electronic citation system.

The Traffic Records Coordinating Committee will continue to act as the primary advisory committee for traffic records-related activities and projects. The TRCC routinely tracks progress on each project. The Strategic Plan will be utilized as a guide to ensure proper steps are being taken to implement a statewide comprehensive traffic records system that will be used by Federal, State, and local highway safety stakeholders. The following FFY2023 projects support the priorities in the Traffic Records Strategic Plan.

Programs and Projects

Target: 1, 2, and 3

Unique Identifier: CT-01

Project Numbers: F23-HS-02, F23-HS-04, F23-HS-05, F23-HS-07, F23-HS-08, and F23-HS-14

Project Title: Regional Traffic Safety Programs—Traffic Records

Description: All Regional Traffic Safety Program Coordinators assist the TRCC in implementation of the *FFY2023 Traffic Records Strategic Plan* within their region. The Coordinators support efforts to convert law enforcement agencies in their region to electronic reporting and provide training to enforcement personnel in their region on electronic crash and citation reporting.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c-\$ 300,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, and 3

Unique Identifier: TR-01

Project Number: F23-HS-09

Project Title: Law Enforcement Liaison Office—Traffic Records

Description: The GHSP LEL assists the TRCC in implementation of the *FFY2023 Traffic Records Strategic Plan* by working with State and local law enforcement agencies throughout the State. The GHSP LEL coordinates and supports Regional Traffic Safety Coordinators and LELs' efforts to convert law enforcement

agencies to electronic reporting and provide training to enforcement personnel in their region on electronic crash and citation reporting.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c- \$50,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, 3, and 4

Unique Identifier: TR-01

Project Number: F23-HS-01

Project Title: GHSP—Traffic Records

Description: The GHSP provides support to the TRCC in implementation of the *FFY2023 Traffic Records Strategic Plan*. The GHSP's Traffic Records Coordinator serves as the champion for safety data initiatives and markets the traffic records ideal throughout the State, is chairperson of the TRCC, and administers the daily business of the committee. All aspects of the Strategic Plan are maintained and managed by the Coordinator, as well as providing regular progress reports to Federal sponsors about its implementation. The GHSP Director and Federal Programs Administrator also serve on the Traffic Records Coordinating Committee.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c-\$90,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, 3, and 4

Unique Identifier: TR-02

Project Number: F23-HS-06

Project Title: Jefferson County—Traffic Records

Description: Funds will be provided to Jefferson County and Berkeley County to support the TRCC in implementation of the *FFY2023 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports, citations, and training.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c- \$20,000

Match Amount: \$3,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, 3, and 4

Unique Identifier: TR-02

Project Number: F23-HS-19

Project Title: Morgan County Commission—Traffic Records

Description: Funds will be provided to Morgan County to support the TRCC in implementation of the *FFY2023 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports, citations, and training.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c- \$10,000

Match Amount: \$2,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, 3, and 4

Unique Identifier: TR-02

Project Number: F23-HS-20

Project Title: Kanawha County Commission—Traffic Records

Description: Funds will be provided to Kanawha County Sheriff's Department to support the TRCC in implementation of the *FFY2023 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports, citations, and training.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c- \$10,000

Match Amount: \$2,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, 3, and 4

Unique Identifier: TR-05

Project Number: F23-HS-06

Project Title: Jefferson County Commission—Eastern Panhandle Crash Reconstruction Team

Description: Funds will be provided to Jefferson County to support the TRCC in implementation of the *FFY2023 Traffic Records Strategic Plan*. This project will fund the establishment of a regionwide Crash Reconstruction Team in Jefferson, Berkeley, and Morgan Counties.

Evidence of Effectiveness: N/A

Funding Source/Amount: 402—\$50,000

Match Amount: \$4,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$50,000

Target: 1, 2, 3, and 4

Unique Identifier: TR-04

Project Number: F23-HS-01

Project Title: GHSP—Report Beam Upgrade

Description: This project will upgrade the electronic crash and e-citation software which will provide more accessibility and accuracy of data for all users. This project will support the TRCC in implementation of the *FFY2023 Traffic Records Strategic Plan*.

