



FY 2025

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. There are indications of population growth consisting of persons from other Caribbean islands and transplants from the mainland. This infusion includes drivers who normally drive on the right side of the road with vehicles manufactured for such travel. 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.

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, engaging drivers and reducing incidences of impaired driving through enforcement activities. In fiscal year 2025, the Planning and Administration agreement funded projects through awards from the Infrastructure Investment and Jobs Act (IIJA) US Department of Transportation/National Highway Traffic Safety Administration (USDOT/NHTSA) Sections 402, 405(b), and 405(c).

The FY2025 goals were tied to relevant *Core Performance Measures*.

Goals

- o Advertise and conduct interviews for vacant positions:
 - Police Traffic Services Program Coordinator
- o Prioritize the Traffic Records Program countermeasures to sub-recipients to improve traffic records interface and interconnectivity within the six major areas, and to adhere and update the USVI Traffic Records Strategic Plan.
- o 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.
- o Submit management projects reimbursement vouchers within ten (5) business days of proof of payment to employees and vendors.
- o Submit FY2024 Account Receivables to the Department of Finance by the end of the second quarter of the fiscal year.
- o Submit Statement of Expenses from Federal Awards (SEFA) FY2024 reconciliations to the Department of Finance by the end of the second quarter of the fiscal year.

Performance Measures

- o # of months needed to fill the Police Traffic Services Program Coordinator position
 - Ten months – Currently a temporary/special assignment began on August 18, 2025, by a VIPD officer.
- o # of projects assessed and submitted by the VIOHS - **19**
 - Eight program management projects
 - Two contractual projects
 - Five VIPD projects
 - Two sub-recipients from other GVI entities
 - Two sub-recipients from the private sector

- o # of vouchers submitted monthly
 - Ninety-Five **(95)** Vouchers submitted for FY2025 at an average of 8 vouchers per month.
- o # of updates made to the VIOHS Policies and Procedures manual
 - The procedural changes by the Department of Property & Procurement, Office of Management and Budget, and the Department of Finance were incorporated during the month of October and finalized on October 31, 2025.
- o Submittal date of the VIOHS FY2025 Annual Report
 - Submitted, January 18, 2025
- o Submittal date of the VIOHS FY2026 HSP
 - Submitted, August 1, 2025

Fiscal Year 2026 Corrective Measures

Many of the corrective measures utilized for FY2025 will continue in FY2026 as VIOHS continues to aim to maintain 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 training (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 staff 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 related 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) It is the intention of VIOHS to continue diversifying grant offerings and activities to include updated new sub-recipient application packages in FY2026. The Compliance Officer will maintain a monthly schedule to ensure effective use of program offerings and the receipt

of outcomes which remain in line with VIOHS' safety objectives. Additionally, bi-monthly monitoring will be tasked to program managers to include the facilitation of on-site assessments.

- 6) To maintain a fluidity in structure and approach towards completing projects, the Director and staff will create a timeline which incorporates checks and balances of such external sources as the fiscal division of VIPD, Office of Management & Budget (OMB), the Department of Property & Procurement (DPP), and the Department of Finance (DOF) that provide a cursory review of all fiscal matters. By utilizing a standard timeline, the onus of accounting for the timely approval process for VIOHS project items, and the processing of vouchers will be shared by both VIOHS staff as well as our external GVI partners.
- 7) Efforts to expand program offerings territory-wide will continue. The search for office space in the Thomas/St. John district has been halted by VIPD leadership due to budget constraints. Although the current location is ideal, VIOHS has been notified that the St. Croix location will be moved at a date to be announced.
- 8) The identification of a marketing contractor will facilitate the community outreach activities needed 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 comprise of 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.
- 9) With the implementation of the electronic citation software system on track for implementation December 2026, 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.
- 10) To ensure staff professional development, all approved training will be encouraged, and coordinators will be held accountable through evaluations.
- 11) The efforts towards further enhancing Public Participation and Engagement remain VIOHS focus for FY2026.

FINANCIAL REPORTING

During FY2025 USVI expended \$1,201,044.04 from the following funding sources.

IIJA NHTSA 402	-	\$955,675.00
SUPPLEMENTAL IIJA NHTSA-		\$96,258.46
IIJA 405b Low	-	\$82,963.92
IIJA 405c	-	\$66,146.66

Performance Report on Core Measures

FFY 2025 Annual Report

Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY 25 listed in 3HSP	Data Source/ FY 25 Progress Results	On Track to Meet FY 25 Benchmark: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	5-Year	2021-2025	8	State Crash System 17	No
C-2) Serious Injuries in Traffic Crashes complete	5-Year	2021-2025	13	State Crash System 16	No
C-3) Fatalities/VMT*	5-Year	2021-2025	N/A	N/A	N/A
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5-Year	2021-2025	1	State Crash System 6	No
C-5) Alcohol-Impaired Driving Fatalities	5-Year	2021-2025	0	State Crash System 0	Yes
C-6) Speeding-Related Fatalities	5-Year	2021-2025	8	State Crash System 6	Yes
C-7) Motorcyclist Fatalities	5-Year	2021-2025	3	State Crash System 4	No
C-8) Unhelmeted Motorcyclist Fatalities	5-Year	2021-2025	0	State Crash System 2	No
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5-Year	2021-2025	2	State Crash System 1	Yes
C-10) Pedestrian Fatalities	5-Year	2021-2025	6	State Crash System 3	Yes
C-11) Bicyclist Fatalities	5-Year	2021-2025	0	State Crash System 0	Yes

B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual (Calendar Year)	2025	56.2%	NHTSA Certified State Survey 74.3%	Yes
T-1) Average Days Between Crash Date and Report Date	Annual (Fiscal Year)	2025	17	State Crash System 16	Yes
T-2) Percentage of Crash Reports with No Missing Critical Location Data	Annual (Fiscal Year)	2025	39%	State Crash System 99.82%	Yes
OP-1) Unrestrained Vehicle Occupant Serious Injuries	Annual (Fiscal Year)	2025	22	State Crash System 3	Yes
OP-2) Number of Active Fitting Stations	Annual (Fiscal Year)	2025	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-No

Report: The FY2025 HSP target was set at 8. In the fiscal year 2025, 17 people died due to injuries sustained because of a motor vehicle crash. This represents an increase compared to previous years and does not meet the target goal.

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

On Track to Meet Target-No

Report: The FY2025 HSP target was set at 13. However, 16 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-No

Report: The FY2025 HSP target was set to 1. In fiscal year 2025, there were 6 deaths resulting from motor vehicle crashes involving passengers who were not using safety restraints. The target was not met for the fiscal year. This outcome indicates a continued need for targeted strategies, including high-visibility enforcement, community education campaigns, and data-driven interventions aimed at increasing safety restraint use among all vehicle occupants.

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

On Track to Meet Target-Yes

Report: The FY2025 HSP target was set to 0. During this fiscal year 2025, there were 0 fatalities resulting from crashes in which the driver was under the influence of alcohol, and the target was met. Despite this positive result, VIOHS recognizes the need to sustain and strengthen these efforts. The agency will continue to enhance enforcement, expand public education and awareness campaigns, and support prevention and intervention services aimed at discouraging impaired driving.

C-6- Number of Speeding-Related Fatalities

On Track to Meet Target: Yes

Report: The FY2025 HSP target was set to 8. There were 6 speeding-related fatalities in fiscal year 2025, thus meeting the target. While the target was met, speeding continues to pose a serious threat to roadway safety. VIOHS will continue to collaborate with the VIPD to enhance speed management strategies through high-visibility enforcement, the expansion of electronic citation system (TraCS software), the Red Light enforcement project, and sustained public education efforts to maintain progress and further reduce speeding-related fatalities in future fiscal years.

C-7- Number of Motorcyclist Fatalities

On Track to Meet Target: No

Report: The FY2025 HSP target was set at 3. There were 4 motorcyclist fatalities, exceeding the established target. This outcome highlights persistent challenges related to rider behavior, visibility, roadway conditions, and interactions between motorcycles and other vehicles.

C-8- Number of Unhelmeted Motorcyclist Fatalities

On Track to Meet Target: No

Report: The FY2025 HSP target was set at 0. However, there were 2 fatalities involving a rider not wearing a helmet in fiscal year 2025, 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 FY2025 HSP target was set at 2. In fiscal year 2025, there was 1 fatal crash involving a driver aged 20 or younger, meeting the established target. This outcome suggests that current countermeasures, including driver education programs, awareness campaigns, and enforcement efforts, may be positively impacting youth driver safety.

C-10- Number of Pedestrian Fatalities

On Track to Meet Target: Yes

Report: The FY2025 HSP target was set at 6. The number of pedestrian fatalities remained at 2 for FY 2023 to FY 2024, but increased to 3 in FY 2025. Although this figure remains below the established

target, older male pedestrians account for all traffic-related pedestrian fatalities in FY 2025, identifying this population as a high-risk group.

C-11- Number of Bicyclist Fatalities

On Track to Meet Target: Yes

Report: The FY2025 HSP target was set at 0. Over the past six years, including 2025, 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: Yes

The FY2025 HSP target was set at 56.2%. The 2025 seat belt usage rate was 74.3%. From 2022 through 2025, seat belt usage rates have shown a consistent upward trend, indicating steady progress in occupant protection behaviors. Despite this positive four-year increase, seat belt use remains below the desired target level, underscoring the need for sustained and enhanced intervention efforts.

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

On Track to Meet Target: Yes

The FY2025 HSP target for timely crash report submission was set at 17 days. In fiscal year 2025, the average time to submit a crash report was 16 days, meeting the established target. The VIPD is committed to further improving efficiency and data quality. To achieve this, VIPD plans to implement a new electronic crash reporting system in 2026, with an ambitious goal of reducing the average submission time to 5 days.

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

On Track to Meet Target: Yes

The FY2025 HSP target for the percentage of crash reports with no missing critical location data was set to 39%. In fiscal year 2025, 99.82% 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 2026 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 2025 HSP target was set to 22. In fiscal year 2025, there were 3 unrestrained individuals who sustained serious injuries in crashes, well below the established target. This outcome suggests that ongoing occupant protection strategies, such as enforcement of seat belt laws, public education and awareness campaigns, and targeted outreach, may be contributing to improved restraint use and reduced injury severity.

OP-2- Number of Fitting Stations within the USVI

On Track to Meet the Target: No

The FY2025 HSP target was set to 5. To achieve this goal, the VIOHS trained a new cohort of Child Passenger Safety Technicians (CPST) in the fourth quarter of FY2024 with the plans to establish additional fitting stations in fire stations on each island. However, the trainees from Virgin Islands Fire and Emergency Medical Services (VIFEMS) were selected internally from varied stations and shifts, preventing them from working in teams – a requirement for new CPSTs in the territory. This buddy system promotes safety and integrity in this critical service delivery. Future VIFEMS CPS trainees will be selected through strategic collaboration between VIOHS and VIFEMS to support project expansion. There were 2 active fitting stations in the USVI in fiscal year 2025 which is below the target.

FISCAL YEAR 2025 CRASH STATISTICS

The U.S. Virgin Islands reported a total of **5,095** crashes in FY2025, a 1.2% increase from FY 2024. A total of **3,193** crashes occurred on the island of St. Thomas (an increase of 4.0% compared to FY 2024), **1,642** crashes occurred on St. Croix (a decrease of 3.9% compared to FY 2024), and on St. John there were **260** crashes (relatively the same as FY 2023). Of these reported incidents, **17** 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 2025 CRASH STATISTICS			
ST. THOMAS			
	Total Crashes	Injuries	Fatalities
Passenger Vehicles Only	2,928	423	1
Pedestrian-Motor Vehicle	48	47	2
Bicyclist- Motor Vehicle	3	3	0
Motorcycles	41	33	1
CMV's	173	17	2
Total	3,193	523	6
ST. CROIX			
Passenger Vehicles Only	1,538	402	7
Pedestrian-Motor Vehicle	18	14	1
Bicyclist-Motor Vehicle	4	2	0
Motorcycles	12	8	3
CMV's	70	20	0
Total	1,642	446	11
ST. JOHN			
Passenger Vehicle Only	230	10	0
Pedestrian-Motor Vehicle	2	2	0
Bicyclist-Motor Vehicle	0	0	0
Motorcycles	4	3	0
CMV's	24	0	0
Total	260	15	0
TERRITORY			
Passenger Vehicle Only	4,696	835	8
Pedestrian-Motor Vehicle	68	63	3
Bicyclist-Motor Vehicle	7	5	0

Motorcycles	57	44	4
CMV's	267	37	2
Total	5,095	984	17

VIOHS Performance Measures

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 Infrastructure Investments and Jobs Act (IIJA) requirements.

The VIOHS' targets that were established in the FY 2024-2026 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 fiscal year 2025, 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, the Superior Court, the Bureau of Motor Vehicles, and the Virgin Islands Police Department.

For the upcoming fiscal year, 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.

Performance Measures

FY 2025 HSP Performance		Period	Base Years (FY)				
			2021	2022	2023	2024	2025
C-1	Total Traffic Fatalities To reduce the slope of the trendline, the target is set at 8 for the 2025 5-year average.	Annual	13	13	13	8	17
		5-Year Rolling Avg.	14	14	14	12	13
C-2	Serious Injuries in Traffic Crashes To continue the decline of the trendline, the target is set at 13 for the 2025 5-year average.	Annual	18	17	17	14	16
		5-Year Rolling Avg.	15	16	16	15	16
C-3	Fatalities/VMT	Annual	N/A				
		5-Year Rolling Avg.					
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions To reduce the slope of the trendline, the target is set at 1 for the 2025 5-year average.	Annual	3	1	5	2	6
		5-Year Rolling Avg.	5	4	4	3	3
C-5	Alcohol-Impaired Driving Fatalities To further steepen the downward slope of the trendline, the target is set at 0 for the 2025 5-year average	Annual	1	1	1	1	0
		5-Year Rolling Avg.	2	2	1	1	1
C-6	Speeding-Related Fatalities To reduce the slope of the trendline, the target is set at 8 for the 2025 5-year average.	Annual	1	7	3	2	6
		5-Year Rolling Avg.	3	4	4	4	4
C-7	Motorcyclist Fatalities To shift the trendline to a declining slope, the target is set to 3 for the 2025 5-year average.	Annual	2	1	3	1	4
		5-Year Rolling Avg.	2	2	2	2	2

FY 2025 HSP Performance Plan		Period	Base Years (FY)				
			2021	2022	2023	2024	2025
C-8	Unhelmeted Motorcyclist Fatalities To shift the trendline to a declining slope, the target is set to 0 in this category for the 2025 5-year average.	Annual	0	1	1	1	2
		5-Year Rolling Avg.	0	0	0	1	1
C-9	Drivers Aged 20 or Younger Involved in Fatal Crashes Reduce the 5-year average to 2 for this category by 2025.	Annual	1	0	0	0	1
		5-Year Rolling Avg.	1	1	1	0	0
C-10	Pedestrian Fatalities Reduce the 5-year average to 6 for this category by 2025.	Annual	4	5	2	2	3
		5-Year Rolling Avg.	2	3	3	3	3
C-11	Bicyclist Fatalities To maintain the constant trend of 0 in this category for 2025.	Annual	0	0	0	0	0
		5-Year Rolling Avg.	0	0	0	0	0
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants Increase the seat belt usage rate to at least 56.2% for the calendar year 2025.	Annual (Calendar Year)	72.3%	67%	68.2%	71.0%	74.3%
T-1	Average days between the crash date and the crash report submission date To reduce this measure to 17 or less days for FY2025.	Annual (Calendar Year)	13	15	13	14	16

FY 2025 HSP Performance Plan		Period	Base Years (FY)				
			2021	2022	2023	2024	2025
T-2	Percentage of crash reports with no missing critical location data To increase this measure to 39% or more for FY2025.	Annual (Calendar Year)	37.7%	37.2%	99.3%	99.98%	99.82%
OP-1	Unrestrained Vehicle Occupant Serious Injuries To reduce this measure to 22 or less for FY2025.	Annual (Calendar Year)	17	18	7	9	3
OP-2	Number of active CPS Fitting Stations within the USVI To establish 5 active CPS Fitting Stations within the Territory for FY2025.	Annual (Calendar Year)	5	5	5	2	2

FY2025 Performance

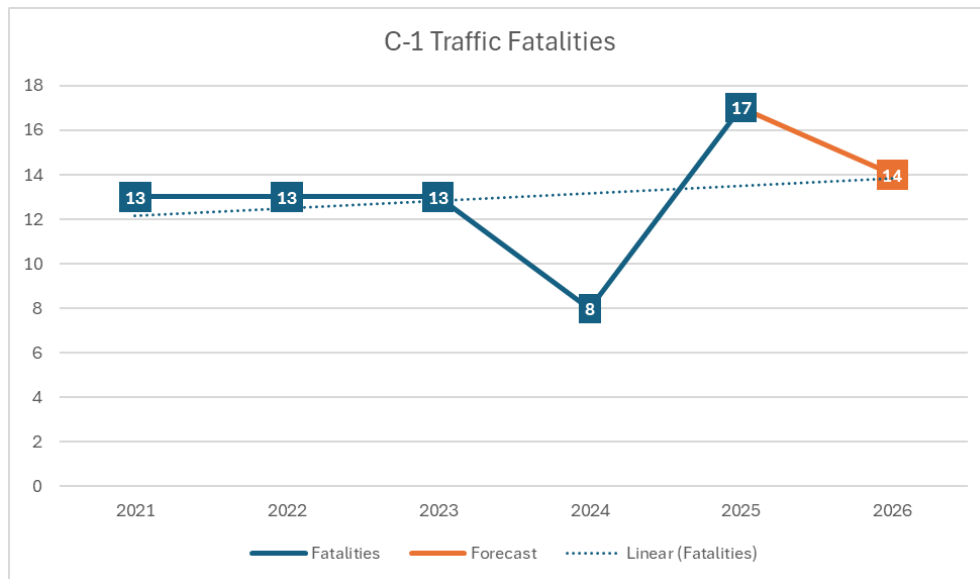
The following charts display the outcome of the efforts of the Virgin Islands Office of Highway Safety for fiscal year 2025.

