



2024 ANNUAL REPORT

U.S. VIRGIN ISLANDS OFFICE
OF HIGHWAY SAFETY



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Executive Summary

Established by the Government of the Virgin Islands (GVI) in accordance with the Highway Safety Act of 1966, the Virgin Islands Office of Highway Safety (VIOHS) is a division within the *Virgin Islands Police Department* responsible for the reduction of traffic crashes, injuries, and fatalities on roadways throughout the U.S. Virgin Islands.

The U. S. Virgin Islands is comprised of three main islands and surrounding islets and cays with a population of 87,416 (as per the 2020 census) and a land area of 133 square miles. The three main islands are St. Thomas, St. John, and St. Croix. The U.S. Virgin Islands is the only U.S. jurisdiction that drives on the left side of the road. As most cars being imported from the mainland United States are left-hand drive, the driver sits to the outside of the road, raising traffic safety issues especially to visitors who rent vehicles. With few exceptions, most roadways are only one-lane per direction making roads relatively small in width.

The Virgin Islands Senate legislated that the Virgin Islands Office of Highway Safety develop and implement a highway safety program to achieve its mission of reducing the risks of traffic crashes, fatalities, and serious injuries on the roadways throughout the U.S. Virgin Islands. As per *20 VIC §479, – a) The Bureau shall carry out a highway safety program in accordance with the Federal Highway Safety Act of 1973 and all other applicable highway safety laws. The Bureau shall have all the powers and duties of the Office of Highway Safety established by Executive Order No. 188–1974, as amended; b) The Bureau is designated as the state agency for receipt of all federal highway safety funds. The Governor shall conform the Bureau, as may be necessary, to meet the requirements for federal funding.*

VIOHS is mandated to promote and fund methods to implement traffic safety in the territory. The office is primarily funded by grants from the U.S. Department of Transportation National Highway Traffic Safety Administration (NHTSA) and the Federal Motor Carrier Safety Agency (FMCSA). The GVI provides the overhead funding for the physical office and leadership staffers. Highway safety programs are developed and implemented in partnership with public and private entities to reduce traffic crashes, injuries, property damage and subsequent deaths. These programs include strategies associated with traffic enforcement, public education and awareness, media campaigns, and community interaction.

Planning and Administration Agreement

The VIOHS Planning and Administration agreement is to provide management and support services for the activities aimed at increasing awareness of the dangers of “risky” traffic safety behaviors, thereby reducing fatalities and increasing seatbelt usage throughout the Virgin Islands, engaged drivers and reduce incidences of impaired driving as a result of enforcement activities. In fiscal year 2024, the Planning and Administration agreement funded projects through awards from the US Department of Transportation/National Highway Traffic Safety Administration (USDOT/NHTSA) sections 402, 405(b), and 405(c).

The FY2024 goals were tied to relevant to *Core Performance Measures*.

Goals

- Advertise and conduct interviews for vacant positions:
 - Traffic Record Analyst/Coordinator
 - Media Communication Coordinator
 - Pedestrian Safety Coordinator
- Prioritize the Traffic Records Program countermeasures to sub-recipients to improve traffic records interface and interconnectivity within the six major areas.
- Assist program coordinators with the timely procurement of goods and services within guidelines, rules and regulations established within federal programs and as per local regulations.
- Submit management projects reimbursement vouchers within ten (10) business days of proof of payment to employees and vendors.
- Submit FY2023 Account Receivables to the Department of Finance by the end of the second quarter of the fiscal year.

Submit SEFA FY2023 reconciliations to the Department of Finance by the end of the second quarter of the fiscal year.

Performance Measures

- # of months needed to fill the Traffic Record Coordinator position
 - Two (2) Months (Hired Date: 12-4-2023)
- # of months needed to fill the Media Communication Coordinator position
 - Goal not met. Position vacant due to VIPD extended hiring process.
- # of months needed to fill the Police Pedestrian Safety Coordinator position
 - Due to staff limitations, no project was developed.

- # of projects assessed and submitted by the VIOHS
 - Nine program management projects
 - One contractual project
 - Five VIPD projects
 - Two sub-recipients from other GVI entities
 - Two sub-recipients from the private sector
- # of vouchers submitted monthly
 - One hundred three (103) Vouchers submitted for FY2024 at an average of 8 vouchers per month.
- # of updates made to the VIOHS Policies and Procedures manual
 - Although funding updates were made, the changes by the Department of Property & Procurement, and the Department of Finance need to be incorporated. There were no VIPD departmental policies which needed to be placed in the manual.
- Submittal date of the VIOHS FY2023 Annual Report
 - Submitted, January 17, 2025
- Submittal date of the VIOHS FY2025 HSP
 - Submitted, July 15, 2024

Fiscal Year 2025 Corrective Measures

Many of the corrective measures utilized for FY2024 will continue in FY2025 as the VIOHS continues to aim to reestablish its purpose and functionality.

- 1) The success of the enforcement to reduce unsafe behaviors on the territory roads, require that a strong LEL is critical to the VIOHS operations. The development and use of approved enforcement plans, facilitation of planned trainings (lidar/radar and At Scene) and workshops to increase positive output will continue to maintain the enforcement aspect of VIOHS activities. The Police Traffic Services Program area with a fully engaged LEL will ensure a structured approach towards accomplishing program and safety objectives.
- 2) To increase effectiveness of the VIOHS, a cross-cultural approach towards problem identification, management and monitoring has been implemented. The VIOHS program managers and supporting staffers work together to accomplish VIOHS' objectives.
- 3) To ensure efficient use of resources, internal control measures such as creating and being held accountable for achieving the deliverables in monthly action plans among the staff will continue. The program managers will work jointly to be responsible for planning/scheduling outreach efforts territory wide and creating alliances with other GVI and outside agencies.

- 4) To build the HSP based on data from the six core agencies relative to traffic safety, the VIOHS will continue to work within the HSP mandates of working with those agencies to obtain sub-recipient projects aimed at improving the interface and interconnectivity of the systems being used and proposed, and the data produced from the agencies.
- 5) Efforts to expand program offerings territory-wide will continue. The search for office space in the Thomas/St. John district has been halted. Although the current location is ideal, VIOHS has been notified that the St. Croix location will be moved at a date to be announced.
- 6) The identification of a marketing contractor will facilitate the needed community outreach activities and enforcement to increase initiatives to increase traffic safety awareness, reduce crashes and injuries and gather data from focus groups and surveys to better assist the VIOHS in planning outreach activities. VIOHS will embark on a strategic approach to disseminate Traffic Safety communications. A mixed-market approach is being utilized to attract the attention of a multi-segmented market. The Virgin Islands comprises three islands with various nationalities and individuals from numerous regions of the world; therefore, diversity marketing strategies are being deployed to capture and relay traffic safety messages.
- 7) With the implementation of the electronic citation software system on track for implementation June 2025, the system must be maintained and updated to keep pace with current trends, revised legislation and software designers' changes and improvements. An annual maintenance fee, equipment, training, and any peripheral changes needed must be planned for over the triennial period.
- 8) To ensure staff professional development, all approved training will be encouraged, and coordinators will be held accountable through evaluations.
- 9) The efforts towards further enhancing Public Participation and Engagement remains VIOHS focus for FY2025.

FY2024 FINANCIAL REPORTING

During FY2024 the USVI expended \$1,584,938.00 from the following funding sources.

BIL NHTSA 402	-	\$1, 373,915.80
SUPPLEMENTAL NHTSA	-	\$102,932.72
BIL 405b Low	-	\$30,788.00
BIL 405c	-	\$77,301.48

The vouchers submitted for reimbursement are listed in the NHTSA Reimbursement spreadsheet in Exhibit A.

FY 2024 Performance Report on Core Measures Annual Report

Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY 24 listed in 3HSP	Data Source/ FY 24 Progress Results	On Track to Meet FY 24 Benchmark: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	5-Year	2020-2024	10	State Crash System 8	Yes
C-2) Serious Injuries in Traffic Crashes	5-Year	2020-2024	13	State Crash System 14	No
C-3) Fatalities/VMT*	5-Year	2020-2024	N/A	N/A	N/A
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5-Year	2020-2024	4	State Crash System 2	Yes
C-5) Alcohol-Impaired Driving Fatalities	5-Year	2020-2024	0	State Crash System 1	No
C-6) Speeding-Related Fatalities	5-Year	2020-2024	7	State Crash System 2	Yes
C-7) Motorcyclist Fatalities	5-Year	2020-2024	3	State Crash System 1	Yes
C-8) Unhelmeted Motorcyclist Fatalities	5-Year	2020-2024	0	State Crash System 1	No
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5-Year	2020-2024	2	State Crash System 0	Yes
C-10) Pedestrian Fatalities	5-Year	2020-2024	5	State Crash System 2	Yes
C-11) Bicyclist Fatalities	5-Year	2020-2024	0	State Crash System 0	Yes

Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY 24 listed in 3HSP	Data Source/ FY 24 Progress Results	On Track to Meet FY 24 Benchmark: YES/NO/In-Progress (Must be Accompanied by Narrative)
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual (Calendar Year)	2024	78.6%	NHTSA Certified State Survey 71.0%	No
T-1) Average Days Between Crash Date and Report Date	Annual (Fiscal Year)	2024	5	State Crash System 14	No
T-2) Percentage of Crash Reports with No Missing Critical Location Data	Annual (Fiscal Year)	2024	90%	State Crash System 99.98%	Yes
OP-1) Unrestrained Vehicle Occupant Serious Injuries	Annual (Fiscal Year)	2024	22	State Crash System 9	Yes
OP-2) Number of Active Fitting Stations	Annual (Fiscal Year)	2024	5	OP Coordinator 2	No

* - Currently, the U.S. Virgin Islands does not report crash data to FARS and Vehicle Miles Travelled (VMT) to FHWA. Therefore, C1 – C2 are based off the Territory’s crash data and the C3 is not applicable to the USVI.

C-1- Number of Traffic Fatalities

On Track to Meet Target-Yes

Report: The FY2024 HSP target was set at 10. In the fiscal year 2024, 8 people died due to injuries sustained because of a motor vehicle crash. This represents a decline compared to previous years and meets the target goal.

C-2- Number of Serious Injuries Caused by Traffic Crashes

On Track to Meet Target-No

Report: The FY2024 HSP target was set at 13. However, 14 individuals sustained serious injuries from motor vehicle crashes during the fiscal year, exceeding the established target. This highlights the need for renewed efforts to enhance road safety. Additionally, the target may need to be reevaluated to account for current trends and challenges impacting traffic safety in the territory.

C-3- Fatalities per Vehicle Miles Traveled

Report: This measure is not applicable to the USVI.

C-4- Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

On Track to Meet Target-Yes

Report: The FY2024 HSP target was set to 4. In fiscal year 2024, there were 2 deaths resulting from motor vehicle crashes involving passengers who were not using safety restraints. The target was met for the fiscal year and the trend has been steadily decreasing for the past five years.

C-5- Number of Fatalities Caused by Alcohol-Impaired Driving

On Track to Meet Target-No

Report: The FY2024 HSP target was set to 0. There was 1 fatality resulting from a crash in which at least a driver was under the influence of alcohol in this fiscal year. The trend indicates that alcohol-impaired driving fatalities will remain at 1. The VIOHS will enhance enforcement, awareness, and support services to reduce alcohol-related fatalities and will reassess the target for FY2025.

C-6- Number of Speeding-Related Fatalities

On Track to Meet Target: Yes

Report: The FY2024 HSP target was set to 7. There were 2 speeding-related fatalities in fiscal year 2024 marking a decline from the past two years, thus meeting the target. The trend over the past five years has shown a decrease in such fatalities.

C-7- Number of Motorcyclist Fatalities

On Track to Meet Target: Yes

Report: The FY2024 HSP target was set at 3. The trend in motorcyclist fatalities has been declining in recent years, with 1 fatality reported in fiscal year 2024. This reduction in deaths successfully met the target.

C-8- Number of Unhelmeted Motorcyclist Fatalities

On Track to Meet Target: No

Report: The FY2024 HSP target was set at 0. However, there was 1 fatality involving a rider not wearing a helmet in fiscal year 2024, meaning the target was not met. The trendline indicates an increase in unhelmeted motorcyclist fatalities. To address this, the VIOHS will focus on rider education and improving compliance to help reduce the trend of unhelmeted fatalities.

C-9- Number of Drivers Age 20 or Younger Involved in Fatal Crashes

On Track to Meet Target: Yes

Report: The FY2024 HSP target was set at 2. Over the past three years, including fiscal year 2024, no fatal crashes involving drivers in this age group were recorded, thus achieving the target.

C-10- Number of Pedestrian Fatalities

On Track to Meet Target: Yes

Report: The FY2024 HSP target was set at 5. The number of pedestrian fatalities remained at 2 for the past two years (FY 2023 and FY 2024), sustaining progress and meeting the target.

C-11- Number of Bicyclist Fatalities

On Track to Meet Target: Yes

Report: The FY2024 HSP target was set at 0. Over the past five years, including 2024, no bicyclist fatalities have been reported. The aim remains to sustain this trend by continuing to prioritize safety and maintain the target of zero bicyclist fatalities.

B-1- Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)

On Track to Meet Target: No

The FY2024 HSP target was set at 78.6%. The 2024 seat belt usage rate was 71.0%. This represents a small increase from 2023, but below the target. The VIOHS will collaborate with community partners and other agencies to develop and implement education and awareness initiatives aimed at increasing seat belt use.

T-1- Average Days Between the Crash Date and the Crash Report Submission Date

On Track to Meet Target: No

The FY2024 HSP target for timely crash report submission was set at 5 days, in line with the VI Police Department's goal to improve efficiency. However, the average time to submit a crash report in fiscal year 2024 was 14 days, significantly exceeding the target. To address this, the VI Police Department will implement a new electronic crash system in 2025. This system will greatly enhance both the timeliness and accuracy of crash report submissions.

T-2- Percentage of Crash Report with No Missing Critical Location Data

On Track to Meet Target: Yes

The FY2024 HSP target for the percentage of crash reports with no missing critical location data was set to 90%. In fiscal year 2024, 99.98% of crash reports included the critical location data, specifically the street name. To further enhance the identification of crash locations and high-risk areas, the transition to an electronic crash system in 2025 will utilize GPS technology to record precise location coordinates, including latitude and longitude.

OP-1- Number of Unrestrained Vehicle Occupant Sustaining Serious Injuries

On Track to Meet Target: Yes

The FY 2024 HSP target was set to 22. In fiscal year 2024, the actual number of serious injuries was 9, reflecting a slight increase from previous years but still well below the target. This indicates that while there was a minor uptick, the overall trend continues to show a decline in serious injuries for unrestrained vehicle occupants over time.

OP-2- Number of Fitting Stations within the USVI

On Track to Meet the Target: No

The FY2024 HSP target was set to 5. There were 2 active fitting stations in the USVI in fiscal year 2024 which is below the target. However, only 2 fitting stations were operational in FY2024, falling short of the target. To address this gap, the VIOHS trained a new cohort of Child Passenger Safety Technicians (CPST) in the fourth quarter of FY2024. In addition, the VIOHS partnered with the Virgin Islands Fire and Emergency Medical Services (VIFEMS) to improve services related to passenger safety.

VIOHS FY2024 Activities Targeting Performance Measures

Crash Risk Reduction – Injuries and Fatalities

C-1. Number of traffic fatalities - To reduce the number of traffic fatalities to 10 or below for the Territory.

C-2. Number of serious injuries in traffic crashes - To reduce the number of serious injuries sustained in traffic crashes to 13 or below for the Territory.

C-9. Number of drivers aged 20 or younger involved in fatal crashes - To reduce the number of drivers aged 20 or younger involved in fatal crashes to 2 or below for the Territory.

Unlike many jurisdictions across the country, the US Virgin Islands has not realized significant reductions in the crash rate since the escalations recorded following the COVID-19 pandemic. In FY2024, the territory experienced its first decrease with 5,010 crashes - an 1.5% reduction from crashes recorded in FY2023. Although the data is trending in the right direction, this is an average of 14 crashes per day in an environment with a struggling health care system. Eight (8) traffic-related fatalities resulted from these crashes.

The **Traffic Records Programs Management Project's** data analysis plays a critical role in reducing traffic fatalities by providing information to guide data driven decision-making for targeted interventions in high-crash areas, for high-risk groups and to reduce dangerous driving behaviors. In FY2024, the Traffic Records Coordinating Committee (TRCC) was reinstated to enhance data sharing and coordination across various agencies. The committee began analyzing trends along these high-crash corridors and identified specific areas for intervention.

Analyzing data on high-risk groups for fatal crashes is essential in guiding the VIOHS in developing safety campaigns and providing educational outreach that specifically addresses the needs of these vulnerable populations. In FY 2024, males accounted for 75% of traffic-related fatalities, highlighting a significant gender disparity in roadway safety. It also represented a 17% increase over the FY2023 figure of 58%. Further analysis reveals that certain age groups within the male population are particularly at risk. Male drivers aged 50 and over, as well as those between 21 and 30, are disproportionately involved in fatal crashes.