Evidence of Effectiveness: N/A

Funding Source/Amount: 402—\$10,000; 405c—\$75,000; 405e—\$30,000

Match Amount: \$2,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

4.7 Distracted Driving

Overview

In July 2012, West Virginia passed a cell phone/texting ban while driving which prohibits texting or the use of a cell phone without hands-free technology while operating a motor vehicle. Despite the State's primary laws banning handheld device use and texting for all drivers, and all cell phone use for novice drivers, distracted driving is still a problem in West Virginia. While detailed distracted driving crash data currently are not available, the GHSP has citation and nonscientific survey data that support the need to address distracted driving.

Annually, the GHSP tracks the number of citations issued during grant-funded enforcement activities. FFY2021 citation data reported under grant-funded activities included 2,336 distracted driving (cell and text) citations which represented a 28.6 percent increase over FFY2020 totals.

In addition, the ABCA sets up a DUI Simulator at schools, fairs, etc., and asks event participants to take a 22-question survey regarding their alcohol use, seat belt use, adherence to speed limits, use of electronic devices while driving, etc. Two of the questions are: a) Have you ever talked on a cell phone while driving;

and b) Have you ever texted on a cell phone while driving. Between February 2015 and September 2019, 9,078 individuals took the survey (98 percent were ages 15 to 18); following is their response to these 2 questions:

- 2,960 people (32.6 percent) indicated they had talked on a cell phone while driving.
- 2,265 people (24.9 percent) indicated they had texted on a cell phone while driving.

Due to the COVID-19 pandemic restrictions and loss of the survey data collection vendor, the ABCA was unable to conduct DUI Simulator activities and capture survey data in 2020 and 2021, as a result, the GHSP is unable to add to this data set at present. However, it is anticipated that as restrictions are lifted, this effort will be resumed in FFY2023.

The WV Legislature passed and enacted HB 4464 in their 2020 regular session which closed a “loophole” in West Virginia’s Graduated Driver License law that allowed a Level III (Licensed with full driving privileges) under the age of 18 individual to talk on a wireless communication device. This loophole in the law had previously allowed approximately 90 individuals under the age of 18 who had reached Level III to use their mobile device while driving without penalty and was the reason NHTSA determined the State did not meet the criteria for “Youth Cell Phone Use Prohibition” to qualify for a Section 405e Distracted Driving grant in each year beginning in FFY2017. With this loophole now closed, West Virginia was able to qualify for a Section 405e grant, and in FFY2021, was awarded just under \$2.4 million for comprehensive distracted driving programs. This funding enabled the GHSP to create and distribute new media assets, and participate in the National Distracted Driving Awareness Month campaign, including the Connect-to-Disconnect initiative in FFY2022. GHSP plans to participate in this distracted driving enforcement campaign and initiative again in FFY2023. In addition to awareness, education, and enforcement initiatives, the GHSP plans to use this funding to conduct the State’s first scientific distracted driving survey in in FFY2023. The survey was originally planned for FFY2022 but not conducted.

Performance Targets

1. Decrease fatalities among drivers age 20 or younger 20 percent from 30 (2016–2020 rolling average) to 24 (2019–2023 rolling average) by 2023.

Strategies

West Virginia will continue its successful strategy of addressing this program area through the Regional Traffic Safety Programs, Regional Law Enforcement Programs, and coordinated with law enforcement through LELs. The Regional Traffic Safety Programs will use newly purchased distracted driving simulators to conduct or facilitate activities and media events on distracted driving, cell phone use/texting while driving. In conjunction, law enforcement agencies will implement targeted enforcement focusing on distracted driving violations. Distracted driving mobilizations also may include speed enforcement activities. The GHSP will provide statewide support of the effort through awareness materials and messaging.

In addition, GHSP is initiating a Distracted Driving Simulator program which will include a hands-on educational experience to educate West Virginia drivers of all ages about the dangers of distracted driving. These simulators provide a realistic look into the dangers of driving distracted behind the wheel, without putting anyone’s safety at risk. The GHSP intends to fund the purchase of Distracted Driving Simulators for all of the Regional Traffic Safety Programs. The Charleston RTSC already has access to a simulator through the local hospital and the Region 2 Coordinator has purchased a simulator. In addition, two programs have

ordered, but not received, their simulators. Similar to other regional programs, the Coordinators will be required to document their use, collect data on the results of the user's interaction with the simulated drive, and collect surveys from each participant. Additional requirements for the regional distracted driving activities are in the GHSP's revised Required Activities document.