C-1. Number of traffic fatalities.

Goal: To reduce the number of traffic fatalities to 8 or below for the Territory.

Number of traffic fatalities in FY 2025: 17

Status: This performance target for FY 2025 was not met.



Traffic Records Performance Measure: Yes

Target Metric Type: Numeric

Target Value: 8

Target Period: 5 Year

Target Start Year: 2021

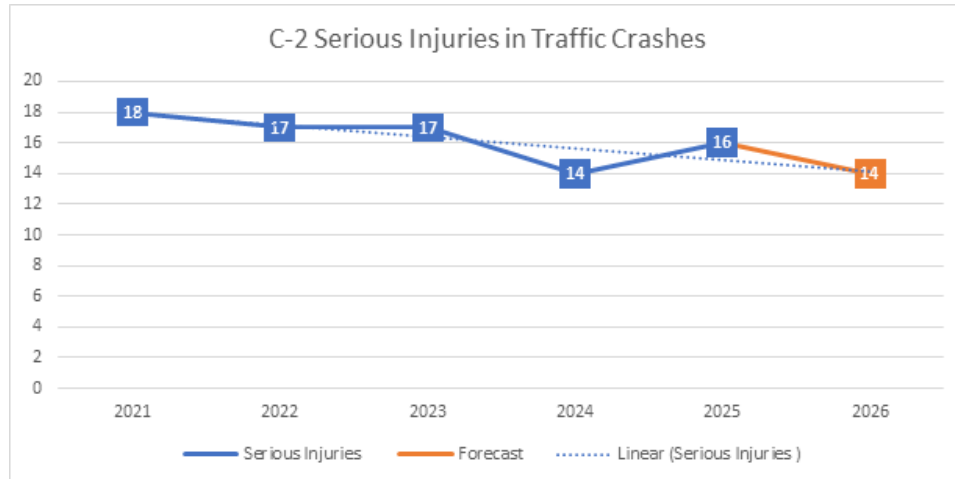
Performance Measure Justification: The increase in fatalities underscores the need to continue and strengthen data-driven countermeasures, particularly those focused on speeding, impairment, pedestrian safety, and roadway departure crashes. The data from this reporting period will be used to refine enforcement strategies, prioritize infrastructure improvements, and guide public outreach to better address the conditions and behaviors most associated with fatal outcomes.

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 2025: 16

Status: This performance target for FY 2025 was not met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 13

Target Period: 5 Year

Target Start Year: 2021

Performance Measure Justification: This outcome was largely influenced by an increase in crash severity rather than a significant increase in overall crash frequency. The increase in serious injuries highlights the need for continued emphasis on systemic safety strategies, including infrastructure improvements at high-risk locations, expanded speed management efforts, and enhanced protection for pedestrians and other vulnerable users. These strategies, combined with ongoing data analysis and targeted interventions, are expected to contribute to longer-term reductions in serious injury outcomes.

C-3.Fatalities/Vehicle Miles Traveled.

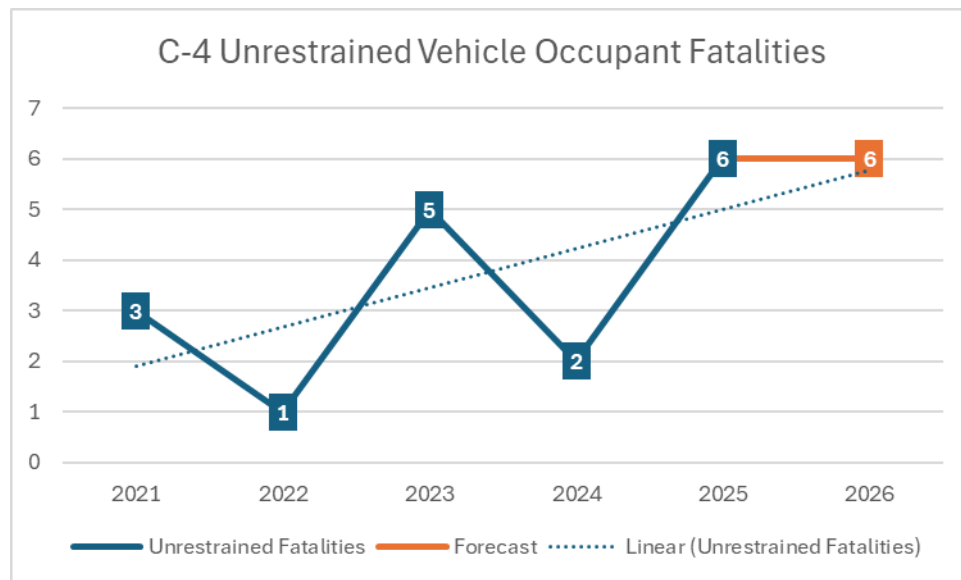
This performance measure is not applicable to the U.S. Virgin Islands.

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

Goal: To reduce the number of unrestrained passenger vehicle occupant fatalities to 1 or below for the Territory.

Number of unrestrained passenger vehicle occupant fatalities in FY 2025: 6

Status: This performance target for FY 2025 was not met.



Traffic Records Measure: No

Target Metric Type: Numeric

Target Value: 1

Target Period: 5 Year

Target Start Year: 2021

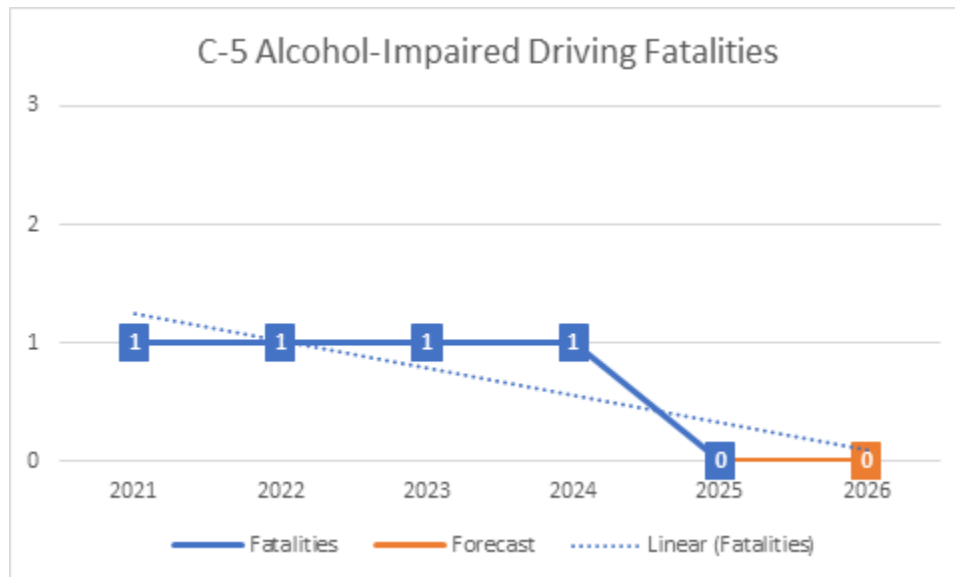
Performance Measure Justification: The performance target for unrestrained occupant fatalities was set at 1; however, 6 unrestrained vehicle occupants died in crashes during the reporting period. This increase reflects the continued presence of high-risk behavior related to seat belt non-use and the severe consequences associated with crashes involving unrestrained occupants.

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 2025: 0

Status: This performance measure for FY 2025 was met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 0

Target Period: 5 Year

Target Start Year: 2021

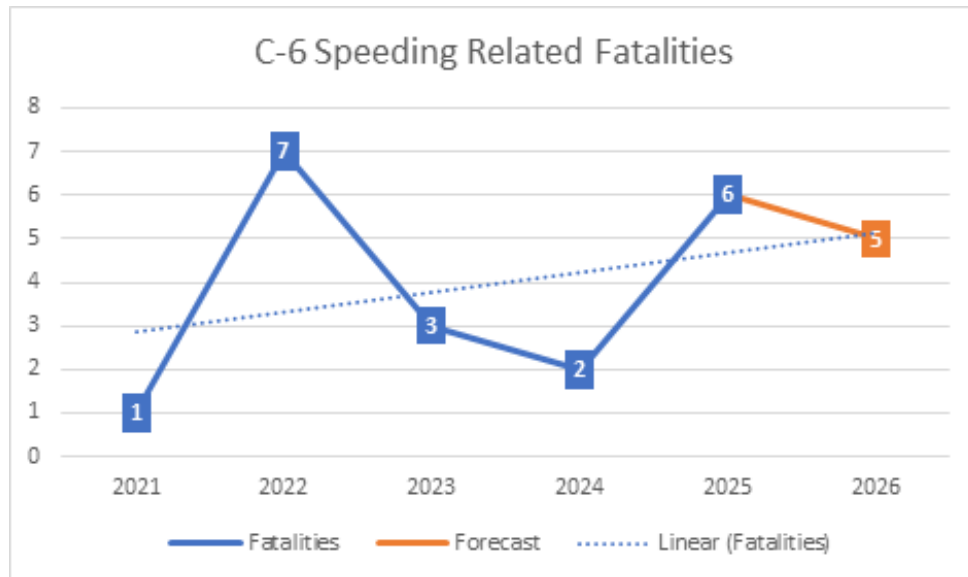
Performance Measure Justification: The target was met for 2025.

C-6. Number of speeding related fatalities

Goal: To reduce the number of speeding fatalities to 8 or below for the Territory.

Number of speeding fatalities in FY 2025: 6

Status: This performance measure for FY 2025 was met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 8

Target Period: 5 Year

Target Start Year: 2021

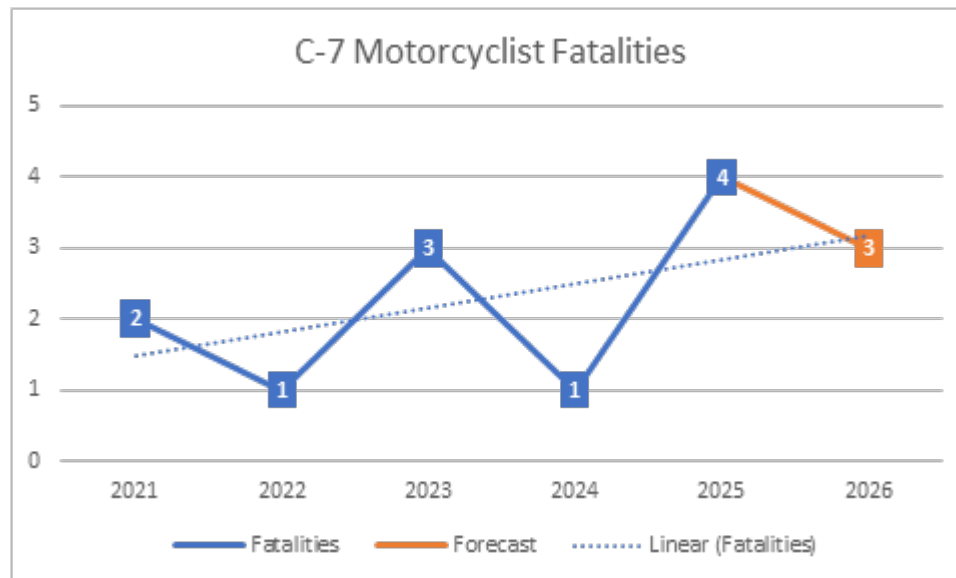
Performance Measure Justification: The target was met for 2025.

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 2025: 4

Status: This performance measure for FY 2025 was not met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 3

Target Period: 5 Year

Target Start Year: 2021

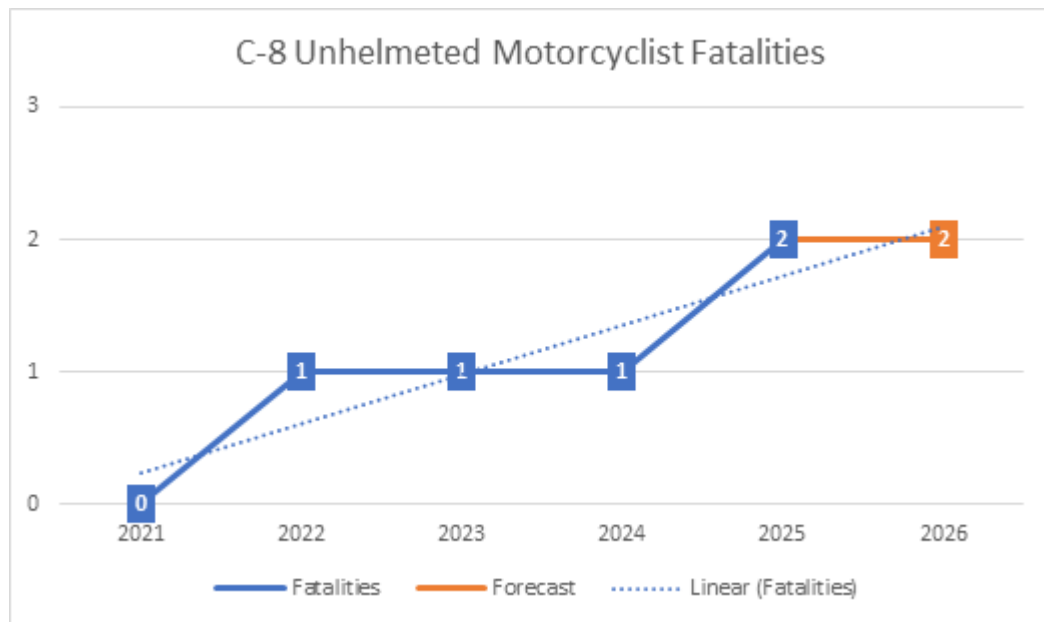
Performance Measure Justification: Motorcycle crashes are inherently more likely to result in fatal or serious injury outcomes due to the lack of physical protection for riders compared to passenger vehicle occupants. The data from this reporting period will be used to further refine motorcycle safety strategies, including targeted enforcement of speed and impairment laws, rider education and training initiatives, helmet and protective gear promotion, and focused outreach during peak riding seasons. These efforts are intended to reduce motorcycle crash severity and prevent future fatalities.