In FY 2024, the VIOHS took proactive steps to move beyond data analysis by directly engaging with these high-risk groups to gain deeper insights into their driving behaviors and the underlying factors that contribute to their involvement in crashes. These engagement sessions, which included focus groups, community outreach, and direct conversations with drivers, provided invaluable feedback that allowed the VIOHS to better understand the challenges and attitudes that influence road safety within these groups.

The **Emergency Medical Services Data Support Project** is dedicated to improving the efficiency and effectiveness of the Virgin Islands Fire and Emergency Medical Services (VIFEMS). The project focuses on enhancing Time-to-Lock rates for patient care reports (PCRs)

to improve patient outcomes following traffic-related injuries and reduce traffic-related fatalities. As traffic incidents remain one of the leading causes of injuries and deaths, VIFEMS provides immediate care to those affected. This underscores the need for data-driven strategies to enhance collaboration among healthcare providers and optimize emergency response. Despite these efforts, challenges such as delayed documentation and inconsistent reporting practices can undermine the quality of care. Addressing these issues is essential to ensure the seamless exchange of critical information between healthcare professionals and to maintain high standards of emergency medical services.

The Time-to-Lock rate is a critical performance indicator that directly influences patient outcomes. Timely locking of Patient Care Reports (PCRs) reduces the risk of incomplete or inaccurate documentation and ensures data accuracy and continuity of care, by allowing healthcare providers to access timely and detailed treatment records. PCRs serve as standardized documents used by EMS personnel to record a patient's condition, treatment, and care during emergency responses. To uphold these standards, VIFEMS has established a goal of locking PCRs within 24 hours of an incident.

In 2023, the percentage of PCRs locked within 24 hours fell to 60%, down from 68% in 2022. Additionally, the percentage of PCRs successfully uploaded to the National Emergency Medical Services Information System (NEMSIS) in 2023 was 99.11%, below the expected standard of 99.99%. NEMSIS data standards are designed to ensure consistency, accuracy, and completeness of EMS data nationwide. The decline in compliance highlights the need for targeted interventions to improve documentation practices and reporting efficiency.

To address these challenges, the EMS Data Support Project allocated funding for upgrades to the emsCharts System, the electronic software used to streamline the process of documenting patient care, and training in FY24. Enhancements to emsCharts Software included:

- emsCharts Mobile: A mobile application that allows responders to complete PCRs on smartphones and other devices, increasing accessibility and efficiency.
- Quick Action Buttons: Pre-configured shortcuts for documenting common emergencies, such as cardiac arrest, chest pain, and trauma.
- EKG Imports: Seamless integration of EKG data into PCRs, improving the accuracy of medical records.
- Geocoding: Identification of precise ambulance response locations for improved resource allocation and situational awareness.

Although funding constraints prevented the data manager and VIFEMS supervisor from attending the Zoll conference, the team collaborated with Zoll Systems, emsCharts developer, to organize an in-person training session in September 2024. The training focused on topics such as:

- The importance of timely and accurate documentation.
- Compliance with NHTSA and NEMSIS data requirements.
- Demonstrations of new features in emsCharts.

The training aimed to address staff turnover challenges and onboard new personnel effectively. Responders expressed enthusiasm for the upgraded features, noting that these tools would make it easier to meet documentation standards and improve overall performance. The FY24 EMS Data Support Project prioritized timely documentation, and compliance with national data standards to reduce traffic-related injuries and fatalities.

To combat the risky traffic behaviors that contribute to these crashes, VIOHS Traffic Safety Program Managers, through the **Occupant Protection and Impaired Driving Management Projects**, collaborated to provide 37 presentations and engagement opportunities to educate the community on the state of the territory's crash environment and to impart safe behaviors that can reduce crashes, injuries and fatalities. Presentations were provided to both child and adult audiences. The Traffic Safety Program Managers sought opportunities to engage adults at community events such as Virgin Islands Housing Authority's Community Wellness Fair (STT), A Taste of Two Islands (STT), St. Croix Agriculture and Food Fair, and through radio platforms throughout the territory. Child audiences were educated at afterschool programs, summer programs, and at schools/daycare centers. Additionally, the team utilized VI Police Department social media platforms to spread 106 traffic safety messages that coincide with national traffic safety observations, holidays and local events. The content shared at these on these platforms consistently covered impaired driving, occupant protection, child passenger safety, safe speeds, pedestrian and bicycle safety.

To specifically reach budding and young drivers, the Traffic Safety Program Managers engaged high schoolers at local high schools - St. Croix Central High School, St. Peter's and Paul's Catholic School, Antilles School - and at the University of the Virgin Islands on several occasions. Sessions were designed to convince the youngsters that safe traffic behaviors will result in reduced risks and safer outcomes. This is a challenging sell as this age group sees themselves as invincible and immune to tragedy. Nevertheless, seeds were planted. As a deterrent, the use of Fatal Vision impaired simulation goggles gave the youth an opportunity to experience the lack of control caused by intoxication. Opportunities were provided for the youth to recommend strategies that VIOHS might incorporate to improve traffic safety outcomes for themselves and their peers. They were encouraged to share best methods, types of content, and best times to capture, retain their attention, and which would result in behavioral changes relative to traffic safety.

The **Teen Drivers Outreach Project** was never launched in FY2024, as the sub-recipient was reluctant to engage in activities which would result in slow and delayed reimbursement from the GVI. However, the subrecipient, EZ Driving School, remains committed to working with budding drivers, young drivers and their caregivers during FY2025. The same hesitancy was applicable for the **Buckling Up with Barbers Project**, designed to address at-risk traffic safety behaviors for males.

The Students Against Destructive Decisions (SADD) project application received approval in May 2024, but the slow GVI processes delayed its implementation. Its period of performance is now slated for FY2025. Recognizing the dangers posed by teen drivers aged 15-20, the teen-led project aims to raise awareness and deter impaired driving through

community-based education. This includes peer-to-peer engagement, first-hand accounts, preventative tools, keynote speakers, and discussions on the consequences of impaired driving to promote safe driving habits.

Recruitment for the SADD program is already underway, with outreach efforts focused on engaging key community stakeholders, schools, and local organizations to identify potential participants. This includes targeting high schools and youth-focused groups to recruit both student members and adult mentors, who will play a vital role in supporting the program's goals. Additionally, efforts are being made to recruit qualified trainers to lead the educational components, ensuring that the training sessions are impactful and effective. These recruitment activities are designed to build a strong foundation of participants who will be essential to the program's success upon full implementation.

The program is partnered with the University of the Virgin Islands, further strengthening its community involvement and educational reach. Once funding is secured, the program will be launched to support VIOHS's mission of reducing impaired driving among teens and promoting traffic safety, with an initial focus on the training component.

During the spring semester, **Centerline Car Rentals Outreach Campaign hosted a Drive Safe Contest** for high school and college students across the Virgin Islands. The contest invited students to submit a video or graphic centered on the theme of safe driving. The Virgin Islands Insurance Association generously donated prize funds, and \$2,000 was awarded to winning students on St. Croix and St. Thomas (see contest winners here: <https://stxrentalcar.com/drive-safe-contest-winners/>). The winning videos and graphics were shared on social media, where the campaign received significant engagement, as outlined in the following metrics:

Campaign Name	Impressions	Clicks (All)
Drive Safe Contest	651,696	3,497
Post: "Students wanting to enter our Drive Safe Contest."	6,611	30
Drive Safe Contest Winners	386,252	6,691

The Drive Safe with Centerline Car Rentals Outreach Campaign and Drive Safe Contest contribute to VIOHS's goal of reducing the number of drivers aged 20 or younger involved in fatal crashes to 2 or below for the Territory by targeting young drivers through impactful education and awareness initiatives. The Drive Safe Contest engaged high school and college students, directly reaching a critical demographic. Through video and graphic submissions, students created messages about safe driving, raising awareness of the dangers of impaired and distracted driving. The peer-to-peer nature of the contest encouraged students to educate and influence their peers, promoting safe driving behaviors among young drivers in a relatable and effective way. Additionally, the winning videos were showcased at Caribbean Cinemas and aired on local radio stations, amplifying the message and reaching a broader audience of young drivers across the Territory. By engaging young drivers early with these educational activities, the campaign fosters lasting behavioral change, contributing to a reduction in traffic fatalities and supporting VIOHS's safety goals. These efforts work together

to create a culture of safe driving among young people, directly supporting the reduction of fatal crashes involving drivers under 20.

As a new approach, VIPD Traffic Unit Officers on the island of St. Croix administered a brief community survey. Participants, in lieu of receiving a citation for a traffic infraction, received education from the officers and scanned a QR code to navigate to the online survey instrument. Data gathered from the survey provided the agency with insight into community perceptions on traffic safety, exposure to traffic safety messaging, and opinions on VIPD's efforts to support traffic safety.

Data revealed that general adherence to traffic safety rules was of concern. The most concerning areas, according to the survey, were impaired driving, adhering to the rules of the road, and distracted driving. Of least concern were bicycle safety and seat belt compliance, highlighting the need for additional community awareness. Most of the respondents, 81.6%, reported that VIPD Officers are actively visible for enforcement, but half of these felt that more enforcement would be beneficial. A majority, 82.3%, indicated that they hear VIOHS traffic safety messaging, but more messaging is needed. Additionally, when asked about their experience during the traffic stop, 64.1% rated the experience as excellent; only 8.9% rated it poorly. The agencies will use the data from these interactions to improve quality of service.

Future Adjustments

To continue working on these performance targets, VIOHS will work closely with the VI Police Department to improve and increase high visibility enforcement efforts across the territory. Although VIPD conducted enforcement initiatives during the fiscal year, a limited number of the initiatives were NHTSA funded. Identifying and securing a Law Enforcement Liaison (LEL) for the VIOHS team will assist in building bridges between the divisions, increasing enforcement efforts, and improving the processing of documents for reimbursement.

To foster two-way communication with critical community stakeholders, ensure that the community is aware of the gravity of the traffic safety climate in the territory, and provide feedback on changes in trends, the VIOHS Traffic Records Programs Manager will work to provide data-based messaging. By increasing community awareness of traffic safety concerns, successes and behavioral shifts, community members will better relate with safety issues on the roadway and take the necessary steps to shift personal behaviors within their influence. Information to be provided will include trends in incidences by program, locations, times, and affected demographic groups and will be shared across agencies and through social media platforms.

Moving forward, the TRCC will continue to use Geographic Information Systems (GIS) technology to analyze crash data and further integrate the six-core traffic record systems into the new electronic crash reporting system set to be utilized beginning in FY 2025. This new reporting system will be greatly augmented by the GIS Street Addressing Initiative (SAI) which will assist the officers with correct location information. These efforts aim to enhance road safety and improve the efficiency of data-driven decision making to address the identified high-risk areas.

Feedback provided through community outreach opportunities and engagement echoed a need for roadside marketing efforts to remind motorists of safe driving practices in real time. Concern was expressed regarding the ability to reach a wide audience through traditional media channels, as there is no one platform capable of reaching the masses. However, as all residents and visitors use the roadways, it is expected that concise signage would better reach organizational goals. This will be explored for implementation in FY2025.

Occupant Protection Program

C-4. Number of unrestrained passenger vehicle occupant fatalities. (All seat positions)

– To reduce the number of unrestrained passenger vehicle occupant fatalities to 4 or below for the Territory.

B-1. Observed Seat Belt Rate for Passenger Vehicles, Front Outboard Occupants - To increase seat belt usage rate to 78.6% or higher for the Territory.

OP-1. Unrestrained Vehicle Occupant Injuries - To reduce the number of unrestrained vehicle occupants sustaining serious injuries to 22 or below for the Territory.

Seat belt compliance continues to be a concern in the territory. The **CY2024 Observational Seat Belt Survey** reported a seat belt compliance rate of 71.1% for drivers and their front seat passengers. This is a statistically insignificant gain of 2.9 percentage points from the rate reported in CY2023. Consistent with past surveys, compliance was lowest on St. Croix (68.6%), and highest on St. John (78.1%). Compliance for males was also lower (69.4%) than their female counterparts (81.9%). Drivers of pickup trucks had the lowest compliance rate (62.1%) than drivers of other vehicle types. This makes sense as most pickup truck drivers are also male.

To increase seat belt compliance across the territory, the OP Program Manager utilized radio interviews along with radio, television, print and online ads to communicate VI occupant protection laws and to outline the legal, physical and economic consequences of non-compliance. In-person outreach efforts were also conducted to have two-way conversations with motorists and passengers to encourage behavioral shifts. These interactions exposed a cultural attitude of nonchalance and insouciance, thinking that nothing would happen. This is largely due to the islands' size and perceived social pace. However, current crash data does not support this dangerous attitude.

Of special concern are child passengers. Findings of the 2024 USVI Rear Seat Restraint Observational Study supported NHTSA data which show that unrestrained drivers are more likely to transport unrestrained child passengers. According to the survey, 70.0% of child passengers, ages 13 and under, rode either unrestrained or under restrained. But when those passengers were observed based on driver restraint use, a concerning picture comes to focus. When the driver was belted, 61.0% of these children were unrestrained. However, when the driver was unbelted, 91.2% of these young passengers also rode unbelted. Hence, it is critical to convince adults to adopt this life-saving habit. Overall, 70.0% of all rear seat occupants were observed to be unrestrained.

To shift this prevalent risk-taking behavior, the Occupant Protection Program Manager targeted caregivers of this tender population. Caregivers were educated at schools, daycare centers and preschools, PTA meetings, and at community events. Caregivers were also educated through social media, radio, and print media outlets on VI Laws applying to child passenger safety and strategies to keep young passengers safe. Additionally, the program hosted six mobile community car seat check events across the territory where caregivers with child restraints received expert assistance to ensure that their child passengers rode safely. When supplies were on hand, caregivers without appropriate child safety restraints received

the device needed to secure their developing child. Through the mobile events and CPS Fitting Stations, over 261 children across developmental levels received car and booster seats through the program. Additionally, CPS Technicians performed seat safety checks for over 53 children and identified 207 usage errors. These activities took place under the **FY2024 CPS Fitting Stations Project**.

To increase timely access to expert community assistance to support child passenger safety, the program conducted Child Passenger Safety Technician (CPST) training under the **FY2024 Child Passenger Safety Training Project**. This training which occurred September 23-26, 2024 in the district of St. Croix, certified an additional 16 CPSTs – 11 from the St. Croix district and 5 from the St. Thomas/St. John district. Of the new Technicians, 10 came from VI Fire and Medical Emergency Services (VIFEMS), 4 from the Juan F. Luis Hospital and Medical Center on St. Croix, 1 from the VIOHS, and 2 from the VI Department of Education (STX). Through this effort, VIOHS hoped to strengthen the partnership with VIFEMS by establishing additional CPS Fitting Stations to support caregivers throughout the community. However, participating firefighters were selected as individuals representing fire stations rather than as pairs. It is preferred that new CPSTs work in pairs to ensure quality services while they sharpen their skills. Therefore, for the FY2025 training, an additional firefighter (or two) will be selected from these stations with the goal of establishing shift teams.

Due to the inability to pair up, no new CPS Fitting Stations were established. However, new CPSTs have been engaged in community seat check events and CPST refresher sessions to reinforce skills and build team spirit.

The OP Program Manager provided a 2-hour non-certification training to 51 pediatric nurses from the Juan F. Luis Hospital and Medical Center. These nurses, pulled from the Mother & Baby Unit, the Pediatric Unit, and the Emergency Room, participated in one of four sessions designed to increase their knowledge of child passenger safety, increasing their ability to safely assist caregivers in the discharge process. The session's goal was to enable participants to recognize unsafe child passenger scenarios and to direct caregivers for additional support. Several participants, based on expressed interest, participated in the subsequent CPS Training, earning certification.

Caregivers of young passengers, infant to adolescent, remain an OP target group. The program successfully recorded instructional video footage to be used in partnership with the local hospitals to educate new parents on laws applicable to occupant protection in the territory for passengers of all ages, with a focus on the infant seat. The video, however, will aim to convince new caregivers of the need to go through each child restraint stage to keep their child safe throughout the years while instilling safety habits to support a healthy future. The video will be a main component of the New Life Project.

To increase visibility and gain the support of the executive branch, VIOHS successfully submitted requests for proclamation for Child Passenger Safety Week (September 15-21, 2024). VIOHS informed the community through social media posts and public service announcements placed on VIPD Facebook page and throughout media outlets

[\(https://stthomassource.com/content/2024/09/16/child-passenger-safety-week-proclaimed-in-territory/\)](https://stthomassource.com/content/2024/09/16/child-passenger-safety-week-proclaimed-in-territory/). Daily information posts with tips and strategies for caregivers were posted throughout the week. CPS Week in the territory was marked by radio interviews and outreach opportunities and culminated with free community car seat safety checks on St. Croix (September 21, 2024) and on St. Thomas (September 28, 2024).

Men continue to be an at-risk group for seat belt non-compliance. The **FY2024 Buckling Up with Barbers Project** was launched to address this demographic; however, due to subrecipient inactivity, no progress was made during the fiscal year. The subrecipient team expressed interest in following through with plans during FY2025.

Future Adjustments

The OP Program will heed the advice of the community by erecting roadside signage to remind the motoring community of local seat belt compliance law in real time – while on the road. Additionally, the Program Manager will work closely with the LEL to ensure that enforcement projects are executed and reported with fidelity.