Programs and Projects

Target: 1 and 2

Unique Identifier: CT-01

Project Numbers: F23-HS-02, F23-HS-04, F23-HS-05, F23-HS-07, F23-HS-08, and F23-HS-14

Project Title: Regional Traffic Safety Programs—Distracted Driving

Description: The seven Regional Traffic Safety Programs coordinate their region's distracted driving efforts in collaboration with the seven West Virginia State Police troops. Each region must conduct or facilitate at least one monthly activity/media event on distracted driving, cell phone use/texting while driving, and is responsible for associated enforcement and earned media. Additional RTSP activities are encouraged during Distracted Driving month (April).

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 405e-\$800,000

Match Amount: \$50,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F23-HS-10

Project Title: West Virginia State Police—Distracted Driving Enforcement



Description: The seven West Virginia State Police troops will coordinate earned media and statewide overtime distracted driving efforts in collaboration with all the Regional Traffic Safety Programs throughout the year. Each troop also is responsible for conducting focused distracted driving enforcement and earned media during distracted driving month (April).

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

Funding Source/Amount: 405e-\$150,000

Match Amount: \$15,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F23-HS-17

Project Title: Monongalia County Commission—Distracted Driving



Description: This project provides funds to the Monongalia County Sheriff's Department to conduct distracted driving overtime enforcement. The Department also provides funds to West Virginia University Police Department. Each agency also is responsible for conducting focused distracted driving enforcement during distracted driving month (April).

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

Funding Source/Amount: 405e-\$50,000

Match Amount: \$2,500

MOE \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F23-HS-18

Project Title: City of Morgantown—Distracted Driving



Description: This project provides funds for the Morgantown Police Department to conduct distracted driving overtime enforcement. The Department also is responsible for conducting focused distracted driving enforcement during distracted driving month (April).

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

Funding Source/Amount: 405e-\$20,000

Match Amount: \$1,000

MOE \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F23-HS-06

Project Title: Jefferson County Commission—Distracted Driving



Description: This project provides funds for Jefferson County Sheriff's Department to conduct distracted driving overtime enforcement. The Department also will provide funds to local area law enforcement

agencies in the counties of Berkeley, Grant, Hardy, and Pendleton. Each agency also is responsible for conducting focused distracted driving enforcement during distracted driving month (April).

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

Funding Source/Amount: 405e-\$50,000

Match Amount: \$2,500

MOE \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F23-HS-19

Project Title: Morgan County Commission—Distracted Driving



Description: This project provides funds for the Morgan County Sheriff's Department to conduct distracted driving overtime enforcement. This Department also will provide funds to law enforcement agencies in the neighboring counties of Mineral and Hampshire. Each agency also is responsible for conducting focused distracted driving enforcement during distracted driving month (April).

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

Funding Source/Amount: 405e-\$15,000

Match Amount: \$750

MOE \$0

Indirect Cost: \$0

Local Benefit: \$ 0

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F23-HS-20

Project Title: Kanawha County Commission—Distracted Driving



Description: This project provides funds for Kanawha County Sheriff's Department to conduct distracted driving overtime enforcement. The Department also is responsible for conducting focused distracted driving enforcement during distracted driving month (April).

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

Funding Source/Amount: 405e-\$50,000

Match Amount: \$2,500

MOE \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: DD-01

Project Number: F23-HS-01

Project Title: GHSP—Distracted Driving Paid Media

Description: This project funds purchase of paid media by the GHSP to support law enforcement's targeted enforcement focusing on distracted driving violations and/or the Regional Traffic Safety Programs' activities on distracted driving, cell phone use and texting while driving.

Evidence of Effectiveness: CTW, Chapter 4: Section 2

Funding Source/Amount: 405e-\$975,000

Match Amount: \$75,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: DD-03

Project Number: F23-HS-09

Project Title: City of Beckley (LEL)—Distracted Driving Survey

Description: Current distracted driving data is unreliable. Too often, law enforcement officers fail to indicate on crash reports if cell phones/texting were the likely cause for the crash. A scientific-based survey would assist in determining the severity of distracted driving in West Virginia.

Evidence of Effectiveness: NA

Funding Source/Amount: 405e—\$100,000

Match Amount: \$1,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

4.8 Pedestrian and Bicyclist Safety

Overview

Pedestrian fatalities in West Virginia trended downward and decreased from 20 to 18 (10 percent) between 2012 and 2020, although the numbers fluctuated each year and twice reached 31 fatalities. Over this same period, bicycle fatalities remained at or below 3 per year with the exception of 2018, which saw an increase to 5 fatalities.