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 2025: 2

Status: This performance measure for FY 2025 was not met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 0

Target Period: 5 Year

Target Start Year: 2021

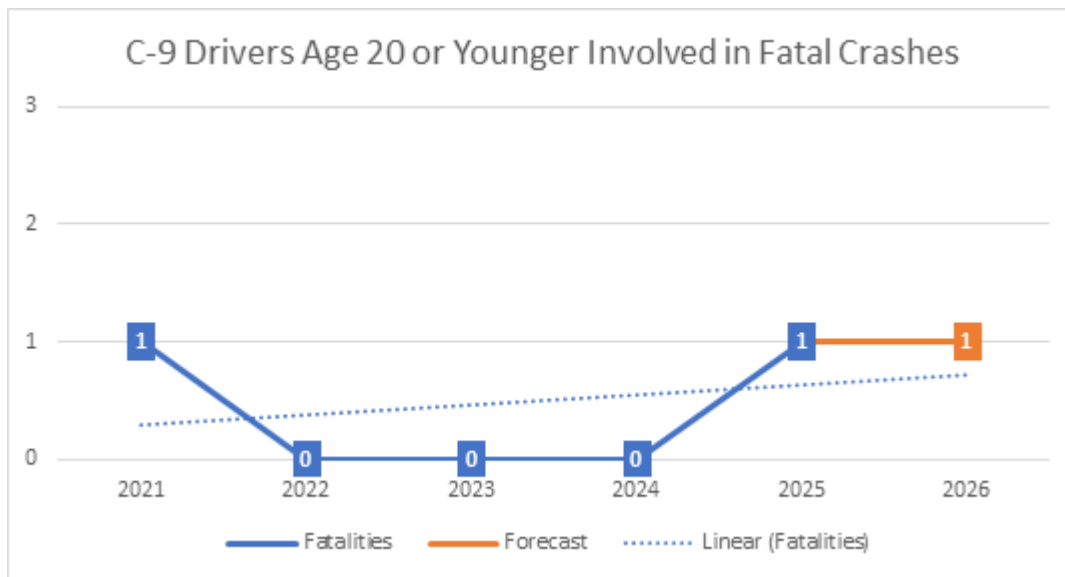
Performance Measure Justification: This outcome reflects the continued presence of high-risk behavior related to helmet non-use and the severe consequences associated with motorcycle crashes involving unprotected riders. The data from this period will be used to strengthen helmet promotion campaigns, support rider safety training, and guide enforcement and public awareness initiatives aimed at increasing helmet use and reducing preventable motorcycle fatalities.

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 2025: 1

Status: This performance measure for FY 2025 was met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 2

Target Period: 5 Year

Target Start Year: 2021

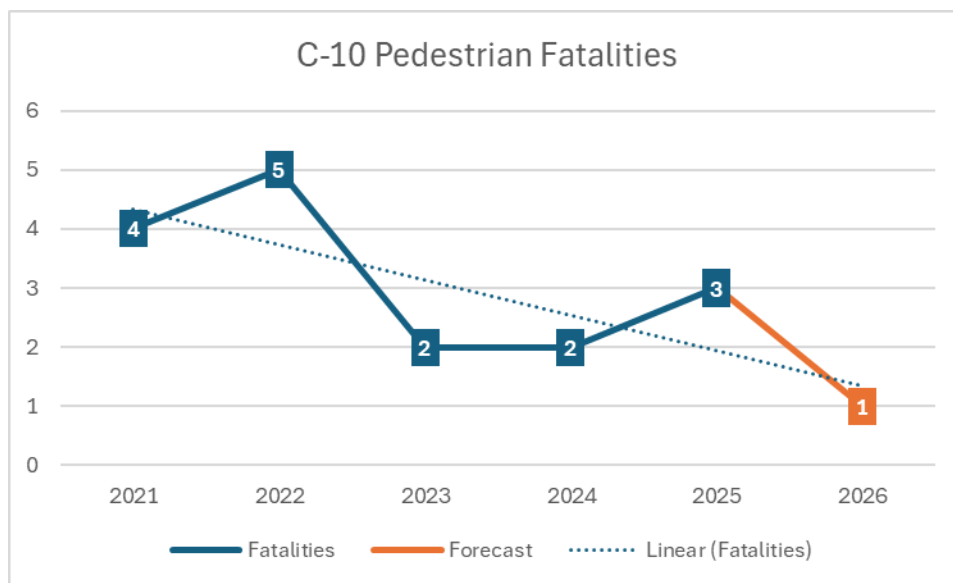
Performance Measure Justification: The target was met for 2025.

C-10. Number of pedestrian fatalities.

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

Number of pedestrian fatalities in FY 2025: 3

Status: This performance measure for FY 2025 was met.



Target Metric Type: Numeric

Target Value: 6

Target Period: 5 Year

Target Start Year: 2021

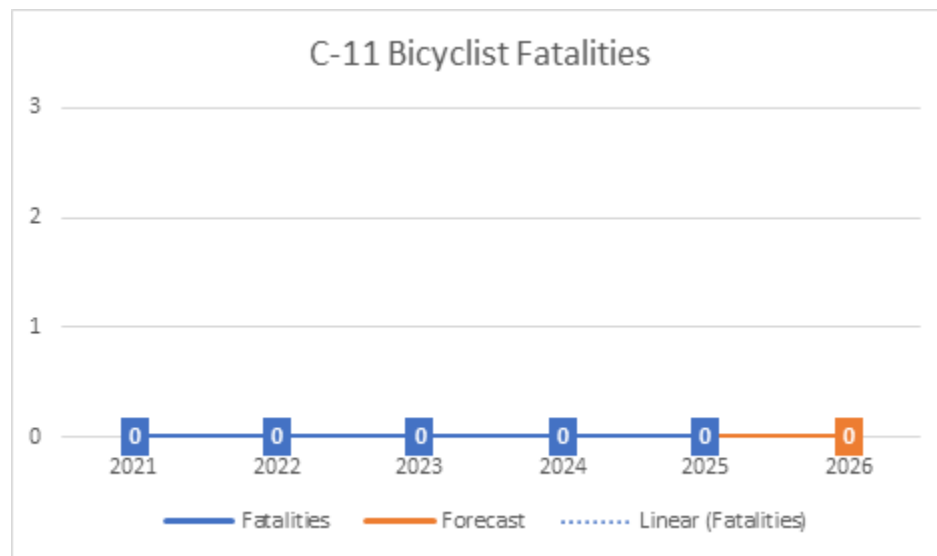
Performance Measure Justification: The target was met for 2025.

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 2025: 0

Status: This performance measure for FY 2025 was met.



Traffic Records Performance Measures: No

Target Metric Type: Numeric

Target Value: 0

Target Period: 5 Year

Target Start Year: 2021

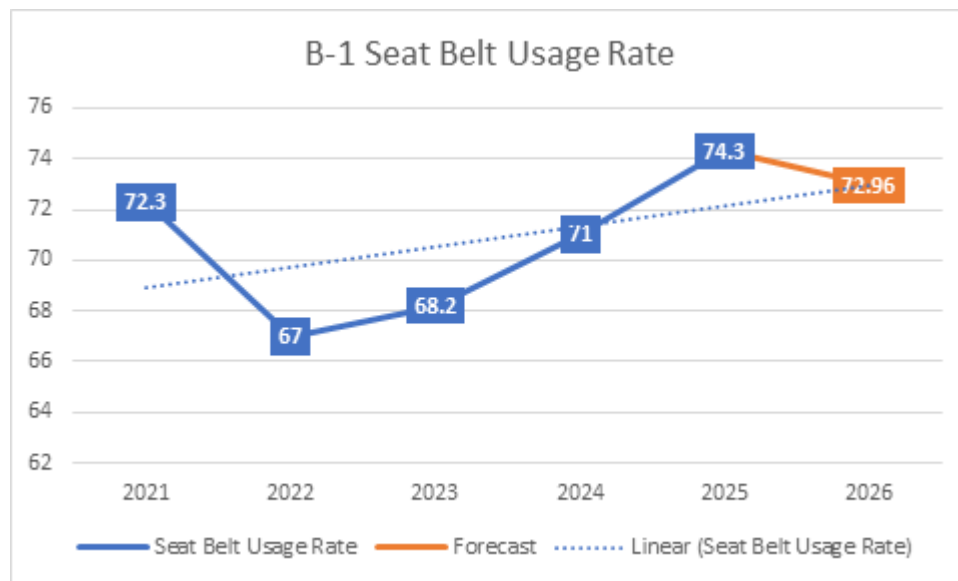
Performance Measure Justification: Bicyclist fatalities have been 0 for the past 5 years.

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

Goal: To increase seat belt usage rate to 56.2% or higher for the Territory.

Seat belt usage rate in FY 2025: 74.3%

Status: This performance target for FY 2025 was met.



Traffic Records Performance Measure: No

Target Metric Type: Percentage

Target Value: 56.2%

Target Period: Annual

Target Start Year: 2025

Performance Measure Justification: The target was met for 2025.

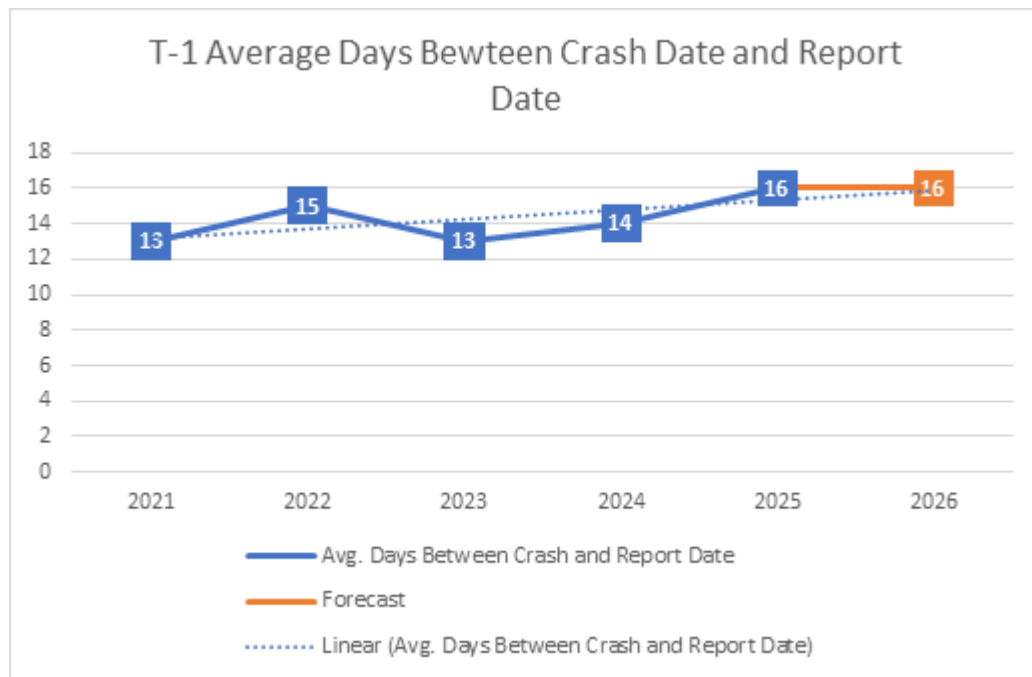
Future HSP Adjustments: To address the lagging territorial seat belt rate, VIOHS plans to execute a NHTSA-recommended plan of high-visibility enforcement coupled with community outreach and education. Collaborative planning efforts with the VIPD have begun. The media efforts – radio and online – launched 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 17 days or below for the Territory.

Average day between crash date and crash report submission in FY 2025: 16

Status: This performance target for FY 2025 was 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: 17

Target Period: Annual

Target Start Year: 2025

Performance Measure Justification: The target was met for 2025.

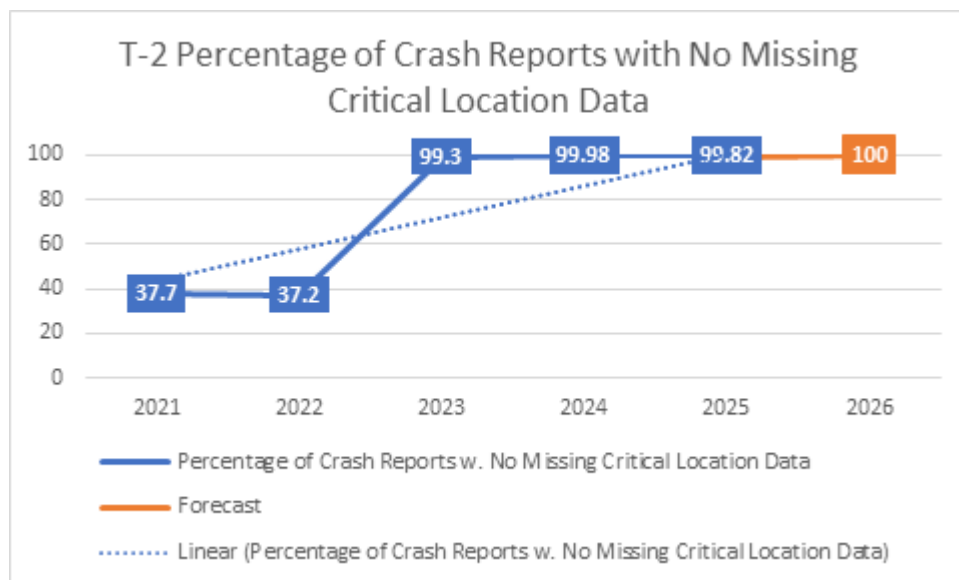
Future HSP Adjustments: The VIPD, in collaboration with the VIOHS, implemented the TraCS electronic citation system during FY2025 and the crash system will be implemented in FY2026. To support this effort, the VIOHS intends to continue to allocate funding through the Traffic Records Program for the integration 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.

The percentage of crash reports with no missing critical location data in FY 2025: 99.82%

Status: This performance measure for FY 2025 was met.



Traffic Records Measure: Yes

Target Metric Type: Numeric

Target Value: 39%

Target Period: Annual

Target Start Year: 2025

Performance Measure Justification: The target was met for 2025.

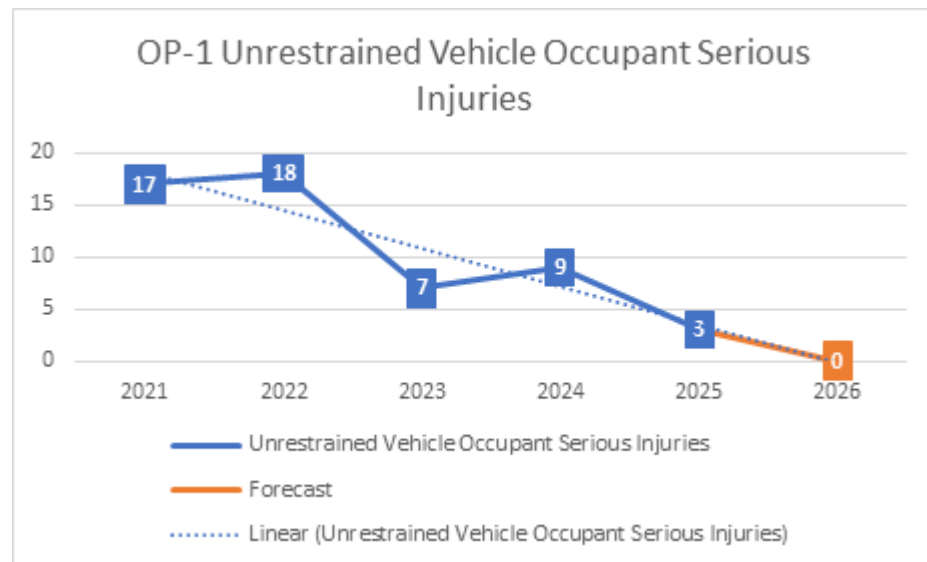
Future HSP Adjustments: With the full implementation of the electronic crash and citation reporting system within the TraCS software, including the integration of GPS location tools, this performance measure is expected to continue to improve, particularly with respect to the completeness and accuracy of location data. The use of GPS-enabled features allows officers to automatically capture precise crashes and citation locations in real time.