Impaired Driving Program

C-5. Number of alcohol impaired fatalities - To reduce the number of alcohol impaired fatalities to 0 for the Territory.

In FY 2024, Traffic Safety Impaired Driving Program Manager under the ***Impaired Driving Management Project***, implemented a comprehensive set of targeted initiatives designed to reduce impaired driving and improve overall road safety, in direct alignment with the agency's established performance targets. These efforts were designed to raise awareness about the dangers of impaired driving, encourage responsible behaviors, and support the territory's ambitious goal of zero impaired driving fatalities. Through media outreach, radio campaigns, and social media engagement, VIOHS sought to educate the public and influence positive behavior, ultimately contributing to progress in meeting its highway safety performance objectives.

A key focus of VIOHS's efforts was to increase public awareness and engagement with impaired driving prevention strategies. In partnership with Centerline Car Rentals, VIOHS launched the ***Drive Safe with Centerline Car Rentals Outreach Project***, which included educational video content featuring a Drive Sober video of a father & son. The asset was aired at Caribbean Cinemas on St. Croix and St. Thomas for 36 weeks. These videos, which addressed critical topics such as driving sober, eliminating distractions, and driving on the left in the US Virgin Islands, were designed to target both residents and visitors. By leveraging multiple platforms, including YouTube, email links, QR codes, and Facebook, the campaign significantly expanded its reach. The *Keep Left* videos, in particular, performed exceptionally well on USVI Facebook groups, further contributing to awareness among residents and tourists alike. The campaign generated 580,724 impressions and 4,021 clicks, contributing directly to the performance target of increasing public knowledge of safe driving practices.

VIOHS's partnership with Centerline Car Rentals also supported the designated driver sober campaign at the St. Croix Animal Welfare Center's Fur Ball event. This event provided a unique opportunity to engage attendees on the importance of planning ahead for a designated driver, aligning with the performance target of reducing impaired driving incidents. A post-event survey indicated that **56%** of respondents planned ahead for a designated sober driver, demonstrating that the messaging reached its intended audience and contributed to behavior change. Additionally, a Facebook post related to the event achieved nearly 45,000 impressions, amplifying the impact of the campaign.

Further contributing to highway safety, VIOHS expanded its outreach through collaboration with GoToStCroix.com. By adding *Keep Left* messaging to their platform, VIOHS targeted tourists planning their vacations - an audience that represents a significant portion of roadway users in the territory. A dedicated landing page featuring educational videos and helpful information on left-side driving had 544 views during the campaign period. This initiative helped meet performance targets related to increasing road safety education among visitors and preparing them for safe driving practices before their arrival.

Additionally, VIOHS worked with Centerline Car Rentals to incorporate *Keep Left* messaging into their post-reservation survey process. Of the respondents who viewed the videos, **75.2%** reported that the videos helped them feel more prepared for driving on the left side of the road. This outcome directly supports VIOHS's target of reducing impaired driving-related confusion and crashes among visitors unfamiliar with local driving conditions.

While the outreach initiatives were successful in promoting road safety, the territory tragically experienced one impaired driving fatality during FY 2024. This outcome highlights the ongoing challenges in reducing impaired driving fatalities and underscores the importance of continued, sustained efforts to address this issue. A critical factor impacting the achievement of this target was the ongoing lack of adequate enforcement capacity. Limited manpower and insufficient resources significantly constrained the ability to implement high-visibility enforcement efforts, which are crucial in deterring impaired driving. Compounding these challenges, delays in the procurement process created additional obstacles, preventing the timely allocation of funds to support enforcement and program activities.

The Impaired Driving Program Manager led a comprehensive outreach initiative aimed at improving road safety among teens at the Iglesia El Tabernáculo. The activity focused on key issues such as distracted driving, impaired driving, speeding, and seat belt use, targeting both teens preparing to obtain their driver's licenses and those already licensed. The event was designed to be interactive, featuring real-life scenarios to engage participants and promote safer driving habits with guest speakers from VIOHS, VI Police Department (VIPD), & Fire and Emergency Management Services (FEMS). The Youth Director of the hosting church, Melady Dolcar, expressed serious concerns about the safety of teen drivers, particularly based on her observations of risky driving behaviors among youth in the community. In response to these concerns, Ms. Dolcar requested that VIOHS utilize a combination of direct, impactful information and scare tactics to emphasize the real-life consequences of unsafe driving behaviors. The teens, in turn, expressed a preference for a more hands-on, engaging approach to their education. This feedback led to the inclusion of vivid, real-world examples and scenarios in the presentation. By combining scare tactics with practical, informative content, the initiative aimed to create a lasting impression, encouraging teens to adopt safer driving practices. The ultimate goal was to reduce the incidence of dangerous driving behaviors and improve road safety, not just for the teens but for the entire community. This outreach reinforced the importance of addressing the concerns of both adults and teens, highlighting the need for collaborative efforts to promote long-term, positive changes in road safety attitudes and behaviors.

Survey Results:

1. Understanding of Distracted Driving:

- **Pre-Survey:** 92.9% of respondents understood what qualifies as distracted driving, while 7.1% did not.
- **Post-Survey:** 100% demonstrated an understanding of distracted driving, showing a significant improvement.

2. Phone Use While Driving or Riding:

- **Pre-Survey:** 71.4% were not licensed drivers, and 28.6% sometimes used their phone while driving.
 - **Post-Survey:** 43.5% were still not licensed, but 26.1% sometimes used their phones, 17.4% rarely used them, and 13% never used their phones while driving or riding. This reflects a decrease in phone use.
3. **Awareness of Distracted Driving Consequences:**
- **Pre-Survey:** 85.7% were aware of the consequences of distracted driving, while 14.3% were not.
 - **Post-Survey:** Awareness increased to 95.7%, with only 4.3% not aware of the consequences.
4. **Speeding Causes Crashes:**
- **Pre-Survey:** 92.9% believed speeding causes crashes, while 7.1% did not.
 - **Post-Survey:** 69.6% always believed speeding causes crashes, 17.4% came to this realization, and 13% still did not think speeding leads to crashes.
5. **Driving Over the Speed Limit:**
- **Pre-Survey:** 71.4% were not licensed drivers, 14.3% admitted to sometimes driving over the speed limit, and the remaining respondents rarely or never speed.
 - **Post-Survey:** 34.8% were still not drivers, 30.4% rarely drove over the speed limit, and 17.4% sometimes did.
6. **Awareness of Legal Consequences of DUI:**
- **Pre-Survey:** 100% were aware of the legal consequences of driving under the influence of alcohol.
 - **Post-Survey:** Awareness remained at 100%.
7. **Likelihood of Riding with an Impaired Driver:**
- **Pre-Survey:** 35.7% felt it was somewhat unlikely or unlikely to ride with an impaired driver, 21.4% said somewhat likely, and 7.1% said very likely.
 - **Post-Survey:** 47.8% stated they would never ride with an impaired driver, 26.1% said unlikely, 21.7% said somewhat likely, and only 4.4% said very likely.
8. **Seat Belt Use:**
- **Pre-Survey:** 42.9% always wore their seat belt, while 57.1% did not.
 - **Post-Survey:** 73.9% always wore their seat belt, and 26.1% sometimes did.
9. **Awareness of Seat Belt Safety Benefits:**
- **Pre-Survey:** 100% were aware of the safety benefits of wearing a seat belt.
 - **Post-Survey:** Awareness remained at 100%.

These survey results indicate significant improvements in the teens' understanding and behaviors related to road safety after the outreach initiative.

The Impaired Driving Program Manager led a series of impactful community outreach efforts designed to educate teens and young adults about the importance of road safety. These initiatives were focused on raising awareness about the dangers of impaired, distracted, and fatigued driving, while also emphasizing the responsibility of being safe passengers, pedestrians, and cyclists. In collaboration with various community organizations, the Program Manager visited several schools, including Antilles School, St. Paul & Peter Catholic School, and the University of the Virgin Islands (UVI). At UVI, the outreach was part of Drug

Prevention Day, an event that brought together students and community organizations to engage in discussions about the importance of preventing traffic-related injuries. During these events, the Program Manager communicated key messages about the dangers of impaired, distracted, and drowsy driving, emphasizing the importance of adopting safe driving habits to protect young lives and prevent avoidable tragedies. To engage the audience, the Traffic Safety Manager presented dynamic and interactive sessions. One of the highlights was the use of fatal vision goggles, which simulate the effects of alcohol and drugs, giving students a firsthand experience of how impairment can affect their ability to drive. Additionally, Traffic Officer Charles led demonstrations of Standardized Field Sobriety Tests (SFST), further illustrating the physical and mental impairments caused by alcohol and drugs utilizing the fatal vision goggles. These hands-on activities were designed to make the lessons more engaging and memorable, helping students understand the severe consequences of unsafe driving behaviors. To further assess students' awareness of the dangers on the road, participants were asked to complete a traffic safety survey. The survey focused on issues such as distracted, impaired, and drowsy driving, giving the Program Manager valuable insights into the students' understanding of these critical topics. The overarching goal of these outreach efforts was to instill a sense of responsibility in young people, reinforcing the message that prevention is always better than cure when it comes to road safety. The Program Manager presentations raised awareness among teens and young adults about the risks associated with unsafe driving behaviors. By encouraging teens and young adults to make responsible choices on the road, these efforts aimed to help reduce traffic-related injuries and fatalities, ensuring the safety of not only the individuals involved but the entire community. Through these initiatives, a significant impact was made on the future safety of young drivers in the Virgin Islands.

Despite the challenges, the progress made in increasing public awareness, encouraging responsible behavior, and preparing both residents and visitors for safe driving reflects a positive step toward achieving VIOHS's highway safety performance goals. The successful implementation of media campaigns, strategic partnerships, and targeted outreach efforts contributed to increasing public awareness, encouraging designated driving behaviors, and preparing visitors for safe road practices. Moving forward, VIOHS committed to continuing these initiatives and expanding efforts to further improve highway safety across the territory.

Future Adjustments: VIOHS remains steadfast in its commitment to the vision of zero fatalities. Moving forward, addressing enforcement challenges and advocating for the timely availability of resources will be critical. By fostering stronger partnerships, enhancing collaboration, and building on the progress achieved in FY 2024, VIOHS aims to continue advancing its mission of minimizing impaired driving fatalities in the territory.

Police Traffic Services Program

C-6. Number of speeding related fatalities - To reduce the number of speeding fatalities to 6 or below for the Territory.

C-7. Number of motorcyclist fatalities - To reduce the number of motorcyclist fatalities to 3 or below for the Territory.

C-8. Number of un-helmeted motorcyclist fatalities - To reduce the number of un-helmeted motorcyclist fatalities to 0 for the Territory.

C-10. Number of pedestrian fatalities - To reduce the number of pedestrian fatalities to 5 or below for the Territory.

C-11. Number of bicyclist fatalities - To reduce the number of bicyclist fatalities to 0 for the Territory.

Outreach efforts conducted by Traffic Safety Managers consistently promoted safe traffic behavioral strategies related to speeding and vulnerable road users. The fiscal year recorded 8 traffic crash fatalities of which 2 were speeding related, 1 was an unhelmeted motorcycle rider, and 2 were pedestrians. These events motivated Traffic Safety Managers to utilize every opportunity and platform to increase awareness and to impart strategies that would reduce crash risks in these areas. During the fiscal year, Traffic Safety Managers conducted 37 outreach events – in person or through radio – to engage the community on traffic safety issues and to encourage safe behavioral shifts.

In addition to customized engagement activities, the agency distributed ads on media platforms to include digital billboards, social media, local radio, and television (cable TV). These culturally relevant ads covered all traffic safety areas including speeding and pedestrian safety. VIOHS incurred \$191,414.00 in advertising costs as follows:

Digital Ad Placement	\$12,900.00
Movie Theater Ads	\$15,300.00
Print Media (newspaper)	\$2,392.00
Radio Placement	\$85,790.00
Television Placement	\$75,032.00
Total FY2024 Media Costs	\$191,414.00

Additionally, \$18,068.60 in non-federal funds was spent to design custom messaging to target specific data-identified at-risk groups in the territory. Custom media ads created included safety jingles, banners, and video commercials, which were placed across media outlets.

VIOHS also maintained an active social media presence with 106 social media posts across programs. Most of these posts were placed on the VI Police Department's Facebook page with 30K followers coming from a cross section of the VI community – locally and abroad. Several posts were also made to promote school zone safety and to protect young pedestrians. Many posts sparked robust community conversations, exposing traffic safety concerns, myths, and misinterpretations. This feedback was incorporated into outreach efforts to ensure full understanding of traffic safety laws and safe traffic behaviors.

Earned print media was also generated through the office to keep the community informed with traffic safety trends, observations, and VIOHS activities. Thirty public service announcements/news releases were generated by the office and distributed to print, radio and online media outlets territory wide.

Future Adjustments

A walking assessment is planned to be conducted in FY2025 to determine and remediate crash risks on Veterans Drive – a high crash risk corridor on St. Thomas – for vulnerable road users. Outcomes from the assessment will be shared with stakeholders responsible for their correction. This collaborative model will be utilized for other high crash risk zones throughout the territory. VIOHS will seek partnership with a motorcycle group to launch a project that provides education and resources to decrease crash risks for cyclists.

Traffic Records Programs Management

T-1. Average Days Between the Crash Date and the Crash Report Submission Date - To reduce the average days between the crash date and the crash report submission date to 5 days or below for the Territory.

T-2. Percentage of Crash Reports with No Missing Critical Location Data - To reduce the percentage of crash reports with no missing critical location data to 90% for the Territory.

Delays in reporting can lead to the loss of crucial information, such as the condition of the road at the time of the incident, the precise positions of vehicles involved, or the recollections of witnesses. These details are often time-sensitive and degrade in reliability as time passes, making timely reporting essential for accurate investigations and subsequent analysis. To address this, the VIPD has set an ambitious goal to report crashes within 5 days of the incident. This goal underscores the importance of prompt data collection to improve road safety.

In FY2024, the VIPD utilized Report Beam to document crash reports, and this system presents certain limitations. One notable issue is the lack of mandatory fields within the system, which allows officers to bypass specific data entry fields. This flexibility can inadvertently result in incomplete reports, undermining the quality and utility of the collected data. Additionally, incomplete reporting can delay subsequent analysis and hinder the development of effective traffic safety strategies. Also, Report Beam does not send automatic notifications to supervisors when crash reports are submitted, often leading to delays in the review and approval processes.

Concurrently, in FY24, the VIPD worked with the VIOHS and key agencies, including the Superior Court and the Attorney General's Office, to overcome challenges and improve reporting efficiency by advancing the development of the TraCS system. The TraCS electronic platform for citations, crash reporting, and commercial vehicle inspections is set to replace Report Beam. Throughout the fiscal year 2024, stakeholders engaged in weekly meetings with the vendor to define system requirements, ensuring that the TraCS system complies with the Model Minimum Uniform Crash Criteria (MMUCC) standards for data collection, reporting, and accountability.

During the first and second quarters of FY 2024, efforts centered on integrating the TraCS system with the Court System to enhance efficiency, accuracy, and data sharing in judicial operations. In September and October 2023, key contacts within the Superior Court's and Attorney General's office were identified to participate in weekly meetings. These representatives provided critical information on the citation process, violation lists, hearing schedules, and system requirements for managing citations. The collaboration led to the creation of a citation flow diagram, detailing how citation information will be exchanged between agencies and outlining the acceptance and rejection process. In November and December 2023, the integration between TraCS and the Court's system (C-Track) underwent testing. During this process, issues related to location accuracy, statute details, and incorrect population of vehicle model information were identified and

resolved. In the second quarter, work continued to correct transmission issues with the Court, and three citations were successfully sent to the C-Track testing environment. Progress during this timeframe was steady as milestones were achieved due to the ongoing collaboration between the VIPD, Court, and the vendor to integrate the systems.

In the third and fourth quarters of FY24, the emphasis was placed on developing and preparing servers for the TraCS system to support User Acceptance Testing (UAT) and production environments. The VIPD collaborated closely with the Bureau of Information Technology to develop a User Acceptance Testing (UAT) server that closely mirrors the production environment. This was crucial to ensure that all functionalities, workflows, and data exchanges between agencies were thoroughly tested before the system goes live. However, due to delays in the server development process, the timeline for completing the final rounds of UAT testing was extended into FY 2025. These setbacks were primarily due to unforeseen technical challenges in server configuration and system integration. Despite these delays, efforts were focused on resolving the issues to ensure the UAT environment was fully functional and ready for comprehensive testing. The extended timeline will allow for a more thorough evaluation of the system, ensuring that it meets all operational requirements and compliance standards before moving to production.

The implementation of the TraCS electronic citation and crash reporting system in FY 2025 will streamline data entry and submissions through:

- **Real-Time Reporting:** Officers or individuals can directly input details into the system via mobile devices or online portals, reducing delays caused by manual paperwork.
- **Digital Submission:** The program enables instant electronic submission of reports to the relevant authorities, bypassing traditional time-consuming processes.
- **Automated Reminders:** The program can send notifications to officers or individuals reminding them of pending reports or approaching deadlines.
- **Real-Time Monitoring:** Supervisors can track report submission statuses and identify bottlenecks or overdue reports quickly.