The GHSP wants to reverse the rise in pedestrian fatalities and keep the number of bicyclist fatalities from rising and feels that education on pedestrian/bicycle safety is warranted. West Virginia will address this program area through the Regional Traffic Safety Programs in combination with activities conducted by the GHSP Pedestrian and Bicycle Coordinator.

Performance Targets

2. Decrease pedestrian fatalities 25 percent from 24 (2016–2020 rolling average) to 18 (2019–2023 rolling average) by 2023.
3. Decrease bicyclist fatalities 33.3 percent from 3 (2016–2020 rolling average) to 2 (2019–2023 rolling average) by 2023.

Strategies

The Regional Traffic Safety Program Coordinators will provide pedestrian and bicycle safety presentations to various age groups, typically in conjunction with education on other program areas in a more comprehensive presentation. Depending on the audience, presentations will address safe behaviors/practices as a pedestrian or bicyclist, or as a vehicle operator while driving alongside pedestrians and bicyclists. Regional Coordinators also may host and/or participate in local bicycle rodeos or other youth fairs where the safety aspects of riding a bicycle are taught and a variety of bicycle safety-related materials are distributed. In addition to bicycle safety, youth fair presentations also include pedestrian safety. Education on these topics also is included in curriculum at both Safety Town in Huntington and Safety City in Charleston.

All Coordinators will work to gain earned media for both pedestrian and bicycle safety, whether due to participation in an upcoming event or a recent crash. When there is a crash involving a bicycle or pedestrian, the media often reach out to our regional programs to discuss the issues as well as applicable State laws.

The GHSP will continue to work with pedestrian and bicycle safety groups, as well as other interested entities, to provide input on pedestrian and bicycle safety issues, as well as to develop educational materials and opportunities that can be adapted and implemented in communities statewide. In addition, the GHSP will continue to coordinate with the Morgantown Pedestrian Board, a municipal board that strives to create a pedestrian-friendly environment in this populous college town. The Board works with city, State and Federal Government officials, community members, and developers to ensure that common routes through the city are safe, attractive, and accessible by pedestrians and bicyclists. The City of Huntington, a grantee, also is working to create a municipal Pedestrian and Bicycle Advisory Committee, and the GHSP looks forward to working with this group as well. Huntington is the second-largest city and has the second-largest college population in West Virginia.

Programs and Projects

Target: 1 and 2

Unique Identifier: CT-01

Project Numbers: F23-HS-02, F23-HS-04, F23-HS-05, F23-HS-07, F23-HS-08, and F23-HS-14

Project Title: Regional Traffic Safety Programs—Pedestrian and Bicycle Safety

Description: Regional Traffic Safety Programs will conduct pedestrian and/or bicycle safety programs. Throughout the year, safety presentations will be given to various age groups, including youth and senior drivers, addressing a variety of traffic safety topics, including pedestrian and bicycle safety. Depending on the audience, presentations incorporate both aspects of pedestrian and bicycle safety: that of being the pedestrian or bicyclist and that of being safe while driving alongside pedestrians and bicyclists. During Back-to-School initiatives, presentations are given to educate students on safely walking to and from school and the bus stop and crossing the street when walking to and from the bus. Some RTSCs also host and/or participate in local Bicycle Rodeos or other youth fairs in which youth are taught safety aspects of riding a bicycle. In addition to bicycle safety, youth fair presentations also include pedestrian safety.

Evidence of Effectiveness: CTW, Chapter 8: Sections 2.1 and 2.3, Chapter 9: Sections 1.3, 1.4, 2.2, 3.3, and 4.1 and 4.2

Funding Source/Amount: 402-\$15,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$15,000

4.9 Planning and Administration

The Governor's Highway Safety Program serves as the primary agency responsible for ensuring that the State's highway safety concerns are identified and addressed through the development and implementation of appropriate countermeasures.

Goal

To administer a fiscally responsible, effective highway safety program that is data driven, includes strategic partners and stakeholders, and addresses the State's specific safety characteristics.

Performance Targets

1. Provide program oversight, support, and information to assist grantees in accomplishing the GHSP's goal.
2. Deliver the FFY2022 Annual Report by December 31, 2022.
3. Gather input for development of the FFY2024 HSP from roundtable meetings conducted throughout the year with the Regional Traffic Safety Program staff, West Virginia State Police coordinators, and other State and local safety stakeholders.
4. Deliver the three-year FFY2024 HSP by July 1, 2023.