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 2025: 3

Status: This performance measure for FY 2025 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

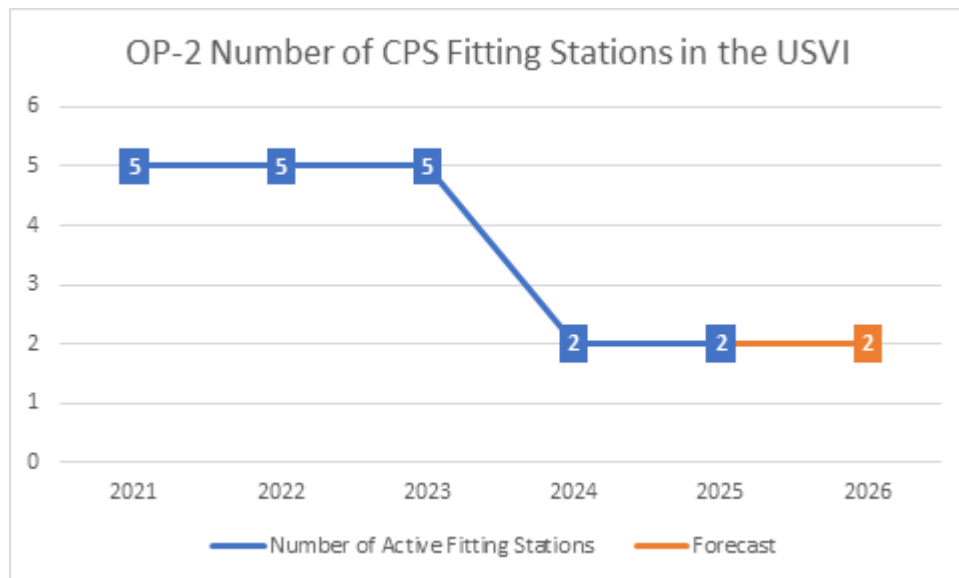
Target Start Year: 2025

Performance Measure Justification: The target was met for 2025.

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

Goal: To increase the Number of Active Fitting Stations Within the USVI to 5 territory-wide.

Status: This performance measure for FY 2025 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: 2025

Performance Measure Justification: Although community demand for services provided by CPS fitting stations remains low, the program still aims to establish an additional three fitting stations. By establishing stations within strategically located fire stations (one on each island), the program will encourage caregiver participation and increase accessibility for motorists with children.

VIOHS FY2025 Activities Targeting Performance Measures

Crashes, Serious Injuries and Fatalities

C-1. Number of traffic fatalities - To reduce the number of traffic fatalities to 8 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.

C-1 - In FY 2025, there were **17** traffic fatalities, representing a substantial increase from the 8 fatalities reported in FY 2024. This more than doubling fatal crashes highlights the need for continued targeted traffic safety interventions and enforcement across the territory.

C-2 - In FY 2025, 16 individuals sustained serious injuries from motor vehicle crashes, exceeding the established target of 13. 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-9 - In FY 2025, there was 1 fatal crash involving a driver aged 20 or younger, meeting the established target of 2. This outcome suggests that current countermeasures, including driver education programs, awareness campaigns, and enforcement efforts, may be positively impacting youth driver safety.

The **Traffic Records Programs Management Project** plays a central role in collecting, managing, analyzing, and interpreting traffic safety data to identify trends, risks, and performance gaps across the U.S. Virgin Islands. This project ensures that accurate, timely, and reliable data are available to support evidence-based decision making, policy development, and resource allocation for traffic safety initiatives. 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 vulnerable populations.

In FY 2025, males accounted for 94% of traffic-related fatalities, underscoring a significant gender disparity in roadway safety. They also represented a 19-percentage point increase over the FY2024 rate of 75%. Further analysis shows that males aged 50 and older comprised 52.9% of all traffic-related fatalities in FY 2025, indicating that older male road users, including both drivers and pedestrians, are a particularly high-risk group.

The VIOHS continued to take 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 **Traffic Records Coordinating Committee (TRCC)** exists to coordinate the collection, quality, integration, and use of traffic safety data across agencies to support effective roadway safety strategies. The committee brings together key partners including the VIOHS, the Virgin Islands Police Department (VIPD), the Virgin Islands Public Works (VIPW), the Lieutenant Governor's Office and Street Addressing Initiative, the Office of Emergency Services (VIFEMS), the Bureau of Motor Vehicles (BMV), the Attorney General's Office, and the Courts. Strengthening these partnerships remains essential to improving data sharing, system integration, and operational coordination. During the TRCC meeting held in FY2025, members expressed concern that while overall crash volumes remain relatively stable at about 5,000 crashes annually, fatalities increased in FY 2025, signaling growing crash severity and reinforcing the need for coordinated intervention across enforcement, infrastructure, emergency response, and public education. Significant progress was made on system modernization across multiple areas, including the Street Addressing Initiative, the development of the Master Address Repository System (MARS), the e-Citation project, enhancements to the driver and vehicle information system, and upgrades to EMS reporting and data management systems. These efforts are aimed at improving data integration, operational efficiency, and accuracy across traffic safety and emergency response platforms throughout the territory.

The **Emergency Medical Services Data Support Project** focuses on strengthening the efficiency and effectiveness of VIFEMS. A primary objective is to improve Time-to-Lock rates for Patient Care Reports (PCRs), ensuring that critical patient information is accurately recorded and promptly available to support care decisions following traffic-related injuries. Given that traffic incidents remain a leading cause of injury and death in the territory, timely and reliable EMS data is essential for improving patient outcomes and reducing fatalities.

By enhancing documentation practices and data management, the project promotes better coordination among healthcare providers, emergency responders, and public safety agencies, enabling a more effective, data-driven approach to traffic incident response. These efforts support both clinical care and broader traffic safety strategies, allowing stakeholders to identify trends, assess risks, and implement targeted interventions. However, persistent challenges such as delayed documentation, incomplete reports, and inconsistent adherence to reporting protocols continue to threaten data quality and service effectiveness. Addressing these issues is critical to maintaining high standards of emergency medical care, ensuring the seamless exchange of information, and supporting timely, informed decision-making that can save lives on the territory's roadways.

The merger of Fire and Emergency Medical Services in 2022 into a single unified agency, the Virgin Islands Fire and Emergency Services (VIFEMS), was undertaken to improve service coordination, operational efficiency, and the overall quality of emergency response. Prior to the merger, Fire and EMS operated as separate agencies with different reporting systems, data standards, operational definitions, and documentation workflows. During the transition, emergency responders faced competing demands between operational responsibilities and new documentation requirements, which contributed to delays in report completion and report locking.

The Time-to-Lock rate is a critical performance indicator that directly influences patient outcomes. Timely locking of 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.

The timeliness of PCR completion and locking was impacted by the merger. In 2025, the percentage of PCRs locked within 24 hours declined to 46%, down from 52% in 2024. 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 FY25. Enhancements to emsCharts software included:

- o tools available for use including CAD import, and ECG import.
- o Quick Action Buttons: Pre-configured shortcuts for documenting common emergencies, such as cardiac arrest, chest pain, and trauma.
- o Copy line features to improve timeliness and completion.
- o emsCharts Now application including driver's license barcode scanning to easily import patient demographics.

Although funding constraints and the approval process 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 2025. The sessions expanded on the topics covered during the previous year, including:

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

The training was designed to address ongoing staff turnover and ensure that new personnel are effectively onboarded, equipping them with the knowledge and skills necessary to use emsCharts efficiently. Participants responded positively to the upgraded features, highlighting how tools such as CAD import, ECG import, and enhanced charting workflows simplify documentation and support compliance with reporting requirements. By reducing manual entry errors and streamlining data capture, these enhancements are expected to improve accuracy, timeliness, and overall EMS performance.

Looking ahead, the FY26 EMS Data Support Project continues to prioritize timely and accurate documentation, emphasizing adherence to national and local standards. This focus ensures that patient care reports are reliable and actionable, supporting both clinical decision-making and broader traffic safety initiatives.

The **Bureau of Motor Vehicle Driver Point System Project** is a traffic safety and accountability initiative implemented by the Bureau of Motor Vehicles (BMV) to monitor, track, and respond to repeated traffic violations by individual drivers. The system assigns point values to specific moving violations—such as speeding, reckless driving, impaired driving, and other high-risk behaviors—and accumulates those points on a driver's record over time. The purpose of the system is to identify high-risk drivers, promote safer driving behavior, support enforcement and interventions, and judicial decision-making through a standardized, data-driven framework.

The system is integrated with electronic citation and court processes, allowing citation data and court dispositions to be transmitted to the BMV. At present, the BMV receives court disposition data electronically; however, staff must manually apply those dispositions to individual driver records, which limits automation, increases workload, and introduces the potential for delays or data entry errors. During FY 2025,

- The Point Allocation Table was reviewed and refined to ensure that traffic violations are accurately categorized and assigned appropriate point values, strengthening the fairness, consistency, and reliability of the Driver Point System.
 - Phase 1 of the system assessment was completed, resulting in the identification of data tracking gaps, workflow inefficiencies, and areas where automation and integration can be improved to enhance system performance and data integrity.
 - The project team initiated formal engagement with the Virgin Islands Courts, and coordination meetings have been scheduled to support collaboration on system integration, data exchange, and alignment of court disposition processes with BMV requirements.
- Standardized form letters were drafted for key communications, including Hearing Notifications, Notices of Intent to Suspend, and Driver Improvement Program requests, ensuring consistent messaging, legal compliance, and clear communication with drivers throughout the enforcement and remediation process.
- A draft contract was developed for Omni System - vendor responsible for the driver and vehicle information system - to support the design, development, and implementation of the Driver Point System. The contract was undergoing the formal procurement and approval process at the end of fiscal year 2025.

To combat the risky traffic behaviors that contribute to these crashes, VIOHS Traffic Safety Program Managers from the **Occupant Protection, Impaired Driving, and Police Traffic Services Programs**, collaborated to provide 20 presentations and engagement opportunities to educate the community on the territory's grave crash environment and to impart safe behaviors that can reduce crashes, injuries and fatalities. Presentations were provided to both children and adult audiences under the premise that increased knowledge would result in improved behaviors. The Traffic Safety Program Managers sought opportunities to engage adults at venues such as St. Croix Festival & St. Thomas/St. John Carnival parades, Water & Power Authority (WAPA), Diageo USVI and the St. Croix Agriculture and Food Fair. To increase traffic safety

awareness in the community, the team also produced 35 news releases/PSAs and engaged the community through local radio and television platforms. Child audiences were educated at afterschool and summer programs, Week of the Young Child Culminating Activities (STX), and at schools/daycare centers. Additionally, the team utilized VI Police Department social media platforms to spread 170 traffic safety messages that coincide with national traffic safety observations, holidays and local events. The content shared on these platforms consistently addressed impaired driving, occupant protection/child passenger safety, safe speeds, pedestrian and bicycle safety strategies.

The team at the VIOHS also increased community awareness of traffic safety issues by participating in the Crucian Christmas Festival Children's Parade (January 3, 2025) and the St. Thomas Carnival Children's Parade (April 25, 2025). The entries themed, *"Life Is a Gift; Protect It!"* featured training dolls in three stages of car seats, dolls on tricycles wearing helmets, and an assortment of traffic safety messages placed along the decorated truck. The team also distributed customized parade-appropriate, reusable giveaways to include hand towels, water bottles, hand fans, and sunglasses. These keepsakes will remind the recipients to exercise safe behaviors on the road into the future. In addition to the live audience at the parades, the events were broadcast, repeatedly, on local and national audio and video platforms.



The Impaired Driving Program Manager led a comprehensive outreach and engagement initiative during FY2025 to improve road safety among high-risk populations, including teens, young adults, and male drivers. Key activities included educational events at the University of the Virgin Islands (UVI) on St. Croix's Red Ribbon Week, the Mocktail event, and the Halloween Sober Driving event, which promoted awareness of impaired, distracted, and drowsy driving. Community engagement also included outreach to the 53rd Agriculture Food Fair, where interactive demonstrations and discussions educated attendees on safe driving practices and the dangers of impaired driving. 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 and retain their attention to result in behavioral changes related to traffic safety.

According to the CY2024 Rear Seat Restraint Observational Survey, 65.6% of children under age 8 are transported either under restrained or unrestrained in the back seat. The **CPS Fitting Stations (CPSFit) Project** worked aggressively with caregivers across the community to improve safety for this fragile population and to increase child passenger safety awareness. The project engaged caregivers through daycare centers, preschools, and community events. The Occupant Protection Program, with the assistance of its Child Passenger Safety Technicians, distributed over **550** car and booster seats to caregivers in need. With few to no local retailers

with car seats in inventory, the program was usually the sole local source for these safety restraints. A custom-made online training video was a required component of the application process. The video taught local CPS laws, best practices for securing child passengers, and provided viewers with a list of CPS support services available through the agency. Car seat safety checks remained in low demand in the territory. Therefore, the OP Program and CPSFit project pushed car seat safety checks through outreach opportunities and mobile car seat safety check events. The program hosted 7 mobile events throughout the islands, recording a 95% misuse rate.

The **Teen Drivers Outreach Project**, under the Occupant Protection Program, launched a new media product focusing on the correct way to wear a seat belt. The video, which included animation, depicted the consequences of wearing the shoulder belt behind the back or under the arm. During their roadside campaign over the years, the team noticed a number of occupants in need of this educational message. Although the asset featured tweens and teens, the message was applicable to audiences of all ages. The project was also able to translate two assets created in previous years into Spanish and Haitian Creole to reach the growing number of non-English speakers in those groups. These video and audio products were generously shared on local radio, television, and internet platforms. The teen targeted project also displayed Drive Safe banners throughout the territory to remind young drivers to buckle up.

The **Buckling Up with Barbers Project**, designed to address at-risk traffic safety behaviors for males, was not launched in FY2025 due to the planned coordinator's withdrawal.

The **FY2025 PTS USVI Occupant Protection Enforcement Project** supported VIPD enforcement activities during the nationally recognized Click It or Ticket mobilization periods. Checkpoints were visible in both districts during both daytime and nighttime hours. Officers provided education to non-complying occupants, explaining the law and the dangers that crashes pose to unrestrained occupants. Through the initiative, other driver infractions such as speeding, expired registration and excessive tint were also addressed. A total of **297** seat belt citations – **250** in St. Thomas/St. John and **47** on St. Croix – were issued and **2,079** interventions were made.

To increase community awareness around seat belt compliance and distracted driving, the OP and ID Programs collaborated to have October 25, 2024, proclaimed as Buckle Up Phone Down Day in the territory. With low seat belt compliance rates and an increase in drivers using cell phones behind the wheel, the media-driven observation aimed to support safe behavioral shifts in these areas. The programs issued PSAs and conducted radio appearances to advise the community of the observation and the benefits riding belted and distraction free.

The **Students Against Destructive Decisions (SADD) Project** application was not finalized due to OHS evaluation of the planned sub-recipient which lacked fundamental aspect of a SADD program or cohesive planning for the establishment of a SADD chapter.

The program is supported through a partnership with the University of the Virgin Islands Center for Excellence in Leadership and Learning (UVICELL), which enhances its community engagement capacity and educational reach. The project may be revisited in FY 2026 if the

potential sub-recipient is willing to invest time in project guidance and development with OHS staffers.

The Drive Safe with Centerline Car Rentals Outreach Project hosted a Drive Safe Contest across the Virgin Islands for motorists and passengers, launching the **#VIBuckleUp** campaign. This activity supported a key performance measure focused on public education and engagement. The campaign was inspired by feedback received during FY2024 Public Participation and Engagement held at Central High School, where it was reported that the seat belt usage rate in FY 2023 was 68.2%. To support the initiative, the Drive Safe Project Manager solicited donations of gift cards from Crucian Gold and Falcon Gas Station to be used as contest incentives. A dedicated landing page (<https://stxrentalcar.com/vibuckleup/>) was developed to allow community members to upload photos demonstrating seat belt use for a chance to win prizes. The contest was promoted through four rounds of social media posts across multiple platforms, including Facebook, Instagram, LinkedIn, Pinterest, Google My Business, and Threads. Paid boosts on Meta (Facebook and Instagram) generated a total of **395,021 impressions** and **695 clicks**. Drive Safe Buckle Up-related impressions during the first quarter included **118,000 impressions** among male audiences, **71,000 impressions** from the December winners post, **53,800 impressions** from the Q1 final push, and **22,200 impressions** from the Q1 Crucian Gold post. Additional Drive Safe Buckle Up content generated **20,000 impressions** from the **"#VIBuckleUpDad"** post and **15,800 impressions** from the February winner's post. In addition, an email campaign featuring #VIBuckleUp was sent to **17,398** customers. The campaign link was clicked 70 times and resulted in 16 #VIBuckleUp submissions during the first and second quarters.