Moreover, TraCS, will include GIS mapping technology, to allow for the accurate recording of locations using latitude and longitude coordinates. By capturing precise geographic coordinates at the scene of a crash, law enforcement officers can ensure that the crash data is mapped accurately. This removes the need for manual or approximate location data, which can often lead to errors or inconsistencies in crash reporting. With the implementation of GIS, VIOHS will be able to process and analyze larger datasets of crash incidents more efficiently. This will allow for the identification of high-risk areas by visualizing crash patterns and pinpointing locations with the highest frequency or severity of crashes. By leveraging these insights, authorities can implement targeted road safety

measures, such as improved signage, infrastructure adjustments, or focused law enforcement activities, to reduce crash occurrences in those high-risk zones.

The **Emergency Medical Services Data Support Project** is dedicated to improving the efficiency and effectiveness of the Virgin Islands Fire and Emergency Medical Services (VIFEMS). The project focuses on enhancing Time-to-Lock rates for patient care reports (PCRs) to improve patient outcomes following traffic-related injuries and reduce traffic-related fatalities. As traffic incidents remain one of the leading causes of injuries and deaths, VIFEMS provides immediate care to those affected. This underscores the need for data-driven strategies to enhance collaboration among healthcare providers and optimize emergency response. Despite these efforts, challenges such as delayed documentation and inconsistent reporting practices can undermine the quality of care. Addressing these issues is essential to ensure the seamless exchange of critical information between healthcare professionals and to maintain high standards of emergency medical services.

The Time-to-Lock rate is a critical performance indicator that directly influences patient outcomes. Timely locking of Patient Care Reports (PCRs) reduces the risk of incomplete or inaccurate documentation and ensures data accuracy and continuity of care, by allowing healthcare providers to access timely and detailed treatment records. PCRs serve as standardized documents used by EMS personnel to record a patient's condition, treatment, and care during emergency responses. To uphold these standards, VIFEMS has established a goal of locking PCRs within 24 hours of an incident.

In 2023, the percentage of PCRs locked within 24 hours fell to 60%, down from 68% in 2022. Additionally, the percentage of PCRs successfully uploaded to the National Emergency Medical Services Information System (NEMSIS) in 2023 was 99.11%, below the expected standard of 99.99%. NEMSIS data standards are designed to ensure consistency, accuracy, and completeness of EMS data nationwide. The decline in compliance highlights the need for targeted interventions to improve documentation practices and reporting efficiency.

To address these challenges, the EMS Data Support Project allocated funding for upgrades to the emsCharts System, the electronic software used to streamline the process of documenting patient care, and training in FY24. Enhancements to emsCharts Software included:

- emsCharts Mobile: A mobile application that allows responders to complete PCRs on smartphones and other devices, increasing accessibility and efficiency.
- Quick Action Buttons: Pre-configured shortcuts for documenting common emergencies, such as cardiac arrest, chest pain, and trauma.
- EKG Imports: Seamless integration of EKG data into PCRs, improving the accuracy of medical records.
- Geocoding: Identification of precise ambulance response locations for improved resource allocation and situational awareness.

Although funding constraints prevented the data manager and VIFEMS supervisor from attending the Zoll conference, the team collaborated with Zoll Systems, emsCharts developer,

to organize an in-person training session in September 2024. The training focused on topics such as:

- The importance of timely and accurate documentation.
- Compliance with NHTSA and NEMSIS data requirements.
- Demonstrations of new features in emsCharts.

The training aimed to address staff turnover challenges and onboard new personnel effectively. Responders expressed enthusiasm for the upgraded features, noting that these tools would make it easier to meet documentation standards and improve overall performance. The FY24 EMS Data Support Project prioritized timely documentation, and compliance with national data standards to reduce traffic-related injuries and fatalities.

Occupant Protection – Child Passenger Safety

OP-2. Number of Active Fitting Stations Within the USVI - To increase the Number of Active Fitting Stations Within the USVI to five, territory wide.

The VIOHS **FY2024 CPS Fitting Stations Project** was challenged by the number of inactive Child Passenger Safety Technicians (CPSTs), making expansion impossible. The territory began FY2024 with 45 certified CPSTs (33 from Cohort 1 and 12 from Cohort 2). However, only 12 (26.7%) (6 from each district) actively took part in CPST activities. Of Cohort 1 members, only 9 CPSTs (27.3%) met recertification requirements in FY2024, continuing to serve the community.

The goal of the FY2024 CPS Training Project was to partner with the VI Fire and Emergency Medical Service (VIFEMS) to increase the number of CPSTs in the agency, establishing fire stations as Fitting Stations. Meeting this goal would increase timely access and availability for CPS support throughout the territory. The goal, however, was largely unmet due to the following outcomes:

- The typical plan to conduct two annual training courses – one in each district – did not occur due to the CPS Instructors' schedules. Due to the geographic isolation of the territory and the absence of certified instructors, the program must import certified CPS Instructors (CPSI) to conduct sessions locally. The identified CPSIs were only available for one week in September. Therefore, the program decided to conduct one training in the St. Croix District, bringing trainees from the St. Thomas/St. John district over to participate. Due to the required instructor-student ratio, this reduced the goal from 40 trainees to 25.
- Of the 25 trainees selected, 15 were from VIFEMS (8 from St. Thomas/St. John, and 7 from St. Croix). However, on training day, 6 VIFEMS trainees failed to report, reducing their numbers to 9.
- To further reduce the effectiveness of the plan, the trainees selected by VIFEMS each represented a unique fire station and/or shift. This prevented the establishment of additional CPS Fitting Stations, as newly certified Technicians are required to work in pairs to ensure accurate and safe provision of services to the community.

There are two active CPS fitting stations – one on St. Croix, and one on St. Thomas. However, even with limited sites, there is little demand for car seat safety checks. Therefore, the program provides mobile car seat safety checks, taking the services into the community. During FY2024, the program conducted 10 community education events and 5 mobile community car seat safety checks – 2 on St. Croix, 2 on St. Thomas, and 1 on St. John. Car seats were also distributed during these events, when available.

Car Seat Safety Checks

	# of Checks	Misuse Errors Identified
St. Thomas	17	45
St. John	8	38

St. Croix	28	125
Total	53	208
Average Errors Per Seat		4

Future Adjustments

The program will continue to improve Technician motivation while disseminating the information needed to increase community appetite for CPST services. Quarterly CPST refresher sessions are held to build camaraderie among technicians and to review key technical and soft skills. Car seats are available during these sessions to allow for installation practice and mock seat checks. Additionally, quarterly community seat check events will be conducted to increase opportunities for hands-on experience and skill sharpening.

USVI Core Performance Measures

USVI CORE PERFORMANCE MEASURES	2020	2021	2022	2023	2024	5-Year Average
Number of Seatbelt Citations Issued During Grant Funded Enforcements	544	54	0	654	156	281
Number of DUI Arrests Made During Grant Funded Enforcements	7	6	0	4	2	3
Number of Speeding Citations Issued During Grant Funded Enforcements	0	0	0	0	0	0

• In fiscal years 2022, there were no grant funded enforcement activities were conducted by the VIPD.

The VIOHS programs address key factors contributing to traffic-related fatalities and injuries through a comprehensive approach focused on seatbelt enforcement, DUI prevention, and speeding enforcement. VIOHS collaborates closely with VIPD to carry out grant-funded enforcement activities aimed at reducing these risks. These activities include conducting checkpoints and saturation patrols to ensure seatbelt usage, deter impaired driving, and reduce speeding on the roadways.

Community engagement is also central to the traffic safety programs successes, as positive interactions during enforcement events, such as checkpoint stops, help build trust and emphasize the importance of adhering to traffic laws. These ongoing efforts are anticipated to gradually shift community attitudes towards traffic safety, where safe driving becomes the norm and violations become less frequent. To further enhance visibility, enforcement initiatives were featured on the You, Me & the VIPD Saturday show on 107.9 Da Vybe radio station. These featured spots provided the community with detailed information about ongoing activities. Using its Facebook and Instagram social media Apps, the VIPD media team also posted interviews with the St. Croix Traffic Commander Sgt. Joseph and the VIOHS Traffic Safety Managers to reinforce the message that law enforcement is committed to traffic safety holding violators accountable.

During checkpoint stops, residents expressed great appreciation for the enforcement presence, with many sharing that they felt safer as a result. This direct feedback reinforces the positive impact of visible enforcement in promoting public safety. However, challenges remain in maintaining frequent enforcement due to limited sworn personnel. VIOHS is committed to continuing to explore additional and new innovative solutions to enhance enforcement efforts across the territory.

To further strengthen the effectiveness of the program, VIOHS actively seeks community feedback through surveys during enforcement initiatives. By incorporating community input into the enforcement strategy, VIOHS ensures that the activities remain relevant and responsive to the needs of the population. Survey responses were primarily from the St. Croix district, accounting for **91.7%** of the total, with **7.8%** from the St. Thomas/St. John district. When asked about traffic safety enforcement, **41.1%** of motorists described law enforcement officers as actively visible, noting that their presence helps reduce traffic infractions. However, **40.6%** of respondents indicated that they occasionally observe enforcement activities and expressed a desire for more visible efforts in the community. This feedback highlights the need for continued or increased enforcement visibility to maintain and improve traffic safety.

Future Adjustments: VIOHS will continue to refine its data collection methods, utilizing insights gained from both the surveys and enforcement metrics. However, manpower and resources remain a critical challenge for the programs. Limited personnel and budget constraints may hinder the ability to conduct frequent and widespread enforcement in all areas of the territory. To address these challenges, VIOHS will prioritize collaboration with the local law enforcement agency to maximize available resources and ensure enforcement activities are as effective as possible. This may also involve exploring innovative solutions such as technological tools to support enforcement efforts without overburdening existing personnel.

FISCAL YEAR 2024 CRASH STATISTICS

The U.S. Virgin Islands reported a total of **5,010** crashes in FY2024, a 1.4% decrease from FY 2023. A total of **3,047** crashes occurred on the island of St. Thomas (decrease of 2.5% compared to FY 2023), **1,705** crashes occurred on St. Croix (relatively the same as FY2023 in which there were 1,711 crashes), and on St. John there were **258** crashes (increase of 5.3% compared to FY 2023). Of these reported incidents, **8** resulted in fatalities because of a crash on the territory's roadways. A categorical listing of all reported crashes has been outlined in the table below.

FISCAL YEAR 2024 CRASH STATISTICS			
ST. THOMAS			
	Total Crashes	Injuries	Fatalities
Passenger Vehicles Only	2,823	413	2
Pedestrian-Motor Vehicle	39	34	2
Bicyclist- Motor Vehicle	0	0	1
Motorcycles	48	25	0
CMV's	137	13	0
Total	3,047	485	5
ST. CROIX			
Passenger Vehicles Only	1,614	442	2
Pedestrian-Motor Vehicle	13	11	0
Bicyclist-Motor Vehicle	3	2	0
Motorcycles	16	13	0
CMV's	59	7	0
Total	1,705	475	2
ST. JOHN			
Passenger Vehicle Only	223	19	1
Pedestrian-Motor Vehicle	7	8	0
Bicyclist-Motor Vehicle	0	0	0
Motorcycles	2	0	0
CMV's	26	3	0
Total	258	30	1
TERRITORY			
Passenger Vehicle Only	4,660	874	5
Pedestrian-Motor Vehicle	59	53	2
Bicyclist-Motor Vehicle	3	2	1
Motorcycles	66	38	0
CMV's	222	23	0
Total	5,010	990	8

VIOHS Performance Plan

The VIOHS selected countermeasures and projects that were best suited to address the territory's traffic safety issues and deliver improvements in highway safety while remaining in compliance with Bipartisan Infrastructure Law (BIL) – US Department of Transportation – National Transportation Highway Safety (USDOT/NHTSA) requirements.

The VIOHS' targets that were established in the FY2024-2026 Triennial_Highway Safety Plan were derived from the ten (10) core performance measures, one (1) behavioral survey, two (2) traffic records-specific performance measures, and two (2) occupant protection measures. In FY2024, nine (9) out of the fifteen (15) performance targets were successfully met. Throughout the fiscal year, the VIOHS utilized Report Beam as the sole statistical source to gather data relevant to these performance measures which was then cross-referenced to data received through formed alliances with fellow GVI partners to include the Department of Health (DOH), the Superior Court (SC), the Bureau of Motor Vehicles (BMV), and the Virgin Islands Police Department (VIPD).

For FY2025, the targets for the ten (10) core performance measures were set based on their current trends and 5-year rolling averages, while the behavioral study, traffic records program, and occupant protection targets are based on their current trends and previous calendar year results.

FY 2024 HSP Performance		Period	Base Years (FY)				
			2020	2021	2022	2023	2024
C-1	Total Traffic Fatalities To reduce the incline of the trendline the target is set at 10 for the 2024 5-year average.	Annual	14	13	13	13	8
		5-Year Rolling Avg.	13	14	14	14	12
C-2	Serious Injuries in Traffic Crashes To further increase the decline of the trendline the target is set at 13 for the 2024 5-year average.	Annual	10	18	17	17	14
		5-Year Rolling Avg.	15	15	15	16	15
C-3	Fatalities/VMT	Annual	N/A				
		5-Year Rolling Avg.					
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions To continue the rate of decline in this category the target is set at 4 for the 2024 5-year average.	Annual	4	3	1	5	2
		5-Year Rolling Avg.	4	4	4	4	3
C-5	Alcohol-Impaired Driving Fatalities To reduce the slope of the trendline the target is set at 0 for the 2024 5-year average.	Annual	1	1	1	1	1
		5-Year Rolling Avg.	2	2	1	1	1
C-6	Speeding-Related Fatalities To further increase the decline of the trendline the target is set at 7 for the 2024 5-year average.	Annual	7	1	7	3	2
		5-Year Rolling Avg.	3	3	4	4	4
C-7	Motorcyclist Fatalities	Annual	5	2	1	3	1

FY 2024 HSP Performance	Period	Base Years (FY)				
		2020	2021	2022	2023	2024
To shift the slope of the trendline to a decline the target is set at 3 for the 2024 5year average.	5-Year Rolling Avg.	2	2	2	2	2

FY 2024 HSP Performance		Period	Base Years (FY)				
			2020	2021	2022	2023	2024
C-8	Unhelmeted Motorcyclist Fatalities	Annual	0	0	1	1	1
	To maintain the constant trend of 0 in this category for the 2024 5-year average.	5-Year Rolling Avg.	0	0	0	0	0
C-9	Drivers Aged 20 or Younger Involved in Fatal Crashes	Annual	1	1	0	0	0
	Reduce the 5-year average to 2 for this category by 2024.	5-Year Rolling Avg.	0	0	0	0	0
C-10	Pedestrian Fatalities	Annual	3	4	5	2	2
	Reduce the 5-year average to 5 for this category by 2024.	5-Year Rolling Avg.	1	2	2	3	3
C-11	Bicyclist Fatalities	Annual	0	0	0	0	0
	To maintain the constant trend of 0 in this category for 2024.	5-Year Rolling Avg.	0	0	0	0	0
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	Tag	68.2%	72.3%	67%	68.2%	71.0%
	Increase the seat belt usage rate to 78.6% for calendar year 2024.						
T-1	Average days between the crash date and the crash report submission date	Annual (Calendar Year)	15	13	15	13	14
	To reduce this measure to 5 or less days for FY2024.						
T-2	Percentage of crash reports with no missing critical location data	Annual (Calendar Year)	38.2%	37.7%	37.2%	99.3%	99.98%

FY 2024 HSP Performance		Period	Base Years (FY)				
			2020	2021	2022	2023	2024
	To increase this measure to 90% or more for FY2024.						
OP-1	Unrestrained Vehicle Occupant Serious Injuries To shift the slope of the trendline to a decline the target is set at 22 for the FY 2024	Annual (Calendar Year)	22	17	18	7	9
OP-2	Number of active CPS Fitting Stations within the USVI To establish 5 active CPS Fitting Stations within the Territory for FY2024	Annual (Calendar Year)	0	5	5	5	2

FY2024 Performance

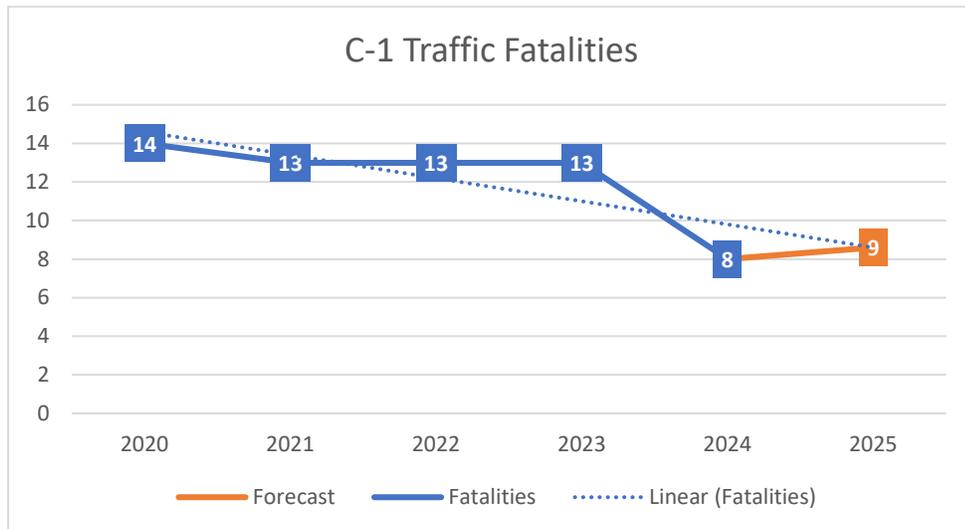
The following charts display the outcome of the efforts of the Virgin Islands Office of Highway Safety for fiscal year 2024.