Strategies

1. Administer the statewide traffic safety program:
 - a. Implement the FFY2023 HSP and develop future initiatives.
 - b. Provide sound fiscal management for traffic safety programs.
 - c. Coordinate State plans with other Federal, State, and local agencies.
 - d. Assess program outcomes.
2. Provide data required for Federal and State reports.
3. Provide program staff, professional development, travel funds, space, equipment, materials, and fiscal support for all programs.
4. Provide data and information to policy and decision-makers on the benefits of various traffic safety laws.
5. Identify and prioritize highway safety problems for future GHSP attention, programming, and activities.
6. Implement program management and oversight for all activities within this program area.

Programs and Projects

Target: 1, 2, 3 and 4

Unique Identifier: PA-01

Project Number: F23-HS-01

Project Title: GHSP Operations

Description: Personnel, operating costs, travel expenses, and contractual services will provide the statewide program direction, financial and clerical support, property management, and audit for all highway safety grant programs.

Funding Source/Amount: 402-\$300,000

Match Amount: \$200,000

MOE: \$147,811

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 4

Unique Identifier: PA-02

Project Number: F23-HS-01

Project Title: Contractor Support

Description: Contractual services for a consultant to provide support to the GHSP in development of the Highway Safety Plan, update regional highway safety data overview PowerPoint presentations, assist with the annual seat belt survey and seat belt survey site reselection, and traffic records program activities as needed.

Funding Source/Amount: 402-\$300,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

4.10 NHTSA Equipment Approval

West Virginia is purchasing a distracted driving simulator for each Regional Traffic Safety Program (eight total), which is anticipated to cost approximately \$100,000. Some purchases may take place in FFY2023. The GHSP will submit a letter to NHTSA requesting approval to purchase the remaining driving simulators, or any equipment purchase exceeding \$5,000 that we may want to make throughout the year, prior to making any purchase.

4.11 Paid Advertising

The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the Performance Plan (Section 2.0).

The West Virginia GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2023. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media boosts.

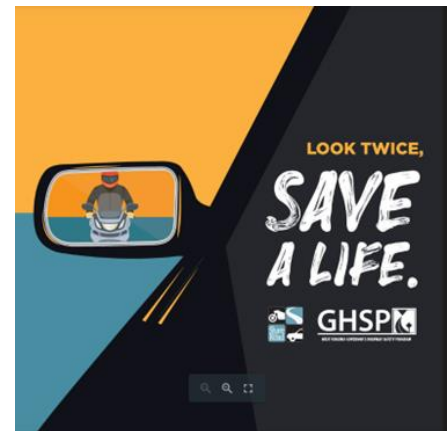
The GHSP utilizes social media accounts with Facebook at <https://www.facebook.com/wvghsp/> and Twitter at <https://www.twitter.com/WVhighwaysafety>. Paid advertising is purchased on other platforms such as Instagram, YouTube, and TikTok when the campaign, budget, and audience are appropriate to do so. In addition to social norming, these accounts will be utilized to purchase targeted advertising promoting NHTSA messages concerning occupant protection, impaired driving, and other program areas in FFY2023.

The Regional Traffic Safety Programs also have funding available for local terrestrial radio, billboards, online advertising, and broadcast television spots.

The GHSP's statewide media budget breakdown is as follows:

- FFY2023: Section 402 Occupant Protection (CIOT Campaign)—\$335,000
- FFY2023: Section 402 Pedestrian Safety Month and National Teen Driver Safety Week Media—\$2,000
- FFY2023: Section 402 Speed Enforcement (Media Campaign)—\$50,000
- FFY2023: Section 405b Occupant Protection (CPS Campaign)—\$15,000
- FFY2023: Section 405d Impaired Driving (DSOGPO Campaign)—\$342,000

- FFY2023: Section 405e Distracted Driving (Cell Phones and Texting Campaign)—\$975,000
- FFY2023: Section 405f Motorcycle Safety (Motorcycle Safety Campaign)—\$40,000



4.12 Work Zone Safety Funds

The Division of Highways provided \$500,000 to the GHSP in FFY2015 to provide awareness and enforcement programs that address work zone safety. Funding was awarded to the Regional Traffic Safety Programs and West Virginia State Police to coordinate overtime law enforcement efforts at the direction of the Division of Highways. In FFY2019, the Division of Highways awarded an additional \$500,000 to the GHSP for continued Work Zone Safety Enforcement. These funds will be distributed to all Regional Traffic Safety Programs and Regional Law Enforcement Programs as follows:

- Huntington, \$30,000, F23-HS-02
- Wheeling, \$30,000, F23 HS 04
- Clarksburg, \$30,000, F23-HS-05
- Jefferson County, \$ 20,000, F23-HS-06
- Beckley, \$30,000, F23-HS-07
- Charleston, \$25,000, F23-HS-08
- State Police, \$35,000, F23-HS-10
- Mercer County, \$30,000, F23-HS-14
- Monongalia County, \$15,000, F23-HS-17
- Morgantown, \$10,000, F23-HS-18
- Morgan County, \$7,000, F23-HS-19
- Kanawha County, \$20,000, F23-HS-20

5.0 Performance Report

West Virginia's progress in meeting the State's core performance targets identified in the FFY2023 HSP is shown in Table 5.1. Since final 2020 FARS data are not available, 2020 FARS ARF data are used to show progress in meeting the performance targets.

The performance targets shown in the column titled "2023 HSP" use 2016 through 2020 as the five-year average base with the overall goal of achieving a 50 percent reduction in fatalities by 2030.

Table 5.1 Progress on FFY2021 Performance Targets

Core Performance Measures		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2016–2020 Average	2023 HSP
C-1	Traffic Fatalities	338	339	322	272	268	269	304	294	260	267	279	270
C-2	Serious Traffic Injuries	1,964	1,887	1,465	1,344	1,233	1,180	1,063	1,007	906	805	992	736
C-3	Fatalities/VMT	1.78	1.76	1.73	1.42	1.35	1.38	1.59	1.51	1.36	1.66	1.50	1.69
C-4	Unrestrained Passenger Vehicle Occupant Fatalities in All Seating Positions	133	137	113	93	99	80	98	70	73	84	81	75
C-5	Alcohol-Impaired Fatalities (operator with a 0.08 BAC or greater)	93	94	91	84	72	68	72	58	56	76	66	59
C-6	Speeding-Related Fatalities	115	144	130	66	66	60	84	88	85	60	75	65
C-7	Motorcyclist Fatalities	27	31	24	26	32	29	26	39	28	38	32	25
C-8	Unhelmeted Motorcyclist Fatalities	6	14	8	7	7	10	10	14	9	20	13	7
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	50	32	33	34	28	32	35	33	24	24	30	24
C-10	Pedestrian Fatalities	20	31	28	19	19	24	26	22	31	18	24	18
C-11	Bicycle Fatalities	0	1	0	2	1	1	3	5	3	3	3	2
Behavioral Measure		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2023 Goal
B-1	Statewide Observed Seat Belt Use (front seat outboard occupants)	84.9%	84.0%	82.2%	87.8%	89.0%	86.8%	89.7%	90.5%	90.2%	NA	88.2%	90.2%
Activity Measures (by FFY)		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
	Seat Belt Citations Issued	3,741	5,190	9,099	15,862	15,002	12,506	11,213	10,094	10,103	7,945	7,798	N/A
	Child Safety Seat Citations Issued	293	317	411	420	285	265	255	152	141	104	75	N/A
	Impaired Driving Citations Issued and Arrests Made	2,714	3,577	3,676	3,604	3,518	3,406	2,807	1,487	1,270	1,116	849	N/A
	Speeding Citations Issued	9,892	11,537	14,229	10,729	11,279	11,368	13,952	10,817	13,317	11,035	10,369	N/A

Note: Citations issued and arrests made were during grant-funded enforcement activities only.