The Keep Left videos, which are designed to help prepare visitors to drive on the left side of the road produced the following data. The videos are shared through Centerline Car Rental's pre-arrival email, displayed on screens in three rental office locations, and shown in the Divi Resort lobby. According to Centerline's post-reservation customer satisfaction survey, **458** customers reported receiving the Keep Left videos prior to arrival. Of those respondents, **76%** stated that the videos helped them feel more prepared to drive in the VI, while **16%** indicated that they live locally and were already comfortable driving, and **8%** reported that they had not seen the video. Survey responses indicate that the driving orientation videos were highly effective in preparing drivers for driving on the left. The videos were helpful, clear, and easy to follow, and provided valuable reminders even for those who had previously visited the islands. Many commented that the videos increased confidence, reduced stress, and allowed mental rehearsal prior to actual driving. Visitors appreciated the visual clarity, present-day travel relevance, and practical instruction, particularly for driving on the left side of the road. Overall, feedback highlighted that the videos were a great introduction for first-time drivers to the territory, an effective refresher for returning visitors, and a helpful resource to enhance safety awareness and preparedness on the island.

The *Drive Safe with Centerline Car Rentals Outreach Campaign* budget was delayed due to slow approval and funding allocation. As a result, the project's period of performance has been extended through FY2026 to allow for full implementation. This extension will ensure the

campaign meets its objectives of promoting safe driving, increasing traffic safety awareness, and engaging both visitors and residents of the Virgin Islands.

The **FY2024/2025 Impaired Driving Overtime Enforcement** conducted by the Virgin Islands Police Department (VIPD) featured high-visibility enforcement aimed at deterring alcohol- and drug-impaired driving and reducing related crashes, injuries, and fatalities. Enforcement efforts were concentrated during national and local Drive Sober or Get Pulled Over mobilization periods, including Thanksgiving (November 25–December 1, 2024), the Christmas/Crucian Festival (December 15–31, 2024), St. John Celebration (June 25–July 5, 2025), and the Fourth of July (July 3–September 9, 2025). These activities were strategically scheduled to coincide with peak travel times and historically high-risk periods and resulted in **196 enforcement days** during the fiscal year. During which, the VIPD made **16 DUI arrests**, issued **2,074 traffic citations**, and conducted **4,286 enforcement interventions**.

Through the **FY2025 Media Communications Project**, VIOHS maintained an active social media presence, providing 170 traffic safety messages across programs to the VIPD Public Relations team for posting on VIPD social media platforms. Of these, 30 were general VIOHS traffic safety reminders across programs, 45 were Impaired Driving, 19 for vulnerable road users and rules of the road, and 55 were occupant protection and child passenger safety related. The agency also provided 41 PSAs and news releases for distribution through internal channels and local media platforms. Of these, 5 spanned programs, 16 covered OP/CPS topics, and 20 were impaired driving. During the fiscal year, the program created 31 culturally appropriate original ads (5 video and 26 audio) for placement on local reaching platforms.

To get the word out, VIOHS incurred \$144,548.30 in advertising costs as follows:

Digital Ad Placement	\$6,585.65
Movie Theater Ads	\$5,500.00
Print Media (newspaper)	\$13,242.65
New Ad Creation (video/audio)	\$14,500.00
Radio Placement	\$77,720.00
Television Placement	\$17,000.00
Sponsorships	\$10,000.00
Total FY2025 Media Costs	\$144,548.30

Future Adjustments

High-visibility enforcement continues to be the missing element in shifting risky traffic safety behaviors in the community. With the addition of a **Law Enforcement Liaison** during the fiscal year, the agency hopes to get the buy-in and support from all levels of the VIPD. The LEL, a former Traffic and Patrol Officer, has an intimate understanding of all sides of the traffic safety picture - enforcement, equipment, and education. This, in addition to the connections and relationships established while on the force, should move VIOHS closer to its goals.

The **Occupant Protection** Program will continue its efforts to convince adults to adopt the life-saving habit of correct and consistent seat belt use, while inspiring others in their sphere to do the same. As recommended by the community through public participation and engagement efforts, the program will increase roadside visibility of its messaging to influence behavioral shifts in real time. To improve caregiver knowledge and improve crash outcomes for child passengers, the program will launch its New Life Project with maternity wards in local hospitals. Additionally, through the initiative with pediatricians during wellness visits, caregivers will receive CPS information and VIOHS referral from a trusted source – the pediatrician. The program will also work with local clinics to reduce the number of new mothers seeking child restraints following delivery.

To improve collaboration with stakeholders and ensure the public is informed about the territory's traffic safety landscape, the **Traffic Records Program** will lead efforts to deliver data-driven messaging and community outreach. By sharing information on traffic trends, fatalities, and high-risk behaviors, the program seeks to increase public understanding of the scope and severity of roadway safety challenges. This approach enables community members to connect more directly with traffic safety issues and encourages them to take proactive steps to modify behaviors within their control, ultimately reducing risk for themselves and others. Information will include trend analyses by program, geographic location, time of occurrence, and affected demographic groups, highlighting patterns in high-risk behaviors and traffic-related incidents. These insights will be disseminated not only across partnering agencies and through social media but through community forums, and targeted outreach campaigns, ensuring broad public accessibility.

Moving forward, the program will leverage new and enhanced data sources to strengthen analytical capacity. This includes data from the electronic citation system of the TraCS software implemented in FY 2025, which provides timely and standardized information on traffic violations, enforcement patterns, and driver behavior. Additionally, data from the new electronic crash reporting system component of the TraCS software scheduled for implementation in FY 2026, which will significantly improve the accuracy, completeness, and timeliness of crash data.

As previously stated, the merger of Fire Services and Emergency Medical services into a unified agency, VIFEMS, presented several challenges related to data quality and timeliness. Moving forward, VIFEMS will have a designated representative participating in TRCC meetings. This representation is intended to strengthen collaboration between emergency responders and traffic safety data partners, improve the completeness, accuracy, and timeliness of EMS and injury surveillance data ultimately contributing to safer roads and improved health outcomes for the territory.

During FY2025, VIOHS purchased feather flags in brilliant colors featuring concise safety messaging across program areas. Having received the shipment late, the flags will be utilized in FY2026. These flags, along with other roadside banners, are hoped to remind motorists to shift risk taking roadway behaviors in real time.

The **Impaired Driving** Program will explore potential areas of coordination including support for Cops in Shops initiatives and promotion of Responsible Alcohol Service Training (RAST) for alcohol retailers and servers by partnering with VI Department of Licensing and Consumer Affairs (DLCA). These efforts would enhance awareness of legal responsibilities related to alcohol service, help prevent overservice and underage access, and address alcohol-impaired driving at the point of sale and service.

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 56.2% 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.

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.

C-4 - In FY 2025, there were 6 deaths resulting from motor vehicle crashes involving passengers who were not using safety restraints. This outcome indicates a continued need for targeted strategies, including high-visibility enforcement, community education campaigns, and data-driven interventions aimed at increasing safety restraint use among all vehicle occupants.

B-1 - The 2025 seat belt usage rate was 74.3%. From 2022 through 2025, seat belt usage rates have shown a consistent upward trend, indicating steady progress in occupant protection behaviors.

OP-1 - In fiscal year 2025, there were 3 unrestrained individuals who sustained serious injuries in crashes, well below the established target of 22.

OP-2 – There are 2 active CPS Fitting Stations in the territory due to low CPS Technician participation rates. The program will continue to work toward increasing CPS access for motorists with children.

Seat belt compliance continues to be a concern in the territory. The **CY2025 Observational Seat Belt Survey** reported a seat belt compliance rate of 74.3% for drivers and their front seat passengers. This is a gain of 3.3 percentage points from the rate reported in CY2024 – a move in the right direction. However, when compared to the mainland compliance rate of 91.4%, the territory's failing traffic safety culture is exposed.

Consistent with past surveys, compliance was lowest on St. Croix (71.9%). However, St. Thomas and St. John switched positions for the first time. St. John's compliance rate was 73.4%, and St. Thomas had the highest compliance rate at 80.4%. As in the past, compliance for males was also lower (72.3%) than their female counterparts (84.7%). However, both genders saw an increase in compliance from the 63.4% and 81.9% compliance reported for males and females, respectively, in 2024. Drivers of pickup trucks had the lowest compliance rate (65.0%) than drivers of other vehicle types. This makes sense as most pickup truck drivers are also male.

The program continued to provide outreach, primarily to adult audiences across the territory – a deliberate shift from efforts conducted in previous years. It was noted that when

education was provided directly to children, the children certainly “get it.” However, if the knowledge is unsupported at home, it does not “stick.” Hence, the shift to targeting adult audiences was made since adults are critical in making and enforcing behavioral shifts for themselves and their families. Most outreach efforts were hybrid in nature, incorporating Public Participation and Engagement strategies for participants to provide VIOHS with solutions to the issues discussed through presentation. These exchanges were provided to groups such as Early Head Start Parents and Staff (STX), USVI Child Passenger Safety Technicians, and the Rotary Club (STT).

To increase visibility and gain the support of the executive branch, VIOHS successfully submitted requests to proclaim September 21st through September 27th as Child Passenger Safety Week in the territory. VIOHS informed the community through the VIPD website (<https://vipd.vi.gov/news/usvi-observes-cps-week/>), social media posts and the public service announcements distributed throughout media outlets. Electronic notices were also provided to daycare centers, preschool and elementary schools ahead of the event, inviting them to schedule presentations. 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. Thomas (September 20, 2025) and on St. Croix (September 27, 2025). Additionally, the OP Program joined Head Start Program’s virtual story hour to speak to the young audience and their teachers about using booster seats. The effort reached classrooms across the territory, and information was provided to share with the homes. The program also provided a presentation and seat check for Early Head Start parents. The audience learned about VI laws for child passenger safety and the health, legal and financial consequences for non-compliance. During the second hour of the convening, CPSTs provided car seat safety checks for the attending caregivers.

Community education is a priority for the OP Program. In addition to a generous use of media to include radio, television, and online platforms, the program provided in-person education during community events and through planned outreach with organizations and institutions. Child audiences were reached at the Caribbean Center for Boys and Girls Club’s summer program for children ages 4-13, and at St. Croix Central High School’s Career Day fair for students in grades 9-12. Adult audiences were engaged through events to include a Pre-Kindergarten Transition Conference hosted by the VI Department of Human Services (VIDHS), the Emergency Medical Service (EMS) Conference for Children on pediatric vehicular heatstroke prevention, the DHS Infant, Toddler Conference for Childcare Providers at the University of the Virgin Islands, and the Tutu Park Mall’s Back to School Extravaganza. During each effort, audiences learned the laws applicable to territorial vehicular occupants, with a focus on child passenger safety. Training dolls in child restraints were typically on display to spark conversations and demonstrate safe usage. Informational handouts were also provided.

Through the **FY2025 Heatstroke Prevention Project**, the program increased efforts to raise community awareness on pediatric vehicular heatstroke (PVH). Handouts were distributed through all in-person outreach activities. Custom resources, to include three posters entitled

"Forgotten," "Gained Access," and "Take Action," were designed and printed for sharing with pediatric care providers and preschools. Additionally, radio ads were distributed to educate the community about the hazards associated with leaving children in hot cars. The program also hired a videographer to create two ads to further communicate the dangers of PVH. One video addresses the causes – forgotten, left behind and gained access. The second video instructs the community to take immediate action should they see a child in this situation. The posters and video ads will be distributed in FY2026.

The OP Program announced its seat belt sticker initiative. This effort aims to increase seat belt awareness and compliance among drivers of government vehicles and the related passengers. It is in line with the GVI's safe vehicle use policy and, in addition to safety implications, will have a positive post-crash economic impact. In collaboration with the DPP, the program coordinated a media covered soft launch in September to advise the community of the initiative and its intent. The GVI is the largest employer in the territory with a fleet of 1,900 vehicles, most with shared usage. The 2" x 7" sticker, placed in the upper left corner of the windshield, serves as a tangible reminder that seat belt compliance is required in the territory in all seating positions. The stickers were scheduled to be installed during the annual GVI vehicle registration process in October. The program continues to pursue participation from semi-autonomous government agencies. VIOHS solicited, through the VIPD Commissioner, enforcement support to strengthen the initiative.



The **FY2025 Child Passenger Safety (CPS) Training Project** was not funded. However, a cohort of 16 new CPS Technicians (CPST) was added in September of FY2024. The program continues to seek workable strategies to reduce CPST attrition rates. Of the new CPSTs, only 4 (25%) were active during the fiscal year. In total, the territory has 29 certified CPSTs, 51.7% active. Of these, 25 are scheduled for recertification in 2026.

The program plans to train an additional cohort of 20 CPSTs in FY2026 using the same format of bringing in mainland instructors to conduct the certification training. However, the program will pursue the training of 2 local instructors for sustainability and to build program capacity.

Findings of the CY2025 USVI Rear Seat Restraint Observational Study are still pending. However, local data supports NHTSA findings which show that unrestrained drivers are more likely to transport unrestrained child passengers. According to the CY2024 survey, 70.0% of child passengers, aged 13 and under, rode either unrestrained or under restrained. But when those passengers were observed based on driver restraint use, a concerning picture came 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 OP program targeted caregivers of this tender population. Caregivers were educated at schools, daycare centers, preschools, and 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.

Under the **FY2025 CPS Fitting Stations Project**, the territory has 2 CPS fitting stations – one on St. Croix (VIOHS) and one on St. Thomas (St. Thomas East End Medical Center (STEEMC)). Although caregiver demand for seat checks and fitting assistance remains low, the program’s goal was to establish an additional 3 locations. However, establishing additional CPS Fitting Stations relies heavily on the number of dedicated CPSTs in the territory. VIOHS continues to work with VI Fire and Emergency Medical Services (VIFEMS) to establish fitting stations in fire stations across the territory. In FY2024, the program certified an additional 10 CPSTs from VIFEMS – each from a unique station and shift. Because the program promotes the buddy system for new technicians, additional fitting stations could not be established in FY2025. Working in isolation immediately after certification may alter the integrity of the service provided. Only 2 of the 10 new CPSTs were active during the fiscal year.

Due to low fitting station use, the program conducted several mobile community car seat check events. During FY2025, the program conducted 19 community education events and 7 mobile community car seat distribution and safety check events – 2 on St. Croix, 3 on St. Thomas, and 2 on St. John. The results are shown below. On average, seats had 2.9 misuse errors with harness height, tether use, loose installs, and uninstalled seats (device sitting on seat but not connected to the vehicle) being the most common issues.

Data collected from FY2025 Car Seat Safety Checks

		Misuse Errors
	# of Checks	Identified
St. Thomas	9	22
St. John	3	8
<u>St. Croix</u>	<u>10</u>	<u>38</u>
Total	22	64

Average Errors Per Seat 2.9

In addition to car seat safety checks, the program distributed over **550** car and booster seats to caregivers without appropriate child safety restraints. The online pre-registration process entailed a brief application, a 30-minute custom video, and a 12-question assessment. The video teaches VI occupant protection and child passenger safety laws and outlines the benefits and consequences of non-compliance for all three child restraint stages. Applicants also completed a brief assessment following the video to ensure core knowledge was gained. During the fiscal year, 880 applications were submitted, and the assessment was completed 642 times. Applicants were required to earn at least 9/12 to complete the process. However, applicants who failed to make the mark were coached through their missed items by a CPST,

making the process possible for all. The video was viewed 903 times, to date with 419 impressions. Finally, when receiving the seat, caregivers received one-on-one training from a CPST to learn about the safety features of the seat provided. They were also guided through the safe installation of the seat and positioning of the child.