C-1. Number of traffic fatalities.

Goal: To reduce the number of traffic fatalities to 10 or below for the Territory.

Number of traffic fatalities in FY 2024: 8

Status: This performance target for FY 2024 was met.



Traffic Records Performance Measure: Yes

Target Metric Type: Numeric

Target Value: 10

Target Period: 5 Year

Target Start Year: 2020

Performance Measure Justification

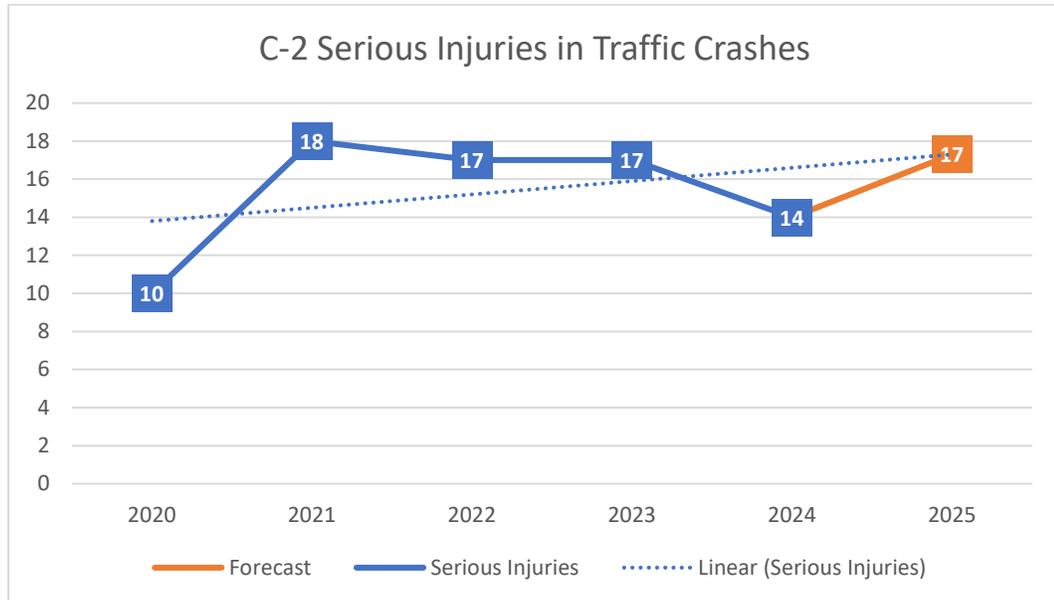
The target was met for 2024. The trendline shows a decline in traffic-related fatalities, thus the target will be set to 9 for FY2025.

C-2. Number of serious injuries in traffic crashes.

Goal: To reduce the number of serious injuries sustained in traffic crashes to 13 or below for the Territory.

Number of serious injuries in traffic crashes in FY 2024: 14

Status: This performance target for FY 2024 was not met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 13

Target Period: 5 Year

Target Start Year: 2020

Performance Measure Justification

The target was met for FY 2024. However, the trendline indicates an increase in serious injuries, thus the target will remain the same (14) for 2025.

C-3.Fatalities/Vehicle Miles Traveled.

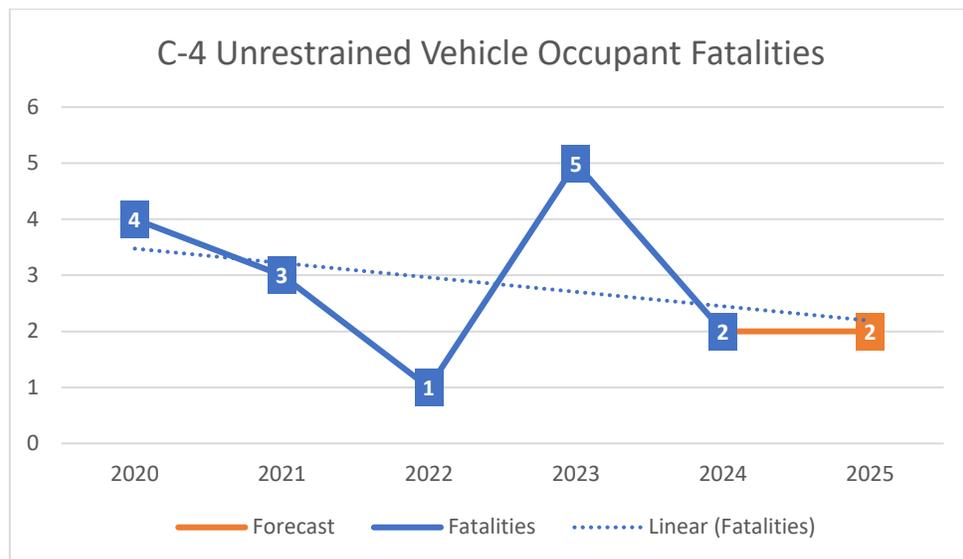
This performance measure is not applicable to the U.S. Virgin Islands.

C-4. Number of unrestrained passenger vehicle occupant fatalities. (All seat positions).

Goal: To reduce the number of unrestrained passenger vehicle occupant fatalities to 4 or below for the Territory.

Number of unrestrained passenger vehicle occupant fatalities in FY 2024:
2

Status: This performance target for FY 2024 was met.



Traffic Records Measure: No

Target Metric Type: Numeric

Target Value: 4

Target Period: 5 Year

Target Start Year: 2020

Performance Measure Justification

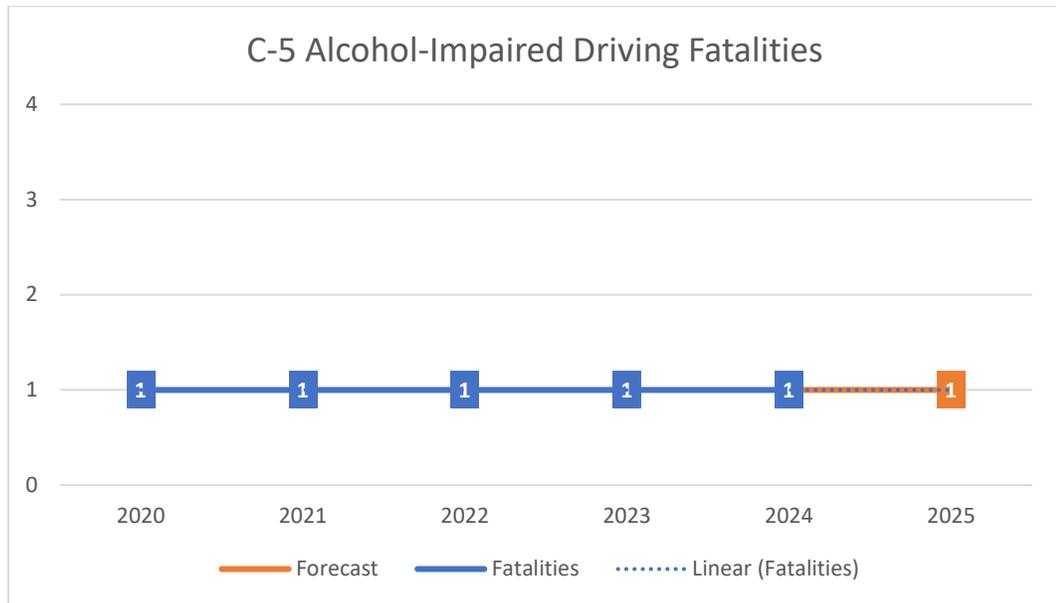
Based on FY 2024 crash data the target for this category was met. The trendline shows a decrease in fatalities among unrestrained vehicle occupants. As a result, the target for FY 2025 will be set at 2.

C-5. Number of alcohol impaired fatalities

Goal: To reduce the number of alcohol impaired fatalities to 0 for the Territory.

Number of alcohol impaired fatalities in FY 2024: 1

Status: This performance measure for FY 2024 was not met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 0

Target Period: 5 Year

Target Start Year: 2020

Performance Measure Justification

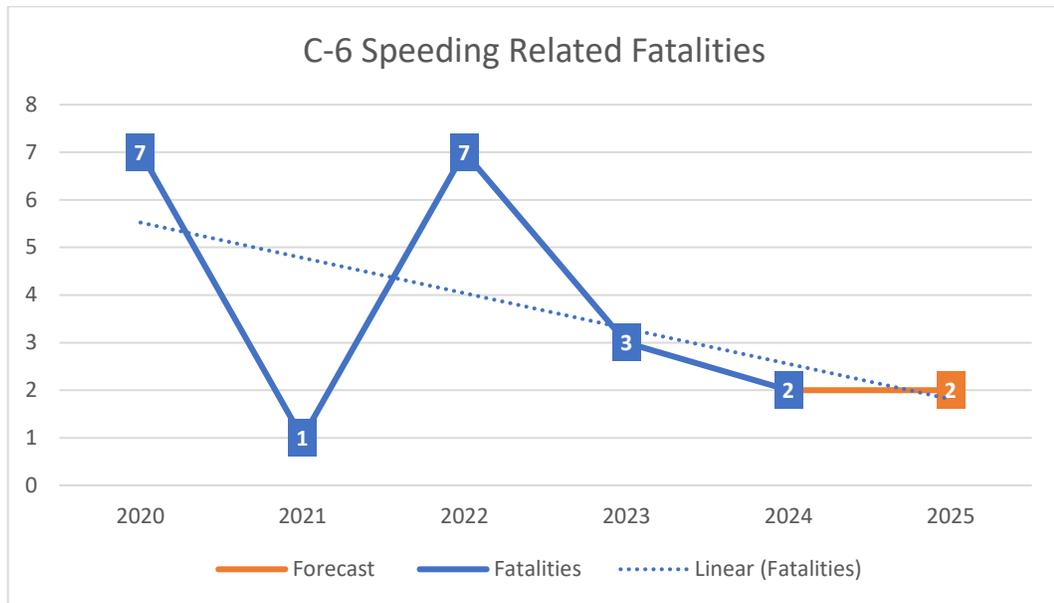
The target was not met for 2024. The trendline shows that the number of alcohol-impaired driving fatalities will remain the same, thus the target will be set to 1 for FY 2025.

C-6. Number of speeding related fatalities

Goal: To reduce the number of speeding fatalities to 6 or below for the Territory.

Number of speeding fatalities in FY 2024: 2

Status: This performance measure for FY 2024 was met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 7

Target Period: 5 Year

Target Start Year: 2020

Performance Measure Justification

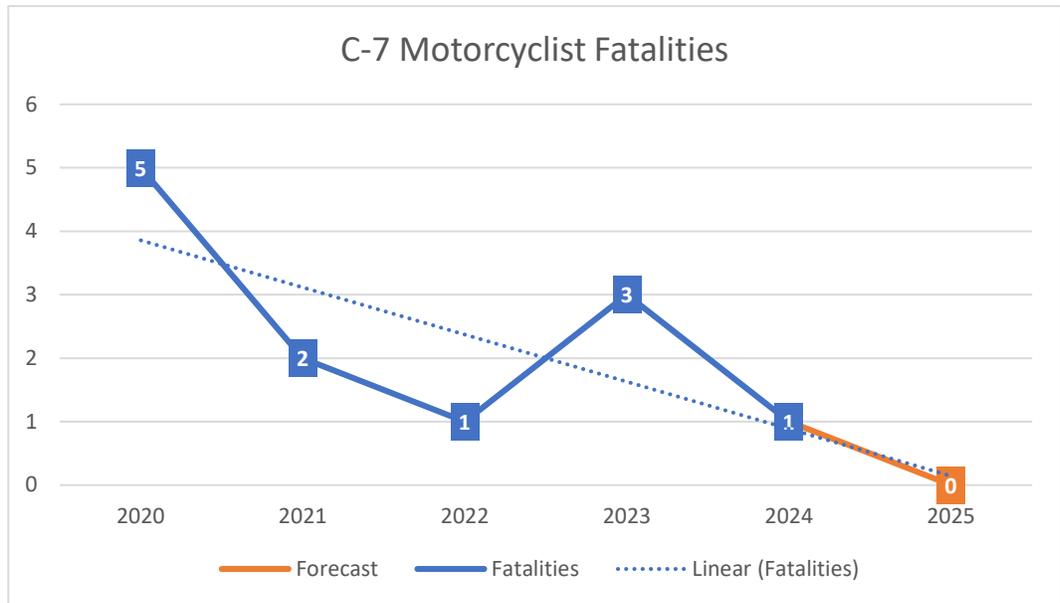
The target was met for 2024. The trendline shows that the number of speeding fatalities will remain the same. Therefore, the target will remain at 2 for FY2025.

C-7. Number of motorcyclist fatalities.

Goal: To reduce the number of motorcyclist fatalities to 3 or below for the Territory.

Number of motorcyclist fatalities in FFY 2024: 1

Status: This performance measure for FY 2024 was met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 3

Target Period: 5 Year

Target Start Year: 2020

Performance Measure Justification

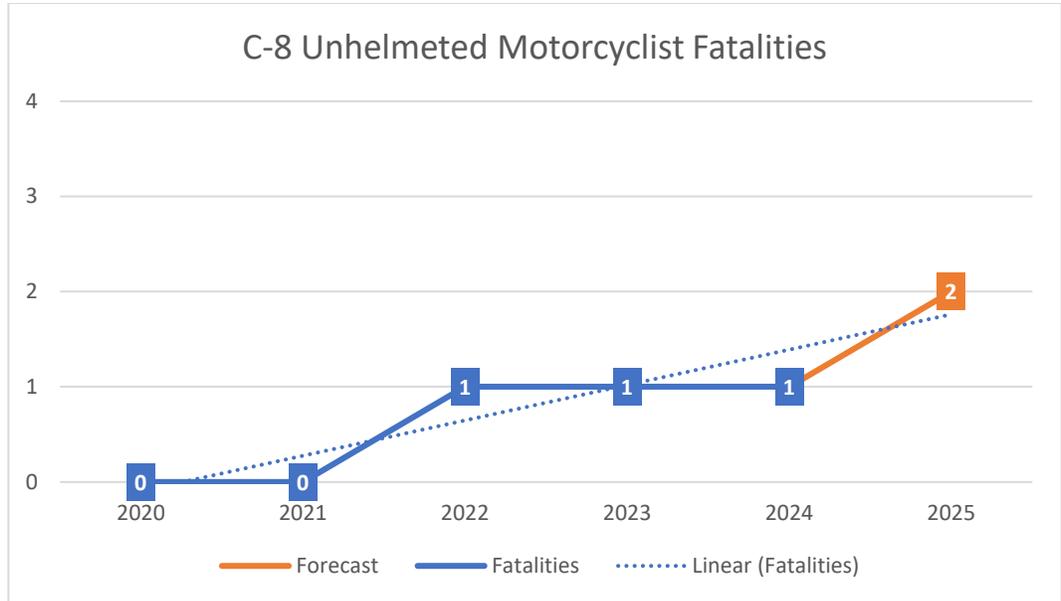
The target was met for 2024. The target will be reduced to 0 for 2025.

C-8. Number of un-helmeted motorcyclist fatalities

Goal: To reduce the number of un-helmeted motorcyclist fatalities to 0 for the Territory.

Number of un-helmeted motorcyclist fatalities in FY 2024: 1

Status: This performance measure for FY 2024 was not met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 0

Target Period: 5 Year

Target Start Year: 2020

Performance Measure Justification

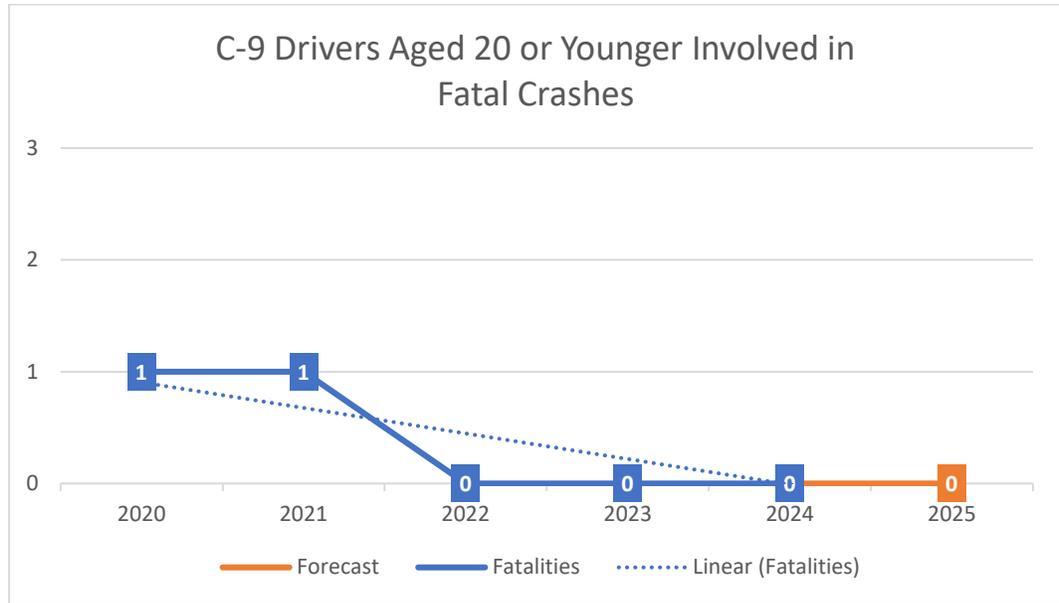
From 2020 to 2021, this category met its target of 0. However, over the past three years, there has been one fatality involving an unhelmeted motorcyclist, and the trendline indicates an upward trajectory in such incidents. As a result, the target for FY2025 will be adjusted to 1, reflecting the five-year average (2020–2025).