6.0 Funding Information

Table 6.1 West Virginia FFY2023 Project List

Project Number	Agency	Estimated Subgrant Award
F23-HS-01	DMV/GHSP	\$3,250,000
F23-HS-02	City of Huntington (Region 2 Safe Traffic Operations Program) ¹	\$850,000
F23-HS-03	Not Assigned	–
F23-HS-04	City of Wheeling (Region 4 Northern Regional Highway Safety Office) ¹	\$350,000
F23-HS-05	City of Clarksburg (Region 5 High-Technology Corridor Regional Highway Safety Program) ¹	\$500,000
F23-HS-06	Jefferson County Commission	\$200,000
F23-HS-07	City of Beckley (Region 7 Southern Regional Highway Safety Program) ¹	\$500,000
F23-HS-08	City of Charleston (Region 1 Metro Valley Highway Safety Program and Region 3 Mid-Ohio Valley Highway Safety Program) ¹	\$600,000
F23-HS-09	City of Beckley (LEL Office)	\$500,000
F23-HS-10	West Virginia State Police	\$675,000
F23-HS-11	WV Prosecuting Attorneys Institute (TSRP)	\$225,000
F23-HS-12	ABCA (Alcohol Beverage Control Administration)	\$70,000
F23-HS-13	Not Assigned	–
F23-HS-14	Mercer County Commission (Region 8 WV Coalfields Highway Safety Program) ¹	\$450,000
F23-HS-15	City of Beckley (DTASP)	\$375,000
F23-HS-16	Public Service Commission	\$40,000
F23-HS-17	Monongalia County	\$175,000
F23-HS-18	City of Morgantown	\$100,000
F23-HS-19	Morgan County Commission	\$65,000
F23-HS-20	Kanawha County Commission	\$175,000

Source: West Virginia GHSP, 2022.

¹ Regional Traffic Safety Program.

Table 6.2 Source of Matching Funds

Source of Matching Funds	Funding Sources	Estimated Amount
Office of Administrative Hearings Total	State Road Fund	\$261,000
402 State Share Planning/Administration	State Road Fund	\$157,000
ABCA Enforcement Expenditures	Liquor Sales/Fines	\$1,206,000
Interlock Program Expenditures	Application Fees	\$400,000
Motorcycle Safety Program Expenditures	State Fund 8212	\$216,000
West Virginia Mobilizations and Sustained Enforcement Mileage	System Tracks	\$153,000
Commission on Drunk Driving Prevention (CDDP) Total	Tax on Liquor Sales	\$587,000
Lamar Advertising/West Virginia Outdoor Advertising	Vendor/Grantee	\$100,000
In-Kind Match, PR, etc./Charleston Regions 1 and 3	Grantee Tracks	\$56,000
In-Kind Match, PR, etc./Huntington Region 2	Grantee Tracks	\$349,000
In-Kind Match, PR, etc./Wheeling Region 4	Grantee Tracks	\$299,000
In-Kind Match, PR, etc./Clarksburg Region 5	Grantee Tracks	\$347,000
In-Kind Match, PR, etc./Beckley Region 7	Grantee Tracks	\$123,000
In-Kind Match, PR, etc./Mercer Co. Comm. Region 8	Grantee Tracks	\$51,000

Source: West Virginia GHSP, 2022.

Table 6.3 Unique Identifiers

Unique Identifier	Description
CT-01	Regional Traffic Safety Programs
DD-01	Distracted Driving Paid Media
DD-02	Distracted Driving Enforcement
DD-03	Distracted Driving Survey
ID-01	Impaired Driving Paid Media
ID-02	DRE Program
ID-03	DTASP
ID-04	Impaired Driving Enforcement
ID-05	Traffic Safety Resource Prosecutor
ID-06	Underage Compliance
ID-07	LEL
MS-01	Motorcycle Paid Media
MS-02	Motorcycle Training
MS-03	Motorcycle PI&E
OP-01	CPS
OP-02	Occupant Protection Paid Media
OP-03	Occupant Protection Enforcement
OP-04	DTASP
OP-05	LEL
PA-01	Planning and Administration (Salaries/Travel)
PA-02	Contractor Support
SP-01	Speed Enforcement
TR-01	Traffic Records Program Coordination
TR-02	Equipment/Training
TR-03	Maintenance Fee
TR-04	Report Beam
TR-05	Crash Reconstruction Team

Source: West Virginia GHSP, 2022.

7.0 State Certifications and Assurances

7.1 Appendix A to Part 1300—Certification and Assurances for Highway Safety Grants

APPENDIX A TO PART 1300—CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4; SEC. 1906, PUB. L. 109-59, AS AMENDED BY SEC. 4011, PUB. L. 114-94) begins on the next page.

Appendix A to Part 1300 – Certifications and Assurances for Fiscal Year 2022 Highway Safety Grants (23 U.S.C. Chapter 4; Sec. 1906, Pub. L. 109-59, As Amended By Sec. 4011, Pub. L. 114-94)

[Each fiscal year, the Governor’s Representative for Highway Safety must sign these Certifications and Assurances affirming that the State complies with all requirements, including applicable Federal statutes and regulations, that are in effect during the grant period. Requirements that also apply to subrecipients are noted under the applicable caption.]