The CPS Fitting Stations Project faced a major obstacle in FY2025 when VIPD leadership questioned the method of payments to CPSTs and halted the process when the last payments for the fiscal year were in the approval stages. Payments were provided, as outlined in the approved application, to incentivize CPSTs to provide CPS services and to support community outreach events. Even with the payments in place, the program struggled with high attrition rates. Although CPSTs on the VIOHS staff payments were the initial basis for the interruption, payments for several GVI employed CPSTs' were also halted. This failure to provide timely payment to technicians who have become accustomed to the incentive has affected technician morale and commitment. This is a devastating blow for the already struggling team. The VIOHS Director continues to work with department administrators to resolve the issue and save the program. The VIPD leadership has promised to provide guidance for the payments, but as of the end of calendar year nothing has been provided.

The OP Program provided a 3.5-hour training course for Early Head Start Program staff members. In addition to teaching VI CPS laws and providing hands-on training on seat installation and child positioning, the participants were challenged to be CPS advocates. The training taught the audience things to look for as they scan their young clients on arrival and departure from the center. They were empowered to express concerns to caregivers observed with children sitting without a safety seat, in the wrong seat, facing the wrong direction, or with strap misuse. These front-line employees' ability to recognize these and other common CPS safety issues can have a far-reaching, life-saving impact. Participants were also strongly encouraged to refer caregivers to the VIOHS for CPS assistance and support.

The program also completed a custom and culturally relevant instructional video to be used in partnership with the local hospitals. The video will educate new parents of the Mother/Baby Units on laws applicable to occupant protection in the territory for passengers of all ages, with a focus on the infant seat. In addition to learning safe positioning techniques, viewers will walk through the installation of both the infant-only and the convertible car seat. The video also educates caregivers of the subsequent stages legally required through age 8 or until the child is at least 4'9" tall. The video is also available in Spanish and Haitian Creole. In addition to viewing the video prior to discharge, new parents will receive handouts with additional occupant protection and CPS support strategies.

Future Adjustments

The OP Program will continue its efforts to convince adults to adopt the life-saving habit of correct and consistent seat belt use, while inspiring others in their sphere to do the same. As recommended by the community through public participation and engagement efforts, the program will heed the advice of the community by erecting roadside signage to remind the motoring community of local seat belt compliance laws 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.

The program will extend its reach by partnering with pediatric care providers and clinics to provide car seat information and advice from a trusted source. CPS and PVH posters and handouts will be provided for distribution during wellness visits. Additionally, the program will work with obstetricians to reduce the number of families seeking last minute child restraints to meet the car seat requirement to transport newborns. This group will also receive advice from these medical professionals on the correct way for expecting mothers to wear a seatbelt.

To improve crash outcomes for child passengers, the program will continue to address Technician motivation while providing education and disseminating information needed to increase community appetite for CPST services. Periodic CPST refresher sessions will continue to build camaraderie among technicians and to review key technical and soft skills. Additionally, quarterly community seat check events will be conducted to increase opportunities for hands-on experience and skill sharpening.

Impaired Driving Program

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

C-5 - During fiscal year 2025, there were no fatalities resulting from crashes in which the driver was under the influence of alcohol, and the target was met. However, the agency will continue to enhance enforcement, expand public education and awareness campaigns, and support prevention and intervention services aimed at discouraging impaired driving.

To support the Territory's performance target of reducing alcohol-impaired driving fatalities to zero, the Impaired Driving Program implemented a series of targeted initiatives in FY 2025 under the **Impaired Driving Program Management Project**. These initiatives addressed alcohol-impaired driving risk factors, increased public awareness, and promoted responsible driving behaviors in alignment with VIOHS performance measures and NHTSA guidance.

During FY2025, the Impaired Driving Program implemented a comprehensive outreach and engagement strategy aligned with NHTSA performance measures aimed at reducing impaired driving-related crashes, injuries, and fatalities. The program conducted 21 outreach and engagement activities across the territory during FY2025. The activities focused on increasing public awareness, improving knowledge of impaired driving risks, and promoting safe driving behaviors among identified high-risk populations, including teens, young adults, and male drivers. Educational initiatives were conducted at the University of the Virgin Islands on St. Croix during Red Ribbon Week, a Mocktail awareness event, and a Halloween Sober Driving campaign. Community-wide engagement was further expanded through outreach at the 53rd Annual Agriculture and Food Fair, where interactive demonstrations and facilitated discussions reinforced sober driving. Targeted outreach to male drivers, a population overrepresented in impaired driving crashes, was achieved through partnerships with Diageo USVI and workplace-based engagement sessions with employees of the Water and Power Authority (WAPA) on St. Croix and St. Thomas/St. John, as well as Lutheran Social Services. These targeted interventions were designed to address high-risk behaviors and promote compliance with impaired driving laws through peer discussion and real-world application.

In addition, during the Crucian Christmas Festival, an event period historically associated with increased alcohol consumption and elevated impaired driving risk, a high-visibility crash-damaged vehicle was displayed on a 20-foot trailer positioned along the heavily traveled corridors of the Melvin Evans Highway and Emancipation Road to maximize exposure to festival attendees and motorists. The visual demonstration served as a deterrence-focused educational tool by highlighting the severe and often fatal consequences of impaired driving. By delivering sustained, high-impact messaging during a peak-risk period, the initiative increased public awareness, reinforced sober-driving decision making, and supported behavioral changes intended to reduce alcohol-impaired driving incidents.

FY2025 also marked the passage of **Bill No. 36-0027, *Jah'niqua's Law*, which amended Title 5 of the Virgin Islands Code to strengthen impaired driving accountability.** The law requires defendants convicted of negligent vehicular homicide or DUI resulting in death or permanent disability to pay restitution in the form of child maintenance when the victim was a parent or guardian of a minor. This legislation addresses the human and social consequences of impaired driving, supports families affected by these tragedies, and reinforces the territory's commitment to prevent serious injuries and fatalities on its roadways. It also aligns with the long-term goal of zero impaired driving fatalities across the territory.

In addition, the program collaborated with the 36th Virgin Island Legislature on **Bill No. 36-0123**, which strengthens impaired driving standards for specific driver groups. The bill amends **Title 20 Section 493**, by establishing a stricter BAC standard for drivers under the age of 21 and a zero tolerance for commercial vehicle (CMV) drivers. Because the legal drinking age in VI is 18, this legislation enhances roadway safety, reduces the risks of alcohol and drug related crashes, and demonstrates the territory's proactive approach to support safe driving behaviors through legal and regulatory measures by targeting the high-responsibility CMV drivers. These legislative actions complement VIOHS's FY2025 impaired driving outreach and engagement efforts, reinforcing public awareness campaigns, education initiatives, and targeted interventions. By combining legislative advocacy with community-based programs, VIOHS aims to strengthen both enforcement and prevention strategies of eliminating impaired driving fatalities.

The **FY2024/2025 Impaired Driving Overtime Enforcement** conducted by the Virgin Islands Police Department (VIPD) featured high-visibility enforcement aimed at deterring alcohol- and drug-impaired driving and reducing related crashes, injuries, and fatalities. Enforcement efforts were concentrated during national and local Drive Sober or Get Pulled Over mobilization periods, including Thanksgiving (November 25–December 1, 2024), the Christmas/Crucian Festival (December 15–31, 2024), St. John Celebration (June 25–July 5, 2025), and the Fourth of July (July 3–September 9, 2025). These activities were strategically scheduled to coincide with peak travel times and historically high-risk periods and resulted in **196 enforcement days** during the fiscal year. During which, the VIPD made **16 DUI arrests**, issued **2,074 traffic citations**, and conducted **4,286 enforcement interventions**.

The Impaired Driving Program liaised with the Office of the Governor to promote several traffic safety proclamations to raise awareness of impaired and distracted driving risks. During the holiday season, the proclamation for **National Impaired Driving Prevention Month**, was recognized from **December 11, 2024, to January 6, 2025**. This period coincided with preparations for the holiday season and the Crucian Christmas Festival, a historically high-risk time, providing an opportunity to reinforce safe driving messages. In **April 2025**, Distracted **Driving Awareness Month**, was proclaimed. All proclamations were **media-driven**, leveraging social media platforms, radio, and local press to maximize public outreach.

These coordinated efforts helped raise awareness, shift driving behaviors, and reinforce traffic safety throughout the territory.

Despite these obstacles, progress was made in increasing public awareness, promoting responsible driving behaviors, and preparing residents and visitors for safe road use. The outreach initiatives were successful in promoting road safety; the Territory experienced zero impaired driving fatalities during FY2025.

Future Adjustments: The Impaired Driving Program will continue to use community feedback, particularly insights related to male drivers, to further refine strategies aimed at reducing impaired driving incidents. Feedback collected through outreach events, workplace engagements, and community interactions will inform adjustments to messaging, campaign placement, and educational approaches to better resonate with high-risk populations. In FY2026, VIOHS will expand the use of high-visibility prevention tools, including the strategic placement of feather flags at high-traffic locations, community events, alcohol-themed venues, and enforcement activity sites. These visual reminders will reinforce impaired driving prevention messages, increase public awareness, and support ongoing education and enforcement efforts.

The program will also strengthen coordination with the Law Enforcement Liaison (LEL) to support impaired driving enforcement initiatives, including high-visibility enforcement during high-risk periods. Education and outreach activities will be aligned with enforcement efforts to maximize deterrence and public impact.

Together, these strategies, community-informed messaging, visibility tools, enforcement coordination, and cross-agency collaboration will strengthen impaired driving prevention efforts and support the Territory's goal of zero impaired driving fatalities, in alignment with NHTSA performance measures.

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.

C-6 - There were 6 speeding-related fatalities in fiscal year 2025, thus meeting the target. While the target was met, speeding continues to pose a serious threat to roadway safety.

C-7 - There were 4 motorcyclist fatalities, exceeding the established target of 3. This outcome highlights persistent challenges related to rider behavior, visibility, roadway conditions, and interactions between motorcycles and other vehicles.

C-8 - There were 2 fatalities involving a rider not wearing a helmet in fiscal year 2025, meaning the target was not met.

C-10 - The number of pedestrian fatalities remained at 2 for FY 2023 to FY 2024, but increased to 3 in FY 2025. However, this figure remains below the established target of 6.

C-11 - Over the past six years, including 2025, 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.

The **FY2025 Police Traffic Services Program** gained a potential Law Enforcement Liaison (LEL) through the Commissioner's Office during the third quarter of FY2025. The persons served as a traffic enforcement and a patrol officer on the VIPD force in the St. Croix district. Her law enforcement background and insight into the structure, operations and culture of VIPD, coupled with the newly acquired insight into traffic safety education, should make her a benefit to the team. This is a placement based on future evaluations by the Training Unit, assessment by the district police chief, and final decision by the Commissioner.

The Traffic Safety Managers conducted 20 in-person outreach events and several radio/video interviews to engage the community on traffic safety issues and to encourage safe behavioral shifts.

The LEL joined outreach efforts conducted by Traffic Safety Managers to promote safe speeds, pedestrian safety and cyclist safety. She joined the OP Program Manager to present safety

strategies to Early Head Start staff members. In addition to providing general safety data and strategies for vulnerable road users, strong approaches for keeping their young clients safe were also provided. These strategies, when shared with caregivers, will improve roadway safety in parking lots, on the school bus, and at home. The program also produced 2 pedestrian radio safety ads, which were aired on local radio stations.

Future Adjustments

Based on evaluations, assessments, and final decision by the Commissioner, if the placement of the officer is not beneficial for the VIOHS, the process of hiring will once more be initiated.

The program will continue to utilize the media and in-person opportunities to educate the community on strategies that keep vulnerable road users safe. Through public participation and engagement events, the community has reiterated the need for an educational campaign around the safe use of crosswalks from the perspectives of both the driver and the pedestrian. This dual-perspective campaign is also needed for bicycle safety.

A campaign focusing on obeying the rules of the road will assist in the reduction of red light running and other unsafe traffic behaviors prevalent across the territory. Additionally, the program will seek partnership with the VI Department of Public Works to redefine crosswalks across the territory. This low-cost effort, coupled with a robust educational campaign, should improve safety outcomes for pedestrians.

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.

T-1 - In fiscal year 2025, the average time to submit a crash report was 16 days, meeting the established target. The VIPD is committed to further improving efficiency and data quality.

T-2 - In fiscal year 2025, 99.82% 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 2026 will utilize GPS technology to record precise location coordinates, including latitude and longitude.

Timely and accurate crash reporting remains a significant challenge affecting the quality, usefulness, and reliability of traffic safety data across the territory. Delays in crash report submission reduce the ability of agencies to conduct near real-time analysis, identify emerging trends, respond quickly to high-risk conditions, and implement timely countermeasures. 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 FY 2025, the VIPD continued to utilize 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 the utility of the data collected. Additionally, Report Beam does not send automatic notifications to supervisors when crash reports are submitted, often leading to delays in the review and approval process.

Concurrently, during FY 2025, the TraCS software, which includes an electronic citation, crash reporting, and commercial vehicle inspection form, transitioned from testing to live production, marking a major advancement in modernizing traffic citation processing in the Virgin Islands. The electronic citation system was thoroughly tested and implemented among VIPD Traffic Division officers in both St. Thomas/St. John and St. Croix district. Traffic Division officers engaged in hands-on training and UAT, which helped refine system workflows, validate fields, and resolve technical issues, resulting in a stable and functional deployment. By the end of the fiscal year, nearly 600 citations had been successfully transmitted and closed, demonstrating both operational readiness and adoption among field personnel.

Although full implementation of the electronic crash reporting system is scheduled for FY 2026, preliminary testing was conducted during FY 2025. These early tests allowed officers

and technical staff to explore system functionalities and provided valuable insights into potential operational challenges. Importantly, using the e-Citation system first offers advantages for the upcoming crash reporting rollout: officers are already familiar with system navigation, field structures, and data entry protocols, and the citation and crash forms share similar fields. This familiarity is expected to facilitate a smoother transition, reduce training time, and minimize errors when the crash reporting module is deployed.

The interagency collaboration between VIPD, the Attorney General's Office, the Courts, and BIT was critical to the project's rollout. Challenges such as connectivity issues, network configurations, and citation approval backlogs were addressed through coordination and technical adjustments. The year's work established a foundation for expanded system use, including crash reporting, improved interagency data sharing, and enhanced traffic safety management. The e-Citation implementation not only streamlined citation processing but also set the stage for a more comprehensive, territory-wide traffic records modernization in FY 2026.

The implementation of the TraCS electronic citation 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, including GIS mapping technology, allows 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.

USVI Core Performance Measures

USVI CORE PERFORMANCE MEASURES	2021	2022	2023	2024	2025	5-Year Average
Number of Seatbelt Citations Issued During Grant Funded Enforcements	54	0	654	156	600	206
Number of DUI Arrests Made During Grant Funded Enforcements	6	0	4	2	16	6
Number of Speeding Citations Issued During Grant Funded Enforcements	0	0	Data Not Available	Data Not Available	0	0

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.

The **Impaired Driving Overtime Enforcement Project** - Enforcement efforts were concentrated during national and local Drive Sober or Get Pulled Over mobilization periods, including Thanksgiving (November 25–December 1, 2024), the Christmas/Crucian Festival (December 15–31, 2024), St. John Celebration (June 25–July 5, 2025), and the Fourth of July (July 3–September 9, 2025). These activities were strategically scheduled to coincide with peak travel times and historically high-risk periods, totaling **196 enforcement days** during the fiscal year. During these initiatives, the VIPD made **16 DUI arrests**, issued **2,074 traffic citations** reinforcing the general deterrent effect of highly visible enforcement, and conducted **4,286 total enforcement interventions**.

The **FY2025 PTS USVI Occupant Protection Enforcement Project** supported VIPD enforcement activities during the nationally recognized Click It or Ticket mobilization periods. Checkpoints were visible in both districts during both daytime and nighttime hours. Officers provided education to non-complying occupants, explaining the law and the dangers that crashes pose to unrestrained occupants. Through the initiative, other driver infractions such as speeding, expired registration and excessive tint were also addressed. A total of 297 seat belt citations – 250 in St. Thomas/St. John and 47 on St. Croix – were issued and 2,079 interventions were made.