C-9. Number of drivers aged 20 or younger involved in fatal crashes.

Goal: To reduce the number of drivers aged 20 or younger involved in fatal crashes to 2 or below for the Territory.

Number of drivers 20 or younger involved in fatal crashes in FY 2024: 0

Status: This performance measure for FY 2024 was met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 2

Target Period: 5 Year

Target Start Year: 2020

Performance Measure Justification

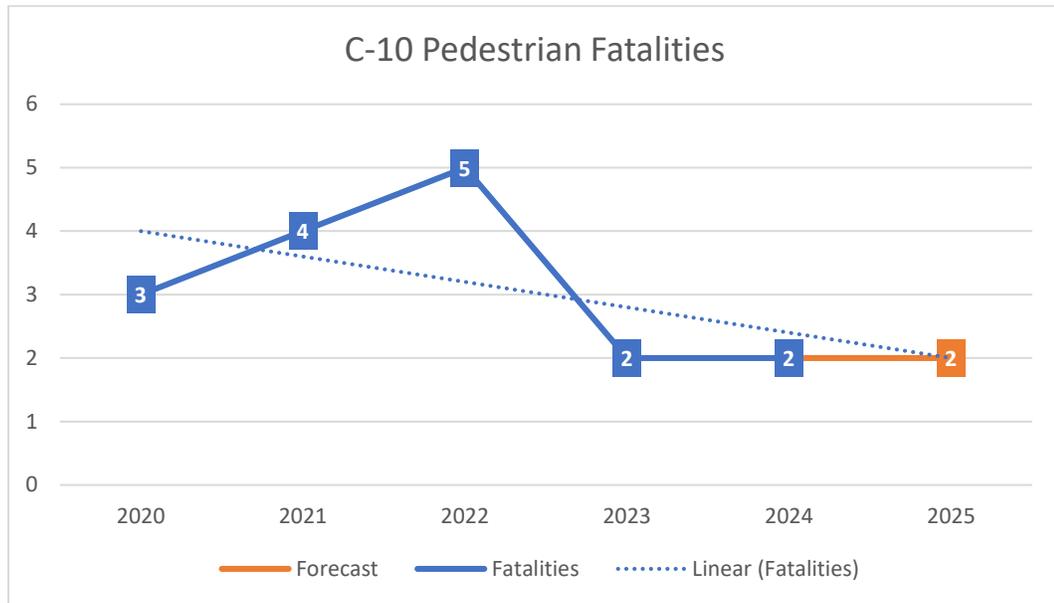
This category has met its target of 0 for the past three years. The target will remain as 0 for 2025.

C-10. Number of pedestrian fatalities.

Goal: To reduce the number of pedestrian fatalities to 5 or below for the Territory.

Number of pedestrian fatalities in FY 2024: 2

Status: This performance measure for FY 2024 was met.



Target Metric Type: Numeric

Target Value: 5

Target Period: 5 Year

Target Start Year: 2020

Performance Measure Justification

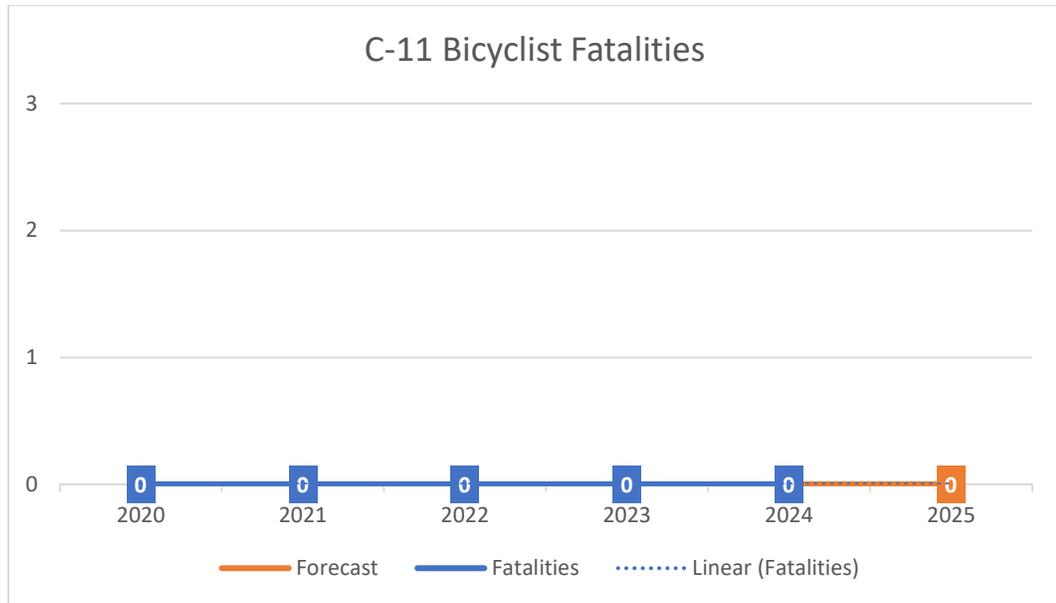
The number of pedestrian fatalities rose between 2019 and 2022 but has remained steady at 2 for the past two years. The VIOHS will continue efforts to raise awareness about pedestrian safety, emphasizing that staying safe is a shared responsibility between drivers and pedestrians. The target for 2025 will remain at 2.

C-11. Number of bicyclist fatalities.

Goal: To reduce the number of bicyclist fatalities to 0 for the Territory.

Number of bicyclist fatalities in FY 2024: 0

Status: This performance measure for FY 2024 was met.



Traffic Records Performance Measures: No

Target Metric Type: Numeric

Target Value: 0

Target Period: 5 Year

Target Start Year: 2020

Performance Measure Justification

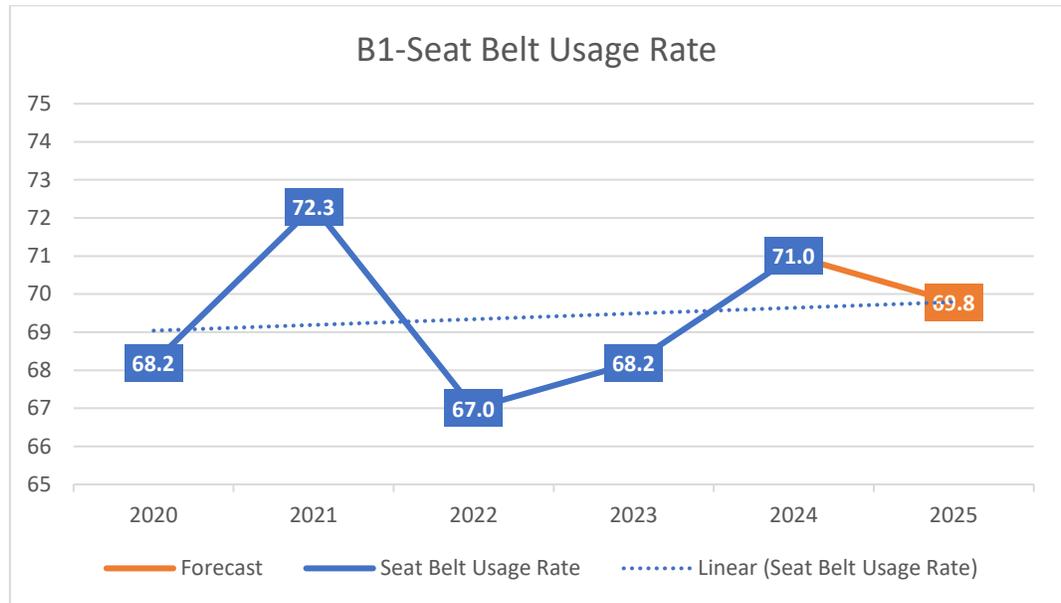
Since Bicyclist Fatalities have been almost 0 for the past 5 years, the target is set at 0 for 2025.

B-1. Observed Seat Belt Rate for Passenger Vehicles, Front Outboard Occupants.

Goal: To increase seat belt usage rate to 78.6% or higher for the Territory.

Seat belt usage rate in FY 2024: 71.0%

Status: This performance target for FY 2024 was not met.



Traffic Records Performance Measure: No

Target Metric Type: Percentage

Target Value: 78.6%

Target Period: Annual

Target Start Year: 2024

Performance Measure Justification

Linear trend analysis forecasts a decrease in the Seatbelt Usage Rate for FY2025. Therefore, the target for this measure will be the same at **78.6%** for FY 2025.

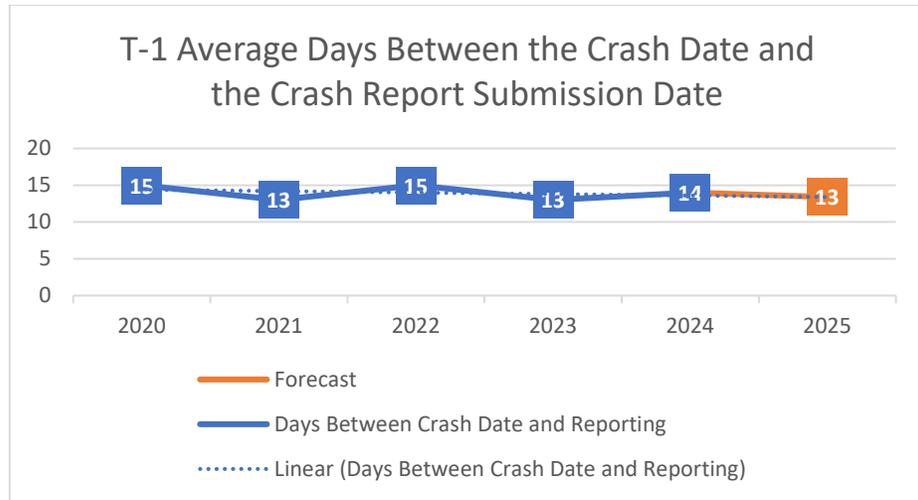
Future HSP Adjustments: To address the lagging territorial seat belt rate, VIOHS plans to execute a NHTSA-recommended plan of high-visibility enforcement coupled with community outreach and education. Collaborative planning efforts with the VIPD have begun. The media efforts – radio and online – launched in FY 2022 will continue to remind the community of the critical importance of the correct and consistent use of safety restraints.

T-1. Average Days Between the Crash Date and the Crash Report Submission Date.

Goal: To reduce the average days between the crash date and the crash report submission date to 5 days or below for the Territory.

Average day between crash date and crash report submission in FY 2024: 14

Status: This performance target for FY 2024 was not met.



Traffic records performance measure: Yes

Primary performance measure attribute: Timeliness

Core traffic records data system to be affected: Crash

Target Metric Type: Numeric

Target Value: 5

Target Period: Annual

Target Start Year: 2024

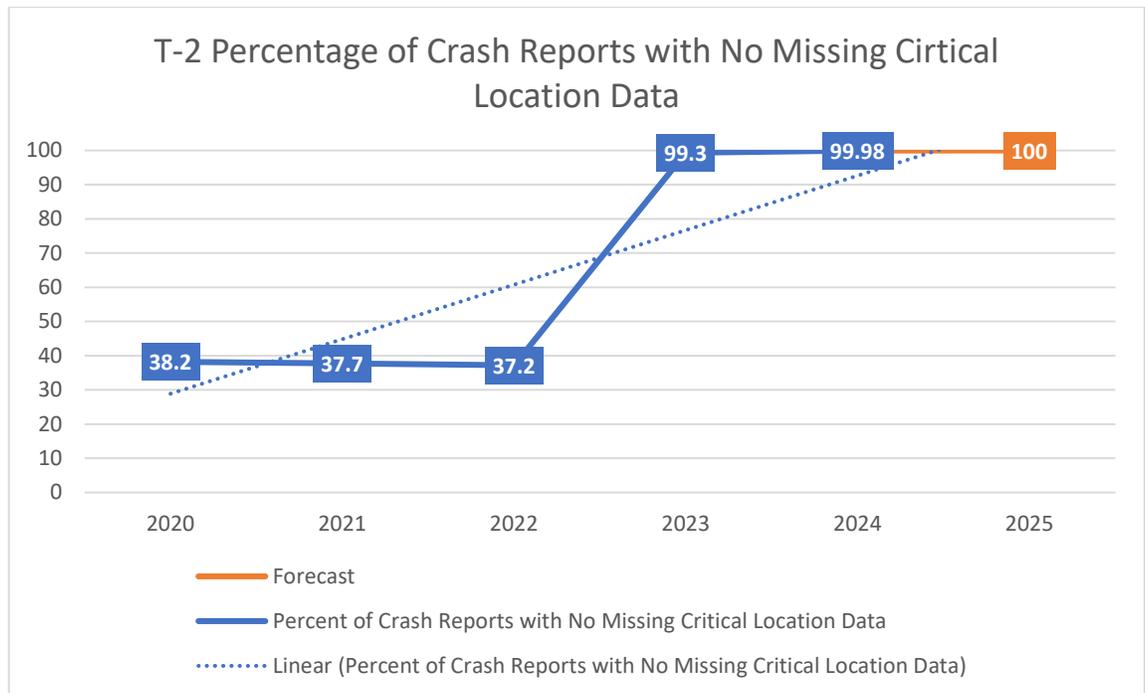
Future HSP Adjustments: The VIPD, in collaboration with the VIOHS, plans to implement the TraCS electronic citation and crash system during FY2025. Final acceptance testing was scheduled for completion by the end of calendar year 2024, with system rollout beginning in early 2025. However, testing was rescheduled for mid-January 2025. To support this effort, the VIOHS intends to continue to allocate funding through the Traffic Records Program for the integration of TraCS with data systems related to drivers and vehicles, as well as adjudication processes. This integration will enable real-time submission and access to citation data, crash reports, and inspection reports for use by the VIPD, the Department of Justice, and the Courts, thus improving reporting time.

T-2. Percentage of Crash Reports with No Missing Critical Location Data.

Goal: To reduce the percentage of crash reports with no missing critical location data to 90% for the Territory.

Percentage of crash reports with no missing critical location data in FY 2023:
99.3%

Status: This performance measure for FY 2024 was met.



Traffic Records Measure: Yes

Target Metric Type: Numeric

Target Value: 90%

Target Period: Annual

Target Start Year: 2024

Performance Measure Justification

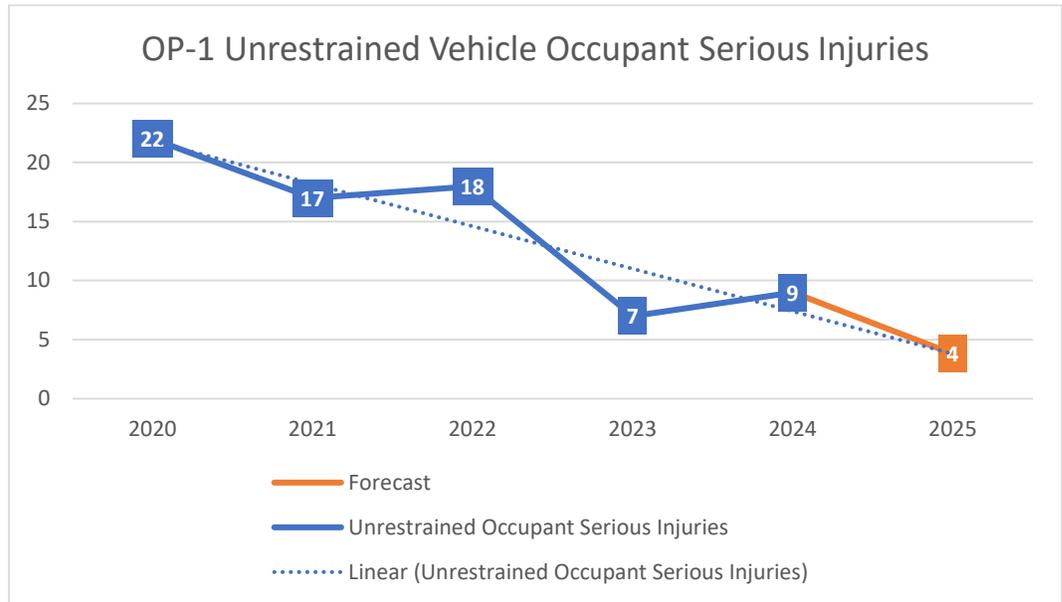
With the implementation of the USVI's new e-crash/e-Citation system, this measure will continue to improve greatly because of the updated business and validation rules included in the electronic forms. Therefore, the target will be set to 100% for FY 2025.