State: **West Virginia**

Fiscal Year: 2023

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor’s Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL PROGRAMS

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subward and Executive Compensation Reporting, August 27, 2010, (https://www.fars.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FARS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A Unique Entity identifier;
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination ("Federal Nondiscrimination Authorities"). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), and **Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, subrecipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,

public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR 74087-74100).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted;
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Agrees to insert in all contracts and funding agreements with other State or private entities the following clause:

“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

- b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in appendix B of 49 CFR part 21 and herein;
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs (a) through (e), in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - 1. The dangers of drug abuse in the workplace;
 - 2. The grantee's policy of maintaining a drug-free workplace;
 - 3. Any available drug counseling, rehabilitation, and employee assistance programs;
 - 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace;
 - 5. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a);
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - 1. Abide by the terms of the statement;
 - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction;
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction;

- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –
 - 1. Taking appropriate personnel action against such an employee, up to and including termination;
 - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency;
- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

POLITICAL ACTIVITY (HATCH ACT)

(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508), which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING

(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

- 1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;
- 2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions;
- 3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

(applies to subrecipients as well as States)

Instructions for Primary Tier Participant Certification (States)

1. By signing and submitting this proposal, the prospective primary tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective primary tier participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary tier participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary tier participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary tier participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction*, *civil judgment*, *debarment*, *suspension*, *ineligible*, *participant*, *person*, *principal*, and *voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency may terminate the transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Tier Covered Transactions

- (1) The prospective primary tier participant certifies to the best of its knowledge and belief, that it and its principals:
 - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency;
 - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
 - (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
 - (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

- (2) Where the prospective primary tier participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Participant Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction*, *civil judgment*, *debarment*, *suspension*, *ineligible*, *participant*, *person*, *principal*, and *voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase with Federal funds only steel, iron and manufactured products produced in the United States, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase foreign produced items, the State must submit a waiver request that provides an adequate basis and justification for approval by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE

(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information and resources on traffic safety programs and policies for employers, please contact the Network of Employers for Traffic Safety (NETS), a public-private partnership dedicated to improving the traffic safety practices of employers and employees. You can download information on seat belt programs, costs of motor vehicle crashes to employers, and other traffic safety initiatives at www.trafficsafety.org. The NHTSA website (www.nhtsa.gov) also provides information on statistics, campaigns, and program evaluations and references.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or rented vehicles, Government-owned, leased or rented vehicles, or privately-owned vehicles when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))
3. The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
4. At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
6. The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
7. The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seat belts by occupants of motor vehicles;
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;

7.2 Appendix B to Part 1300—Application Requirements for Section 405 And Section 1906 Grants

For FFY2023, West Virginia is applying for the following 405 incentive grants programs:

- Part 1—Occupant Protection (23 CFR 1300.21).
- Part 2—State Traffic Safety Information System Improvements (23 CFR 1300.22).
- Part 3—Impaired Driving Countermeasures (23 CFR 1300.23).
- Part 6—Distracted Driving (23 CFR 1300.24).
- Part 7—Motorcyclist Safety (23 CFR 1300.25).

APPENDIX B TO PART 1300—APPLICATION REQUIREMENTS FOR SECTION 405 AND SECTION 1906 GRANTS that is signed by West Virginia’s Governor’s Representative for Highway Safety begins on the next page.

NOTE: The complete Appendix B to Part 1300—Application Requirements for Section 405 and 1906 Grants was submitted separately to NHTSA.

In my capacity as the Governor’s Representative for Highway Safety, I hereby provide the following certifications and assurances –

- I have reviewed the above information in support of the State’s application for 23 U.S.C. 405 and Section 1906 grants, and based on my review, the information is accurate and complete to the best of my personal knowledge.
- As condition of each grant awarded, the State will use these grant funds in accordance with the specific statutory and regulatory requirements of that grant, and will comply with all applicable laws, regulations, and financial and programmatic requirements for Federal grants.
- I understand and accept that incorrect, incomplete, or untimely information submitted in support of the State’s application may result in the denial of a grant award.

I understand that my statements in support of the State’s application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



Signature Governor’s Representative for Highway Safety

6/3/22

Date

Everett Frazier

Printed name of Governor’s Representative for Highway Safety

NOTE: The complete Appendix B to Part 1300—Application Requirements for Section 405 and 1906 Grants was submitted separately to NHTSA.