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.

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.

FY 2025 Public Participation and Engagement Efforts



The community's voice continues to be a critical component of VIOHS' efforts to reduce crashes and their impending injuries and fatalities. Through the community's lens, the agency was able to learn innovative and realistic strategies that speak to the needs of the community. Addressing traffic safety is a relevant effort that is relevant to all residents and visitors; everyone uses the roads and everyone hopes to return safely. 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. These solutions are often practical, realistic, and culturally relevant to the affected communities.

All Public Participation and Engagement sessions were held with the following accommodations to ensure inclusion of all community voices:

- ADA accessible rooms were used. In one case, WAPA utilized an upstairs conference room. However, it was determined that none of the expected employee participants would be deterred by the step-only access.
- VIOHS had access to online language translators and projection to assist in 2-way communication for non-English speakers. However, none of the sessions required use of the apps.

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

**A TRAFFIC SAFETY CONVERSATION WITH CPS TECHNICIANS
ST. CROIX AND ST. THOMAS, USVI
SEPTEMBER 19, 2025**

Child Passenger Safety continues to be a primary concern for the Occupant Protection Program. According to the CY2025 USVI Rear Seat Restraint Observational Survey, 70.1% of local children under the age of 14 rode unrestrained or under restrained in the rear. The car seat/booster seat population – children under age 8 – was recorded riding at risk 65.6% of the time. This concerning trend is coupled by data generated through local CPS data which show that approximately 95% of car or booster seats in use have at least one misuse error that could cause harm to a child crash victim. With over 5,000 crashes logged into the territory over the past few years, this poses an extremely vulnerable road climate young passengers.

During the CPST Refresher session held in September, the OP Program Manager seized the opportunity to ask the “experts” about strategies that might be implemented to improve crash outcomes for this vulnerable population. Although the meeting took place on St. Croix, technicians from St. Thomas/St. John were brought over to participate in the conversation.

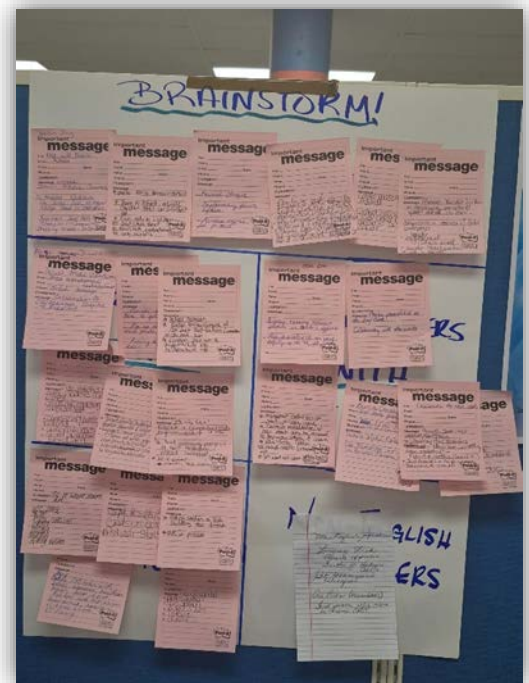
Professionally, these technicians are traffic safety managers, social workers, medical professionals, firefighters, and childcare providers. Personally, they are parents, grandparents, church members, and overall concerned citizens. This combination of characteristics made them a prime audience for the feedback required.

CPST Refresher sessions are held throughout the year to maintain CPST soft and technical skills while building team spirit. During these day-long events, technicians are provided with local CPS data, get a chance to review their learning, and get hands-on practice with car seats across various manufacturers and stages. During the session in September, the technicians were guided through a series of questions related to child passenger safety. The format of the brainstorming conversation was as follows:

- Technicians were divided into groups of 3
- A topic/goal was posed
- They discussed the need within the group and generated a list of ideas
- Ideas were turned in
- Each group was asked to share an idea or two with the entire group
- Ideas were weighed through open and honest discussions
- Participants were regrouped for each question to inspire original thoughts

The goals discussed and their feedback were as follows:

- **Increase Overall Seat Belt Compliance**
 - o Public service announcements
 - o Going into schools to educate children about seat belt use
 - o Have fun activities for children at seat check events to facilitate remembrance of using seat belts.
 - o Establish MOU with public schools
 - o Increase social media ads
 - o Do targeted outreach for areas with lesser usage based on statistics
 - o Appoint seat belt champions in community
 - o Do education in shopping areas
 - o Provide reward stickers
 - o Implement points system
 - o Have random raffles for prizes
 - o Partner with agencies for community outreach
 - o Continued traffic initiatives
 - o Visible commercials of traffic collisions and incentives for parents
 - o Revive Buckle Up bear in engaging pre-school and grade school children
 - o Showcase stories of fatal outcomes
 - o Increase enforcement
 - o Allow for citizen's arrests
 - o Greater collaboration with UVI and hospitals



- o Child Passenger Safety Festival
- o School curriculum
- o Local artists on social media to push safety
- **Connect and Convince – Caregivers without Seats**
 - o Social media advertisements
 - o School engagement advertisement
 - o Media coverage
 - o Collaboration VIPD, hospitals and Head Start
 - o School outreach
 - o Radio announcements of car seat distribution/importance of car seat use
 - o Random pop ups at supermarkets, etc. to distribute information
 - o Provide coupons for car seats
 - o Pop-up events outside movie theaters, stores, etc.
 - o Running digital ads
 - o Education campaign – social media, PSA
 - o Enforcement
 - o Text message program – VI Alert and VITEMA messaging
 - o WIC and SNAP monthly table sessions
 - o Target family shopping locations to observe, approach and educate parents
 - o Frequent commercials – radio and TV
 - o Team up with agencies for community outreach
 - o Educate children so they can be advocates
 - o Use statistics and some incidents of fatalities
 - o Teach laws regarding seat belt and/or car seat use
 - o Commercial/public billboards
 - o Car seat program at Highway Safety
- **Connect and Convince – Caregivers with Seats**
 - o Annual seat check update/campaign
 - o Spontaneous activities
 - o When you see something, say something
 - o Flyers and media (social)
 - o Billboards – pay for messaging
 - o Banners and schools
 - o Education outreach
 - o Commercials (radio, TV, billboard)
 - o Create pamphlets
 - o VI Alerts
 - o Digital outreach – TikTok, Facebook
 - o Expiration dates on car seats so check yearly

- o Correct installation of car seats can be reviewed at Highway Safety if unsure
 - o Monthly checks at Head Start, preschools, etc.
 - o Get word out about safety check events
 - o Run a campaign – seat check yearly/quarterly
 - o VIPD presence on street
 - o Social media campaigns
 - o Car passenger fun day and parental education
 - o Meet parent/child at daycare
 - o Collaborating with other events
 - o Display running videos and posters in doctor's offices
 - o Page dedicated to car seat safety on TikTok, Facebook and Instagram
- **Increase Number of Fitting Stations across the Territory**
 - o Fitting Station at Viya building once per month
 - o FHC in Princess
 - o Dept. of Health clinic
 - o Cost-U-Less
 - o Purchase a portable fitting station
 - o Go to where the clients are:
 - WIC office
 - SNAP
 - Plaza, Cost-U-Less
 - Schools
 - Daycares
 - Churches
 - Sporting events
 - o Pop up CPS tech with schools, agencies, healthcare entities, VI housing, areas in government that deal with children provide demonstrations, teaching twice per month
 - o VICC/hospital
 - o Police station
 - o Fire station
 - o Kmart Sunny Isle
 - o La Reine
 - o Clinics
- **Reach Non-English Speakers for OP/CPS Compliance**
 - o App Language Link connects with live person for translation services
 - o Use French in print for Haitian Creole community
 - o Recruit bilingual technicians
 - o Use Air Pods for translation



- o Find a trusted person within the non-English speaking community to become technicians.

Results

Although many of the ideas generated through the session were already strategies implemented by the program, the program benefited from several innovative concepts. The program seeks “seat belt champions” in the community whose local celebrity influence may convince the community to take the preventive means to secure their children. Also, seeking non-English speaking persons already trusted within their communities to become CPSTs is an excellent strategy to increase interest, buy-in, and improve quality of services provided to these growing populations.

The program will also seek partnerships with government agencies with programs that serve families such as The Special Supplemental Nutrition Program for Women, Infants and Children (WIC), Supplemental Nutrition Assistance Program (SNAP), and the clinics under the VI Department of Health. Increased and consistent enforcement, a consistent suggestion throughout the session, will also be sought through the VI Police Department.

TRAFFIC SAFETY CONVERSATIONS WITH MALE DOMINATED AUDIENCES

Data regarding traffic safety for men in the territory continued to make them a target group for the VIOHS. According to FY2024 statistics, males represented 62% of the total crashes recorded across the territory, 80.5% of impaired driving crashes, **86%** of the DUI arrests and only 69.4% of male drivers and front seat passengers wear seat belts (compared to 81.9% of their female counterparts). Previous interactions with males through outreach efforts noted a cultural air of invincibility and defiance prevalent among local males, making the group a target for traffic safety intervention. During the sessions, participants were asked to provide recommendations for media messaging strategies that they thought would be effective in shifting men’s risky roadway behaviors.

VI WATER AND POWER AUTHORITY

APRIL 15-16, 2025, ST. CROIX USVI

JUNE 10-11, 2025, ST. THOMAS, USVI

The Impaired Driving Program Manager arranged a traffic safety conversation with teams at the VI Water and Power Authority. The effort was conducted in both districts for the linemen and meter readers – a predominantly male audience. In addition to sharing the current traffic safety environment through data, the program manager, joined by the Occupant Protection and Traffic Records Program Managers, aimed to learn strategies that the impacted group thought might work to shift their risky behaviors.

Prior to the brainstorming session, the group was exposed to current traffic safety data to graphically paint a picture of the hazards occurring on VI roadways and the increased propensity for male involvement. Audiences are always stunned to learn about the actual number of crashes occurring on local roads.

The session focused on engaging male drivers in the community, as data show that males account for 86% of all DUI arrests. The objective was to increase awareness of this disparity and to engage participants in identifying strategies and messaging that effectively resonate with men, challenge perceptions of invincibility, and reduce ego-driven risk behaviors. To encourage active participation, the ID and OP Traffic Managers divided attendees into small groups and facilitated interactive activities, including role-playing scenarios and the development of targeted safety messages. These activities addressed impaired driving, distracted driving, drowsy driving, seat belt use, and emphasized practical, community-driven approaches to promoting safer driving behaviors among male drivers.

The participants recommended several local safety messaging phrases (some in local vernacular), including:

- "Who Don't Hear, Does Feel"
- "Even Steal Bends in a Crash, Buckle Up"
- "Strong Enough to Buckle Up"
- "Real Men, Real Smart"
- "He Copies Everything You Do, Buckle Up for Him"
- "Click It to Survive"
- "If You Don't Want to End Up on a Meat Belt, Put on Your Seat Belt"
- "A True Man Knows His Limits- Don't Drink and Drive."
- "You're Not Invincible, But Your Seatbelt Is."
- "Drive Like Your Family's Waiting for You."
- "A Quick Glance is Just as Dangerous as Drunk Driving."
- "You're Not Invincible, But Your Decision to Stay Sober Is."

Additionally, new myths surrounding sobering up to drive were discussed. These included misconceptions such as drinking seawater, driving with one eye closed, eating spicy or salty foods, dancing to "sweat it out," and consuming soft drinks. Participants were also largely unaware of local speed limits, particularly concerning issues given the involvement of commercial vehicle operators.

Despite the ongoing safety campaigns, Traffic Safety Managers report that many male drivers continue to exhibit a sense of invincibility, often justifying their risky behaviors behind the wheel. This persistent crisis of misinformation and reckless driving has prompted legislative action. Recently, the Senate passed Jah'Niqua's Law, a pivotal measure that holds negligent and impaired drivers financially accountable for the victims and their dependents, aligning with existing safety laws and penalties. The Governor subsequently vetoed the bill, citing its limited scope and noting that it failed to address other serious offenses, such as intentional homicide.

DIAGEO
ST. CROIX, USVI
DECEMBER 6, 2025

Diageo, a multinational alcoholic beverage company, is one of nine distilleries operating in the territory. The distillery has a no-nonsense reputation for its employees regarding safe alcohol consumption. In its efforts to increase employee awareness and reduce risky roadway behaviors, the distillery contacted the VIOHS Impaired Driving Program to request a session for its employees. The Occupant Protection Program Manager also supported the effort.



Prior to commencement, participants were asked to complete a brief perception survey to rate their traffic safety priorities beyond alcohol-related hazards. The online survey yielded the following outcomes:



Traffic Safety Statement	Not a Priority	Low Priority	Medium Priority	High Priority	Highest Priority
Drivers must learn ways to improve safety for pedestrians	0.0%	1.0%	11.4%	50.5%	37.1%
Pedestrians must learn strategies to keep themselves safe on the roadways.	0.0%	1.0%	5.7%	58.1%	35.2%
Drivers must refrain from driving under the influence of alcohol or other impairing substances	0.0%	0.0%	3.8%	33.3%	62.9%
Drivers must learn ways to improve safety for cyclists (bicyclists and motorcyclists)	1.9%	1.0%	17.1%	48.6%	31.4%
Cyclists (bicyclists and motorcyclists) must learn strategies to safely use the roadways.	0.0%	1.0%	7.6%	46.7%	44.8%
Speeding is a safety concern in our community	0.0%	1.0%	10.5%	46.7%	41.9%
Drivers need to adhere to the rules of the road to include following traffic lights and signs	0.0%	1.0%	6.7%	35.2%	57.1%
Drivers and their passengers need to consistently wear safety belts	1.9%	1.0%	13.3%	32.4%	51.4%
Drivers must refrain from using handheld devices and engaging in other distractive behaviors	1.0%	1.9%	10.5%	39.0%	47.6%

Traffic Safety Statement	Not a Priority	Low Priority	Medium Priority	High Priority	Highest Priority
Traffic enforcement efforts must be increased to reduce risky behaviors on the roadways.	0.0%	2.9%	20.0%	39.0%	38.1%

On average, 87.7% of the respondents thought that the traffic safety areas were at least high priorities. Unexpected, however, were the respondents who felt that handheld device use and seat belt compliance were not traffic safety priorities. This may be due to limited understanding of the repercussions of these behaviors. Although the presentation focused on strategies to reduce driving under the influence of alcohol and other impairing substances, data related to the other traffic safety issues were also shared.

Diageo USVI is one of six distilleries on the island of St. Croix; the company remains deeply committed to promoting responsible alcohol consumption and enhancing public awareness of the effects of alcohol impairment. This engagement aims to reinforce Diageo USVI's dedication to community safety by focusing on safe drinking and responsible driving practices, particularly during the holiday season when impaired driving risks increase. The event will provide an opportunity for collaboration with the Impaired Driving Program Manager to share education, prevention strategies, and resources that encourage informed decision-making and safer roadways across the Virgin Islands. The VIOHS Impaired Driving (ID) with assistance from Denise Gomes, Occupant Protection (OP) Program Managers aimed to share traffic safety concepts with employees in a practical and engaging format. The presentation highlighted the dangers and risks associated with unsafe behaviors, advocated for personal and community safety, and encouraged employees to promote safe roadway behaviors within themselves and others.

Results

Consistent with previous findings and data provided, the groups strongly emphasized that graphic and impactful displays of traffic safety outcomes would be the most effective approach in changing local risky driving behaviors. The participants also indicated that they would be more receptive to messaging delivered by younger voices, particularly those under the age of 13. When it comes to peer influence, they expressed a preference for hearing messages from other males, stating that they would not be as responsive to messaging from women. Additionally, the growing list of myths shared around methods to achieve sobriety before driving will be used by the ID Program Manager to improve educational efforts during outreach.