OP-1) Unrestrained Vehicle Occupant Injuries

Goal: To reduce the number of unrestrained vehicle occupants sustaining serious injuries to 22 or below for the Territory.

Number of unrestrained vehicle occupants that sustained serious injuries in
FY 2024: 9

Status: This performance measure for FY 2024 was met.



Primary performance measure attribute:

Core traffic records data system to be affected: Crash

Target Metric Type: Numeric

Target Value: 22

Target Period: Annual

Target Start Year: 2024

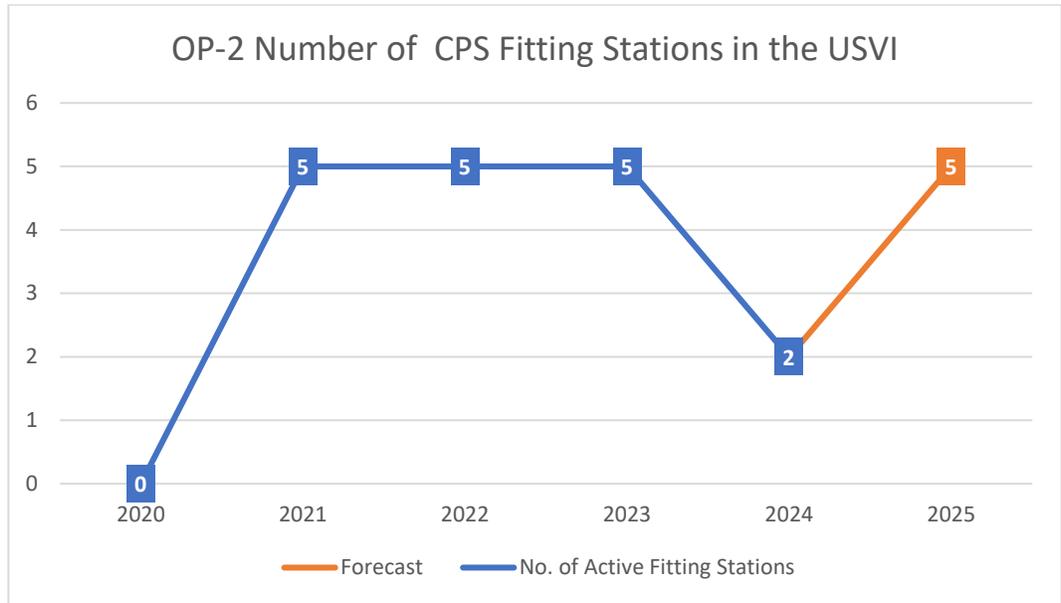
Performance Measure Justification

There was a drastic decline in the number of unrestrained vehicle occupants who sustained serious injuries in 2023. However, the number increased in 2024, thus the target will remain at 10 for FY2025.

OP-2) Number of Active Fitting Stations Within the USVI

Goal: To increase the Number of Active Fitting Stations Within the USVI to five territory- wide.

Status: This performance measure for FY 2024 was not met.



This measure is not related to any core traffic records data systems, but a human element and community outreach measure.

Target Metric Type: Numeric

Target Value: 5

Target Period: Annual

Target Start Year: 2024

Performance Measure Justification: The community demand for services provided by the CPS fitting stations remains and justifies an increase in locations. As a result, the target number of fitting stations will remain at 5 as the VIOHS hopes to establish a fitting station within a fire station on each of the islands (St. Thomas, St. John, and St. Croix).

FY 2024 Public Participation and Engagement Efforts



The community's voice is critical to the work of VIOHS. Traffic safety affects all residents and visitors to the territory; everyone uses the roads. The VIOHS tracks local data and utilizes Countermeasures that Work to determine strategies and initiatives to employ to reduce roadway crashes, injuries and fatalities. However, it is best practice to seek additional, innovative solutions from the community most impacted.

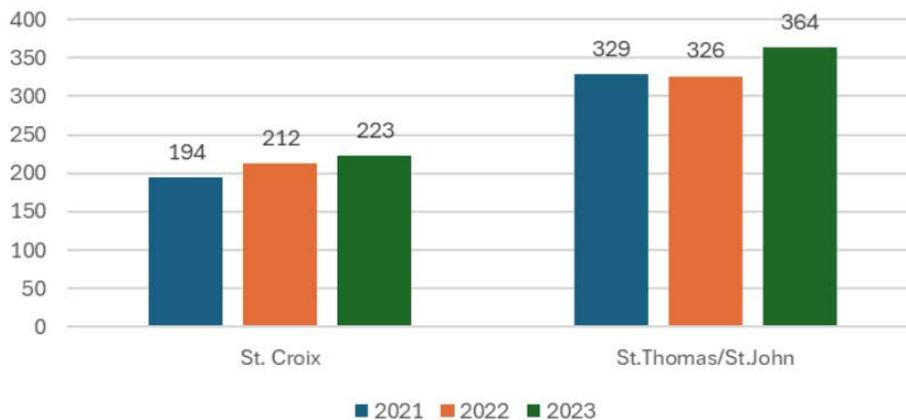
Public Participation and Engagement sessions took place throughout the territory for the following target groups:

**A TRAFFIC SAFETY CONVERSATION WITH NEW AND BUDDING DRIVERS
ST. CROIX, USVI
JUNE 12, 2024, 11:00 AM – 12:30 PM**

The number of young drivers (ages 16-21) involved in crashes is on the rise in the territory. From 2021 to 2023, the district of St. Croix realized a 14.95% increase in crashes for this population, while the St. Thomas/St. John recorded a 10.64% increase. The safety of young passengers is also a concern since young drivers typically transport their peers. Over this period, the territory recorded 1,652 young drivers and 588 young passengers involved in crashes. Additionally, 17 pedestrians in this age group experienced a crash with a motor vehicle. Hence, VIOHS planned an engagement event to gain insight from the fragile population, learn their perspectives on traffic safety in their community, request solutions, and determine the most effective means of communicating targeted traffic safety messages.



Number of Young Drivers (Ages 16-21) Involved in Crashes



Teens from the St. Croix Central High School summer program were engaged to discover their traffic safety concerns and to gather possible solutions. To encourage open and honest discussions, their teachers and other school personnel were asked to leave the room.

The group provided insight to some of the sites on the island that they thought posed safety concerns for motorists, pedestrians and bicyclists. When asked, they admitted that they were not exposed to VIOHS traffic safety messaging. Suggestions for platforms that they would be exposed to included Snapchat, Instagram, TikTok and YouTube. They also suggested that billboards would be an effective way of getting messages seen. The use of local celebrity influencers was proposed as effective vessels for message delivery. Additionally, they thought that the peer-to-peer model would be successful among their demographic group. The students offered that local safety messaging should highlight the injuries and the graphic trauma that might result from risky behaviors, and two students volunteered to participate in the Cops in Shops initiative to curb the selling of alcohol to minors.



Results

The teens made it clear that VIOHS safety messaging was not getting into their circles. Facebook is no longer the platform of choice, and radio, newspapers and television are seldom consumed by members of this population. VIOHS will partner with VIPD Public Relations division to utilize their TikTok social media platform to create messaging targeting teens throughout the territory. Attempts will be made to utilize local celebrities with the clout to gain the audience's attention and shift risky behaviors. The TikTok account is slated for launch in FY2025. The VIOHS Media Communications Program will also consider comments about strengthening safety messaging by adding more "truths" about the consequences of risky traffic safety behaviors.

The Impaired Driving Program Manager took contact information for the teens interested in participating in the Cops in Shops initiative for future opportunities. Although their peers expressed concern about "setting up" store owners, the volunteers noted the value of enforcing the law and safeguarding their peers.

A TRAFFIC SAFETY CONVERSATION WITH THE GENERAL COMMUNITY

ST. CROIX, USVI

JUNE 18, 2024, 5:30 PM – 7:00 PM

An evening session was held at the St. Croix Central High School cafetorium to engage the general community. To ensure a cross section of the community was represented, the VIOHS staff were asked to invite individuals from their personal and professional circles and from at-risk communities. The event was also advertised on social media platforms. Thirty-five attendees contributed to the traffic safety conversation, and the district Traffic Commander listened in.



Prompted by a series of questions, the participants provided feedback on traffic safety concerns and offered recommendations for effective messaging and strategies to reduce crashes, injuries and fatalities. Contrary to current research, the community expressed great support for messaging that shows the brutal realities for unsafe behaviors. They echoed that positive messaging would be ineffective in USVI. Participants respectfully disagreed about increasing fines as a method to reduce infractions. Others offered that classes should be required for offenders so that they could gain information required for them to make safer choices. Utilizing the driver point system was also suggested as a deterrent. Roadside banners, with more imagery than text, were recommended over radio and television ads. The group also proposed the use of short TikTok videos to deliver traffic safety messaging. Overall, participants reiterated the need to increase police visibility and consistent enforcement efforts.



Results

VIOHS will reexamine its media strategy from the positive approach to a more realistic approach. The community has echoed the need for messaging that exposes the dire consequences of unsafe roadway practices. Culturally, the community thinks that gory content would have more of the desired impact, resulting in improved traffic safety. Additionally, in an environment where a great disparity is noted with the use of traditional media platforms, the agency will explore concise roadside signage to ensure that all road users are consistently exposed to safety messaging, inspiring behavioral shifts in real time.

The subrecipient representative for the Drive Safe Outreach Campaign attended the session and saw a need to include seat belt compliance in the project. The FY2025 project will reflect media activity and community participation activities which bring awareness to seat belt laws and the consequences for noncompliance.

Another attendee was the organizer of a motorcycle group. She expressed interest in becoming a subrecipient to increase safety awareness for motorcyclists. Her idea also sought to educate motorists on the safe way to navigate around motorcyclists. Her idea was embraced by the team; the application is pending.

The FY2025 Teen Impaired Driving Awareness Survey (TIDAS) Project was also born from this community session. This project will focus on developing and distributing the TIDAS survey to gauge teen and young adults' legal understanding towards and provide education on impaired and distracted driving. The training of advocates will cover various topics, including legal requirements, survey development, Virgin Islands law, social norms, alcohol availability, underage drinking and driving, and an analysis of the issue at both the individual and peer group levels.

**A TRAFFIC SAFETY CONVERSATION WITH THE VIPD TRAFFIC SAFETY OFFICERS
ST. THOMAS, USVI
JUNE 20, 2024, 5:30 PM – 7:00 PM**

VIOHS planned a town hall meeting at the Charlotte Amalie High School library on the St. Thomas/St. John district similar to the event held on St. Croix. Possibly due to inclement weather, no community members attended. However, the district’s Traffic Commander and 7 officers came to hear the community’s input. The VIOHS team turned the disappointing turnout into an opportunity to have an exploratory conversation with the officers to gain their valued perspective on traffic safety issues in the district. Hence, the meeting focus shifted slightly to gain a third and critical piece of the traffic safety puzzle.



Through the conversation, the differences between traffic enforcement practices in both districts became apparent. Officers on the St. Thomas/St. John district are met with defiant community members, many of whom tell them, blatantly, that they do not intend to change their behaviors to follow the law. The team also shot down the proposal of passing an open container law, as it would be difficult to enforce. Recommendations were made to engage caregivers by distributing brochures during the back-to-school week to promote child passenger safety. Some admitted to seeing VIOHS safety messaging on television and online, while others didn’t. The team also agreed that effective messaging in the local community needed to be “real,” showing the morbid consequences of risky roadway behaviors. Consequences, such as the revocation of the driver’s license, insurance, and ultimate arrests were proposed for traffic violations. Electronic boards were recommended as platforms for message distribution. Electronic speed signs were also suggested as a strategy to reduce speed.



Results

The VIOHS Media Communications Project will consider ad placement on electronic message boards throughout the community. The recommendation to place impaired driving deterrence posters in taverns will be pursued. Drug Recognition Expert (DRE) Training and Standard Field Sobriety Training (SFST) were reported as needed to support impaired driving enforcement and will be pursued in FY2025/26. Surveys and informational brochures will be provided to the enforcement team for use during community collaboration opportunities and in checkpoints.

All meetings were held in ADA compliant buildings. Additionally, translation software was available to assist audience members who may have been English deficient.

**A TRAFFIC SAFETY CONVERSATION WITH THE HAITIAN CREOLE POPULATION
ST. THOMAS, USVI
SEPTEMBER 27, 2024**

The US Virgin Islands experienced a significant increase in the number of Haitian immigrants, settling primarily in the St. Thomas/St. John district. According to data reported by the 2020 US Census, 2,397 Haitians were reported living in households with populations born outside of the USVI. This is compared to 83 reported in the 2010 Census. Moreover, the 2020 Census revealed 2,218 French/Creole residents (92.5%) who spoke English “less than very well.” This language barrier, combined with the predicted differences encountered with traffic laws in the territory, motivated the VI Office of Highway Safety (VIOHS) to engage this growing group to determine traffic safety concerns and gather possible solutions to benefit this and the broader community.

The VIOHS sought to conduct a public participation and engagement (PP&E) meeting with the Haitian Creole speaking population on St. Thomas. Of the three main islands in the territory, St. Thomas is home to the largest concentration of Haitian immigrants. To facilitate the conversation, the agency partnered with the Methodist Training and Outreach Center (MTOC), which is situated near many residences and businesses germane to this population. Additionally, through its services, the MTOC has an established and trusted relationship with the Haitians on St. Thomas, connecting them with life-enhancing services and assisting the group through the acclimation process.

MTOC contact, Mr. Dan Derima, fluent in Haitian Creole, embraced the opportunity to assist with the coordination of the meeting. However, his busy schedule resulted in the meeting being rescheduled three times. The first two attempts were postponed as the meeting was not advertised as planned. The third attempt for September 27, 2024, was prefaced by the circulation of flyers in Haitian Creole through popular Haitian businesses to include a barber shop, neighborhood stores and on VI Police Department (VIPD) social media platforms. As the meeting approached, Mr. Derima followed up and confirmed with the outlets to ensure that the word was reaching the target population.

The meeting format was designed to mimic the successful PP&E session held on St. Croix. Targeted questions across agency programs were prepared by VIOHS Program Managers and translated into Haitian Creole using Google Translate. The translations were provided in advance to Mr. Derima for review who adjusted the text to reflect language nuances of the local community. Data filled PowerPoint slides were also translated in preparation for the conversation. To encourage participation, the meeting would be conducted in Haitian Creole, allowing for increased comprehension and meaningful feedback. Tape recorders would be used to translate the conversation and for reporting. During the meeting, VIOHS planned to utilize Google Translate to follow the conversation and to propose probing questions through Mr. Derima. Mr. Derima agreed to assist in the successful translation of the final transcript.

Despite attempts to gather an audience for this important conversation, no participants showed up for the event. According to Mr. Derima, feedback provided through invitees and participating businesses indicated that the targeted audience expressed suspicion for being singled out by an office under the VIPD. Many of the Haitian residents are undocumented and, therefore, were hesitant to participate in the initiative. Despite attempts to explain the purpose and intent of the meeting, the audience chose caution.

The VIOHS will need to explore creative and effective ways to engage the Haitian Creole-speaking population. To ensure inclusivity and accessibility, the team will continue collaborating with Mr. Derima

and other community leaders to meet residents “where they are” – in spaces where they feel comfortable and where trust already exists.

It has been suggested that one such space could be local barbershops, which are often central hubs of conversation and community connection. By connecting with Haitian barbershops in the St. Thomas/St. John district, VIOHS can engage directly with individuals in a relaxed and familiar setting, providing valuable information and resources on traffic safety behaviors. This approach not only increases engagement but also fosters stronger community ties and more meaningful interactions. VIOHS is committed to finding these points of connection and ensuring that messages are heard on every corner of the community.

Event Flyers - Haitian Creole and English



A TRAFFIC SAFETY CONVERSATION WITH THE SPANISH SPEAKING POPULATION

The VIOHS planned to conduct a public participation and engagement session with the growing limited English as a Second Language Spanish speaking population. However, after several attempts, VIOHS was unable to coordinate an amicable meeting time although the attempts were made by known community leaders. Efforts to secure a traffic safety conversation with this community will continue in FY2025.

FY2024 VIPD Community Collaboration Efforts



The VI Police Department (VIPD) and the VI Office of Highway Safety recognize the importance of building relationships with the community they serve. It is especially important that the officers of the VIPD are perceived as more than a punitive, often unwelcome force. Rather, VIPD officers should be embraced as community partners whose priority is to improve the quality of life for all.

In the realm of traffic safety, VIPD's Traffic Enforcement Officers have partnered with VIOHS to increase the impact of messaging that aim to shift risk-taking behaviors that contribute to traffic crashes, injuries and fatalities. The field experiences and anecdotal data shared through these opportunities for community collaboration increase the relatability and relevance of the agency's educational efforts.

Community collaboration efforts conducted during FY 2024 include:

- Checkpoint Community Surveys
- Traffic Safety for Teens - Iglesia El Tabernáculo
- Annual Bike Coasting Competition
- Alfredo Andrews Elementary School PTSA Meeting

Checkpoint Community Surveys

Officers across the territory conducted checkpoints on high-crash corridors with the goal to engage motorists observed partaking in risky behaviors such as transporting unrestrained occupants, using the cell phone while driving, or speeding. Other motorists were pulled into the checkpoint for violating other traffic rules like obstructed or missing license plates, excessive tint, and expired registration.

Except for cases of egregious violation, participants received education and were asked to complete a brief survey in lieu of receiving a citation. Violators were educated about the reason they were stopped. Each participant also received other strategies for safe behaviors both verbally and through informational handouts. The initiative was utilized as an opportunity to build relationships and to gain one-on-one feedback from the community related to the perceived state of traffic safety on their island. By completing the survey distributed via QR code, participants were able to provide feedback on the issues they felt were traffic safety priorities. The survey also provided a platform to share feedback on traffic safety messaging and the performance of VIPD Traffic Officers.

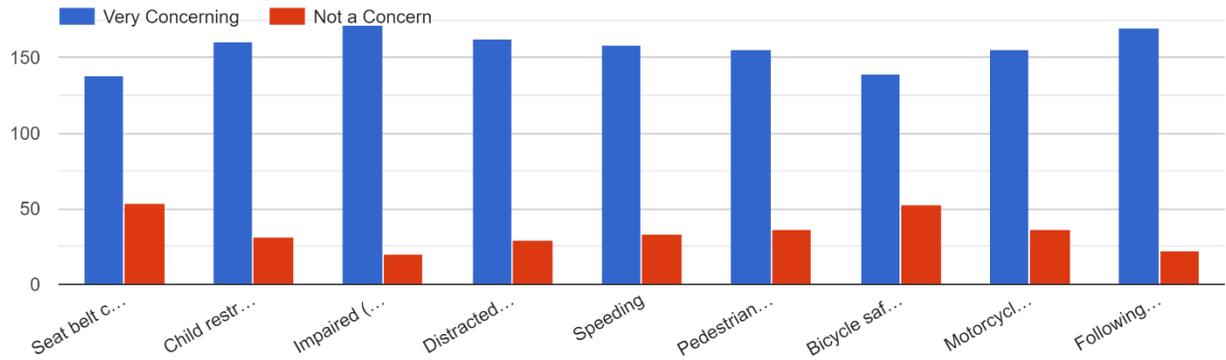


Survey feedback is summarized below.

Please identify traffic violations that concern you most.

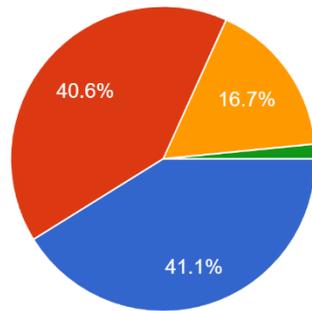
1. Seat belt compliance (adults)
2. Child restraints (car seats, boosters, seatbelts)
3. Impaired (drunk) driving
4. Distracted driving (cell phone use)
5. Speeding
6. Pedestrian safety
7. Bicycle safety

- 8. Motorcycle safety
- 9. Following rules of the road (i.e. adhering to stop lights/signs)



How would you describe traffic enforcement in our community?

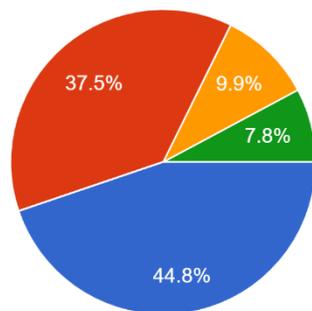
192 responses



- Officers are actively visible, and they help to reduce traffic infractions.
- I see occasional enforcement; we need more.
- I see occasional enforcement; it is enough.
- We do not need traffic enforcement in our community.

How would you describe traffic safety messaging in our community?

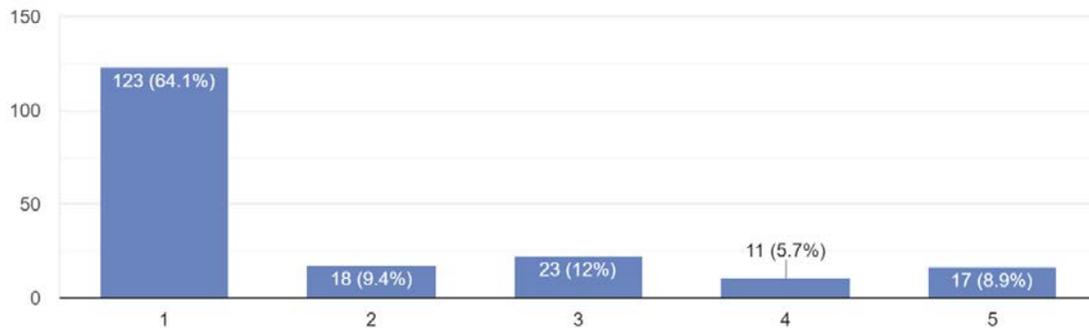
192 responses



- I regularly hear/see messaging encouraging safe behaviors on our roads.
- I hear/see occasional traffic safety messaging; we need more.
- I hear/see occasional traffic safety messaging; it is enough.
- I never hear/see traffic safety messaging in our community.

How would you rate your experience during this traffic stop?

192 responses



The feedback provided through the instrument was shared with the Police Chiefs and Traffic Commanders who found the input valuable in decision-making efforts regarding resource allocation and initiative foci.

The VIOHS also benefitted from the feedback regarding visibility of traffic safety messaging. With only 44.8% of the respondents reporting that they are exposed to traffic safety messaging on a regular basis, it is incumbent on the agency to identify creative avenues for getting the word out. Additionally, the community's traffic safety priorities, as depicted in the graph, differ slightly from the agency's perceived community perceptions.

The open response options provided an opportunity for the community to share their thoughts on traffic safety and VIPD. Both positive and negative feedback was provided. However, the suggestions provided through the comments were extremely valuable to the process and will be considered for implementation.

The initiative created a buzz in the community. Participants shared their experiences with friends, family and on social media platforms adding to the effort's impact. The effort helped to show the community that the VIPD's work is more about the overall safety of the community and less about issuing reprimands and citations, exposing the human behind the badge. Additionally, the survey exemplified to the community that their voices matter. Officers will continue to utilize the model.

Traffic Safety for Teens – Iglesia El Tabernáculo

The Youth Director of the Iglesia El Tabernáculo church located William's Delight on St. Croix was concerned about the safety of her young and budding drivers. Hence, she requested a safe driving workshop through the VIOHS Impaired Driving Program for the teens and young adults of their church. The inexperience of this population combined with their risk-taking nature contribute to concerns for their safety and the safety of others on the roads. What they received, however, was a collaborative experience powered by VIOHS, VIPD, and the VI Fire and Emergency Medical Service (VIFEMS).



The session, conducted on a Saturday, was open to the young people of the church, the community in which the church is located, and the youth of two other sister churches, who bussed their participants to the site. The session started with an interactive educational presentation by the Impaired Driving Program Manager who focused on driving sober, focused, and alert. The Occupant Protection Program Manager followed with a presentation on seat belt compliance and speeding. The youth were asked to participate in the conversation by sharing their experiences and thoughts relative to the content.



The information, however, came alive when representatives from the VIPD and VIFEMS chimed in to share anecdotal data on the real-life repercussions of risky traffic behaviors. The experiences, delivered with passion and purpose, helped the young audience to reconsider lingering thoughts of defiance.



The group transitioned outdoors where the youth took turns participating in a mock Standardized Field Sobriety Test (SFST) using Fatal Vision impaired driving simulation goggles. It quickly became clear that controlling the body and operating a vehicle while impaired with alcohol was a poor decision which could lead to legal consequences.

The group then viewed a video created by the Youth Coordinator featuring her driving a vehicle while texting. The dramatic end of the video led the participants to assume that she crashed. See video here: <https://youtu.be/8chky8jrZio>.



Following the video, the youth were led outside to a simulated crash site where the Youth Director was made up and placed as a crash victim. The shock of the scene was evident on the youngsters' faces. Paramedics were on the scene to add realism, performing all duties applicable to a crash scene. As they removed the crash victim, the youth were emotionally supported by the VIPD Traffic Safety Officers and VIOHS staff on site.



The officers participated in the debriefing process, reiterating the importance of taking precautionary measures and abiding by established laws to reduce the chance of unnecessary injuries and fatalities. Parents in the audience were encouraged to support their teens' safe behaviors by having regular discussions and implementing sure and impactful consequences for non-compliance.

The success of the initiative was discussed by the collaborators, who intend to join forces for future opportunities.



Annual Bike Coasting Competition

Bicycle safety has become a growing concern in the territory. From 2019 to 2023, the territory recorded 34 bicycle-vehicle crashes, with 28 injuries sustained by cyclists. Many cyclists also fail to wear appropriate head protection when riding. To raise awareness for bicycle safety in the community, especially among young riders, the St. Croix District Deputy Chief hosted an annual Bike Coasting Competition. Bike coasting is an activity traditionally enjoyed by neighborhood youngsters.

This activity gained traction and is expected to occur in the St. Thomas/St. John district in FY2025. Through the input of VIOHS, the FY2024 race required the use of helmets for all participants. Despite the crowd of eager riders hailing from at-risk neighborhoods across the island, only 16 qualified to participate based on the safety stipulation. The divisions will collaborate for future events to assist riders with appropriate gear.



The Deputy Chief, through advertisements and at the event, emphasized the importance of wearing appropriate helmets. Riders are required to wear helmets according to VI law. Participants were divided into three groups by age and coasted down the slope on Queen Mary Highway at the R. H. Amphlett Leader Justice Complex (Territorial Courthouse). Winners received prizes donated by event sponsors and will go to St. Thomas to compete against riders in the sister district.

Alfredo Andrews Elementary School PTSA Meeting

The Alfredo Andrews Elementary School, located mid-island on the St. Croix District, requested the support of the VIPD Traffic Enforcement School Safety Unit Commanders in an emergency Parent, Teacher, Student Association (PTSA) meeting held on August 28, 2024. The PTSA members were concerned about the traffic flow in and around the school during pick up and drop off times.

After listening to the concerns, it became clear that the issues were being caused by the procedures imposed by the school administration. School buses utilized a one-way roadway to service the school children. This roadway interacted with their school's small parking lot, filled by school personnel parking, creating very little space for parents to safely maneuver during the congested hours at the school

day's beginning and end. Therefore, the school decided that parents would drop and collect their children on the roadway bordering the school. This roadway, however, was a secondary roadway with continuous traffic flow of motorists that ignore posted speed limits. This created a major safety issue as young children were forced to navigate the busy roadway, frequently interacting with parked and moving vehicles.

Traffic Commanders, recognizing the issue, suggested the use of the rear of the school building for school bus service. This plan would increase safety for the students while allowing parents to utilize the one-way roadway within school grounds and eliminating the need for students to interact with main road traffic. However, this solution would require assistance by VI Department of Public Works (DPW) to resurface the dilapidated parking area in the back, open the perimeter fence to create an exit, and create a roadway for the buses to exit the school yard.

One Senator in the audience supported the proposed solution and agreed to come back with the officers and DPW engineers during the school day to assess the area and determine the feasibility of the proposal. The plan was accepted, however, movement to resolve the issue by the necessary government parties has been slow. In the interim, additional School Security Officers were deployed to assist with traffic flow. Additionally, VIOHS launched a school zone safety campaign to remind motorists about the safe way to navigate school zones.

The VIPD Traffic Enforcement Officers also participated in other community engagement events to include presenting to children at the Police Athletic League (PAL) summer program on St. Thomas. The young learners at the Early Head Start Program also received age-appropriate traffic safety counsel by the VIPD Traffic Commander on St. Croix. These children were exposed to safe pedestrian, bicycle, and passenger strategies to avoid unnecessary injury.

The Traffic Commander on St. Croix also volunteers to present to budding drivers at local drivers' education schools. This platform allows him to teach and clarify VI traffic laws, share local trends in traffic safety and use real life accounts that encourage consistent safe traffic behaviors. By creating informal opportunities to expose young children to safe traffic strategies, the department plants seeds that grow into a safety culture that lasts a lifetime, while building relationships and dispelling negative perceptions about officers.



FY2024 Mobilization and High-Visibility Initiatives

The Virgin Islands Police Department is the sole law enforcement agency conducting enforcement efforts with the VI Office of Highway Safety. The VIOHS strives to improve the relationship with VIPD, which has been historically substandard. Officer shortages and priority conflicts are causes for the undesired outcomes. Additionally, the Law Enforcement Liaison (LEL) on staff during FY2024 was unsuccessful in building the necessary relationship with Traffic Commanders and Enforcement Officers, further contributing to program challenges.

The following mobilization activities took place in FY2024.

Impaired Driving

The Impaired Driving Overtime Enforcement initiative was not approved until August 27, 2024 primarily due to the delayed availability of funds from the Office of Management and Budget (OMB). With the necessary funding secured, the program faced further delays as officers were assigned to special duties, and there was insufficient manpower to begin the initiative immediately. As a result, the enforcement efforts did not commence until the Thanksgiving and Christmas/Festival season, a period of increased activity in the territory. This delay in starting the program meant that its full potential for addressing impaired driving during the earlier months was not realized, and the initiative instead focused on a busier season when enforcement was needed most. The Impaired Driving NHTSA funded initiatives were extended for the entire FY2025.

Occupant Protection

Click It or Ticket efforts were conducted during the following national mobilization periods:

- Click It or Ticket May 20 – June 2, 2024
- Click It or Ticket (CPS Week) September 19 – September 27, 2024

To notify the community about the planned activities, news releases were distributed through VIPD Public Relations to media outlets territory wide. The releases were posted on VIPD Facebook page (May <https://www.facebook.com/share/p/19snop2MA3/>, September <https://www.facebook.com/share/p/1EaNK3eDWa/>) and were also distributed through the VI Source (links: <https://stthomassource.com/content/2024/05/14/click-it-or-ticket-campaign-reminds-drivers-buckle-up-may-20-june-2-and-every-day/>, <https://stcroixsource.com/2023/05/23/vipd-click-it-or-ticket-campaign/>, <https://stthomassource.com/content/2024/09/18/click-it-or-ticket-campaign-set-for-sept-19-26/>). Additionally, VIOHS created radio ads which were placed on stations serving a myriad of target audiences. A sample radio can be heard here:



Click It or Ticket Campaign Ad Joseph.mp3

Through the efforts, Traffic Enforcement Officers issued 866 citations; 244 (28.18%) were related to seat belts or child passenger safety. The officers utilized a unique approach during the fiscal year. With

the assumption that the community is making unsafe restraint choices due to lack of knowledge, the officers used the checkpoint opportunity to educate non-complying motorists and passengers about the law and the importance of seat belt compliance. They administered an online survey to help gain insight into the public's perception of traffic safety and to determine the reach of VIOHS traffic safety messaging. The team provided 2,028 interventions, providing handouts for further education.

Other citations issued through the efforts were as follows:

- Tint 194
- Registration 198
- Insurance 88
- Drivers' License 51
- Other Citations 111

The enforcement teams spent 951 overtime hours on the Click It or Ticket activities. VIOHS will continue to work with VIPD enforcement teams to ensure that all hours are submitted for reimbursement.

List of Acronyms

AA	Alcohol Anonymous
BMV	Bureau of Motor Vehicle
BIT	Bureau of Information Technology
CAP	Corrective Action Plan
CMV	Commercial Motor Vehicle
CPS	Child Passenger Safety
DUI	Driving Under the Influence
EMS	Emergency Medical Services
FY	Fiscal Year
GHSA	Governor Highway Safety Association
GVI	Government of the Virgin Islands
HSP	Highway Safety Plan
ID	Impaired Driving
MAP-21	Moving Ahead for Progress in the 21st Century Act
MCSAP	Motor Carrier Safety Administration Program
MIS	Management Information System
MMUCC	Model Minimum Uniform Crash Criteria
MR	Management Review
NHTSA	National Highway Traffic Safety Administration
OMB	Office of Management and Budget
OP	Occupant Protection
P&A	Planning and Administration
PIO	Public Information Officer
PSAs	Public Service Announcements
SFST	Standardized Field Sobriety Test
STT/STJ	St. Thomas/St. John District
STX	St. Croix District
TraCS	Traffic and Criminal Software
TRCC	Traffic Records Coordinating Committee
USVI	United States Virgin Islands
VI	Virgin Islands
VIDHS	Virgin Islands Department Human Services
VIDPW	Virgin Islands Department Public Works
VIEMS	Virgin Islands Emergency Medical Services
VIOHS	Virgin Islands Office of Highway Safety
VIPD	Virgin Islands Police Department



U.S. VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

5400 VETERANS DRIVE
AAF JUSTICE COMPLEX, 2ND FLOOR
ST. THOMAS, VI 00802
PHONE: 340-714-9810

33B & 33BA ESTATE SMITHFIELD
FREDERIKSTED
ST. CROIX, VI 00841
PHONE: 340-772-3025