As a direct response to the feedback provided through the male-focused sessions, a new PSA was created. The PSA features a young girl encouraging fathers to refrain from drinking and driving, a powerful message that aligns with the participants' recommendation for using young voices to promote safety. This PSA was set to broadcast on local radio stations, capitalizing on the persuasive impact of youth voices while reinforcing the message about responsible driving. Feedback from these sessions will continue to inform future VIOHS outreach strategies, media campaigns, and other engagement efforts. The incorporation of such community-driven recommendations ensures that messaging resonates with local audiences.

A TRAFFIC SAFETY CONVERSATION WITH New and Budding Drivers
ST. CROIX, USVI
JUNE 7, 2025

Teen drivers have the least experience on the roadways with the greatest confidence. Their self-perceived invincibility and defiant nature put them at risk for increased crashes. In FY2024, teens represented 9% of all crashes with 456 crashes recorded involving teen drivers (ages 16-20). It is important for VIOHS to engage this tender group to determine the best way to get messages to them and to reduce their risks for crashes, injuries and fatalities.

The VIOHS, in conjunction with EZ Driving School of the Teen Drivers Outreach Program, met with teens on St. Croix. The subrecipient opted to conduct the teen engagement on the first day of the new semester. This proved to have benefits and drawbacks. It was beneficial because the views shared by the teens were raw and unimpacted by learning gained through drivers' education. However, first-day jitters denied some of the teens the comfort needed to fully engage in the conversation – a drawback. Nevertheless, hearty conversations and opinions across traffic safety topics were shared during the session.

When asked the age that they were first allowed to sit in the front seat, the teens offered ages from 8 to 11. The teens admitted that they did not know the legal age for front seat occupancy. When advised that it was 14, they guessed that the reasoning was due to the child's weight and height. The airbag threat to small bodies was explained. Discussion took place about airbags and the outcome for small bodies in a crash.

Only two students raised hands in response to a question about consistent seat belt use. Most admitted that they were less likely to wear a seat belt in the rear. The group discussed local laws for riding restrained. The students said that their chances of getting in a crash were low. Learning about the actual number of crashes recorded in the territory served as a reality check for the teens.

When asked about OP messaging efforts, mixed responses were offered. Those exposed to local messaging indicated platforms exposure on radio, signs, TV, and You Tube. Students advised that scare tactics and graphic content would be the most effective media strategies in convincing teens to buckle up. They also cited testimonials as a persuasive strategy. It was recommended that ads be placed on Instagram and Snapchat. A couple of the students reported that Isle 95 was the station of choice for radio. When asked about their ability to influence older generations to buckle up, teens felt that parents would not listen to their traffic guidance. They suggested that messaging geared to the older community be made personal – i.e., think about your kids.

The youngsters admitted that they were in high and middle school when they were first offered drugs. They felt that alcohol would be more widely offered, and most had been offered alcohol by family members as children (age 8 or less). They advised that local vendors rarely ask minors buying alcohol for IDs. Those interested in Cops in Shops were asked to give their contact information to Mrs. Clarke.

The teens were asked if they were ever put in a situation where they would be transported by an intoxicated driver. None had the experience. However, if they were in the situation, they stated that they would ask to drive or call for a ride. Mrs. Clarke shared real accounts where she was forced to ride with an intoxicated boat captain and how the incident changed how she handles intoxicated drivers since. Jah'Niqua's law was discussed to add to the consequences for this risky behavior. This law, recently passed, imposes child support requirements for convicted motorists who, due to driving under the influence, either killed a parent or left them unable to work for gainful employment.

Similar questions to messaging were asked about impaired driving. Although they had heard related ads, they felt that people would inevitably make their own choices. However, they recommended that the ads be placed by bars. They also felt that bartenders should be responsible for overselling alcohol to crash victims.

To improve outcomes for pedestrians, the teens suggested increased education for drivers and pedestrians. They recommended increased traffic enforcement efforts and noted that pedestrians are generally unsafe due to insufficient crosswalks and sidewalks.

Finally, when asked what they might do to improve roadway safety for all road users, they said that they would encourage parents and friends to make safer road choices, give them tips, remind adults that they have children to take care of, and to be safe. The students also reported that they feel empowered to speak up when they feel unsafe.

Results

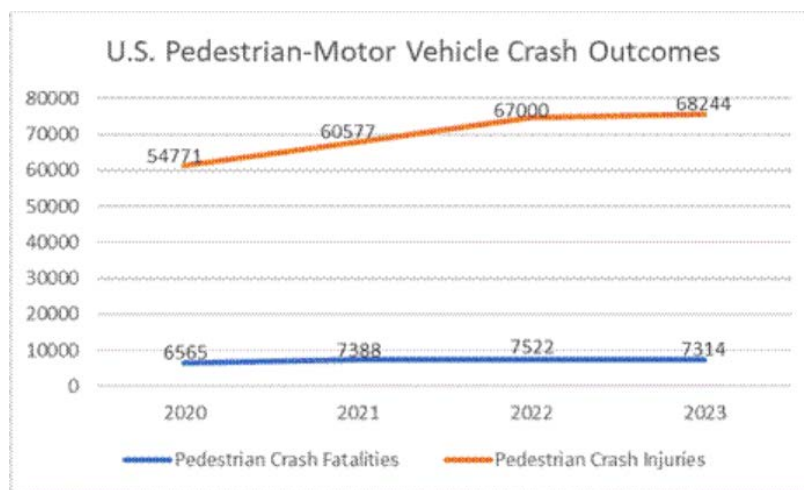
The session served to open the eyes of the aspiring drivers as they learned about the current state of traffic safety in the territory. They learned that crashes are a common reality and that each crash is caused by someone's risky choice. An increase in pedestrian safety informational ads followed the session based on the teens' recommendation. Their opinion about the graphic content required in local traffic safety is in line with feedback received from adults on the same topic. Neither group thinks that soft, data loaded, or "catch-them-doing-the-right-thing" ads would have the persuasive effect required to improve the local traffic safety culture.

Sessions with the teens revealed that the social media platforms currently utilized may be missing this targeted audience. The FY 2026 Teen Drivers Outreach Project, as a result, will implement the use of TikTok and Snapchat to specifically reach teens. Additionally, the teens' suggestions to help caregivers improve support for new teen drivers will be incorporated during the project's parent focus groups. These ideas included parent/teen driving contracts, listing and discussing consequences, providing safe driving incentives, having regular driving check-ins with teens and most importantly, following through with established consequences.

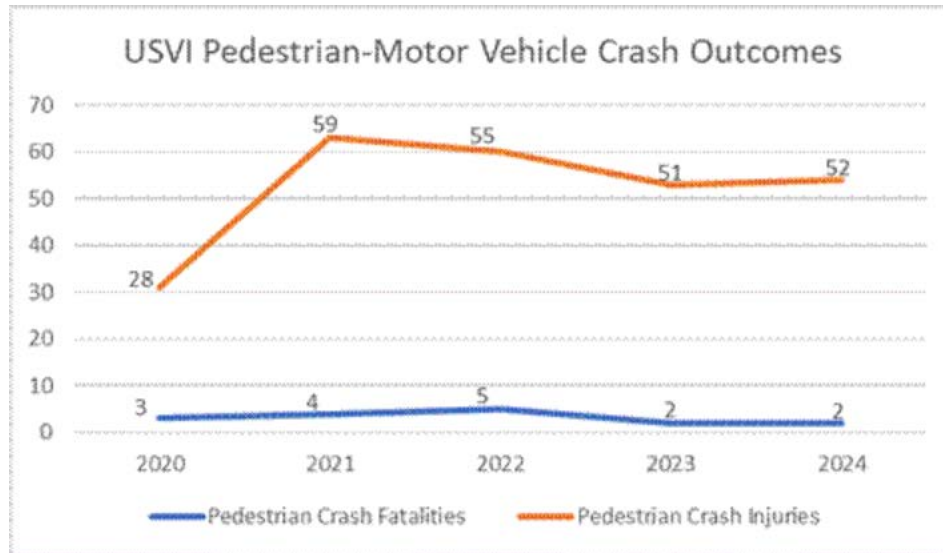
A TRAFFIC SAFETY CONVERSATION WITH Vulnerable Road Users
ST. CROIX, USVI
OCTOBER 16, 2025

NHTSA-VIOHS Walking Safety Assessment

Pedestrian safety is a dual responsibility shared by both motorists and pedestrians. Safely utilizing the roadways on foot is a basic human right. However, recently, pedestrian safety has become a growing concern across the nation. According to the National Highway Traffic Safety Administration (NHTSA) data, pedestrian-motor vehicle fatalities have increased 11.41 over a 4-year period (see below). During that time, pedestrian crash injuries also increased 24.60%.



Over the past four years the territory experienced a 11.86% decrease in pedestrian crash injuries and a 50.00% decrease in pedestrian crash fatalities, the numbers remain staggering considering the size of the community. Current pedestrian injuries in the territory are 85.71% more than those recorded in 2020.



From FY2022 to FY2024, there were 222 pedestrian-motor vehicle crashes recorded in the territory. These crashes resulted in 9 fatalities and 162 injuries. Of these crashes, 145 (65.32%) occurred in the St. Thomas/St. John district. This district also accounted for 5 (55.56%) of the pedestrian fatalities and 120 (74.07%) of the pedestrian injuries recorded during the period. Seven (7) of these pedestrian-motor vehicle crashes occurred on Veterans Drive.

To mitigate risks for pedestrians in the territory, Office of Highway Safety partnered with NHTSA to conduct a Walking Safety Assessment of Veterans Drive, St. Thomas. Veterans Drive is a main thoroughfare on St. Thomas utilized by all island motorists when traversing from the east side of the island to the west. This roadway runs immediately south of downtown Charlotte Amalie – the territory’s capital city, main center for commerce and a shopping haven for tourists. Additionally, cruise ships dock in Havensight Mall, and passengers walk on a 1.2 mile newly built promenade, which transitions onto sidewalks along Veterans Drive. This daily congestion of local and pedestrian tourists converging on this high-traffic roadway made Veterans Drive a prime location for a walking safety assessment.

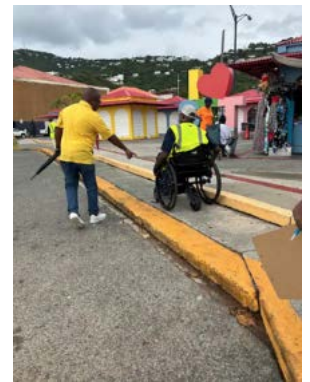
Invitees to the Walking Safety Assessment hailed from various personal and professional backgrounds to achieve a comprehensive, multi-angled assessment of the walkway. Additionally, it was imperative that stakeholders responsible for resolving any identified issues were part of the process. In addition to government officials and politicians, the list of invitees included members of the media, avid walkers, cyclists and disability rights advocates. All of the invitees were community members who, despite their key roles, all used the targeted roadway for daily transit.

To observe traffic at varied times of day, two walks were conducted as follows:

- 3:00 pm – 6:00 pm Tuesday, October 29, 2024
- 7:00 am – 10:00 am Wednesday, October 30, 2024

Using a rubric, participants accessed the condition and availability of walkways, street crossings, road user behaviors, and transit areas. Several areas of concern were identified through the process to include the following issues:

- Sidewalk width was adequate on the harbor side of Veterans Drive for the volume of people observed, but on the northern/retail side of the street, sidewalks were not continuous, or where a sidewalk exists, insufficiently wide
- The Northern/retail side of the street offers no accommodation for people traveling in wheelchairs or with mobility or visual impairment
- Drainage grates in sidewalk on northern/retail side of the street pose sticking/falling hazards for people in wheelchairs and/or those who require walking assistance tools such as canes, as the drain holes are parallel to direction of travel and wider than a standard wheelchair wheel
- Sidewalks on both sides of the street were in a state of disrepair, with fissures, holes in the cement, utility poles in the center of the path, and uneven curb crossings, creating trip hazards for people of all abilities to walk or roll
- Vehicles were observed parking illegally on sidewalks, obstructing people's ability to walk or roll safely past. Metal plates intended to cover utility access have been warped and bent from vehicles parking on them, creating trip hazards for people walking.
- Neither sidewalks nor street crossings have infrastructure for the visually impaired, such as audible crossing signals, or ADA-compliant textured crossing surfaces
- There were few signals and directional signage for people who are walking, and at least three of the crossing signals were not functional
- Some signs are obscured by overgrown trees/foliage
- Street lighting is not continuous along the observed segment of Veterans Drive, creating a safety hazard for drivers navigating in low-light or dark conditions, and placing people outside vehicles at severe risk
- No bicycle lanes exist along Veterans Drive, forcing people on bicycles to either share travel lanes in a heavily congested area, or share limited travel space intended for people walking or rolling



Results

Based on the issues identified, the assessment team drafted recommendations, including the most appropriate agency to lead and/or coordinate each activity. While the recommendations were not intended to be an exhaustive list of improvements needed, they hold promise to address the most pressing needs and have a significant impact on safety for people walking, bicycling or rolling. Recommendations included legislative reform, infrastructure repair and maintenance for crosswalks, sidewalks and crossing signals, media education campaigns, and high-visibility enforcement.

Based on the feedback received through the walking assessment, VIOHS will increase community education on safe ways for both motorists and pedestrians to utilize crosswalks and to endure safe crossings where crosswalks are not available. Pedestrians also require education on sidewalk use and how to safely navigate roads without sidewalks. VIOHS will also strengthen its relationship with the VI Department of Public Works to address infrastructure issues raised through VIOHS outreach and PP&E efforts



FY2025 VIPD Community Collaboration Efforts



When the VI Police Department (VIPD) establishes a positive relationship with the community, it builds invaluable partnerships that reduce risk taking behaviors throughout the community and assist in crime solving efforts. By engaging the community in creative, informal, and non-threatening ways, the perception of a punitive force is expanded so that VIPD officers are 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 roadway 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.

Three of the community collaboration efforts conducted during FY2025 were:

- Motor Carrier Safety Assistance Program
- Traffic Safety with Our Seniors
- Community Connect - St. Thomas/St. John VIPD Police Week Open House Collaboration

Motor Carrier Safety Assistance Program (MCSAP) Officers



WAPA's public engagement with MCSAP Inspectors, led by Lt. Moorhead in the St. Croix district and Sgt. Lee-Bobb in the St. Thomas/John district, was a highly impactful session aimed at increasing awareness of commercial motor vehicle (CMV) safety, inspection procedures, and road rule compliance. Key topics covered included the importance of pre-trip inspections, proper vehicle documentation, and adherence to Hours of Service (HOS) regulations. The Inspectors also detailed the inspection process, focusing on what to look for during inspections such as checking tire conditions, brake performance, lights, load security, and potential leaks. A major point of discussion was the rules of the

road, particularly the importance of maintaining safe speeds. CMVs are subject to specific speed limits that vary between highways and towns, officers explained that while speed limits for commercial vehicles are often higher on highways, they are generally lower in town and residential areas due to traffic density and pedestrian presence. The Inspectors emphasized the need for operators to adhere strictly to posted speed limits, such as going 10 miles per hour, as CMVs take longer to stop and are more prone to accidents when speeding.



On both districts, a critical revelation uncovered during the exchange was the CMV drivers' lack of confidence in their management's response to their concerns regarding vehicle safety. They fear disciplinary action or other unfavorable consequences when reporting safety issues observed on their trucks. The MCSAP team vehemently warned the drivers about overlooking safety concerns, as it is their lives and the lives of all other road users at stake. They provided their direct numbers

for the drivers to use if they felt a safety inspection was required. In cases where management ignores a safety report, the officers agreed to discreetly and “randomly” pull them over to review the safety concern and put the truck out of service, if necessary.

The event had a significant positive impact on the groups, with feedback indicating a deeper understanding of CMV safety protocols and regulations. Attendees, including fleet operators, truck drivers, mechanics, warehouse workers, water distribution, and linemen expressed a renewed commitment to regular vehicle inspections and more conscientious driving practices. Many participants recognized the need for enhanced training on safety standards and legal requirements, particularly with regard to speed limits and how they vary between highways and local areas. The open dialogue between MCSAP Inspectors and the public helped to build trust and encouraged the adoption of safer transportation practices. Key outcomes from the session included heightened awareness of both the inspection process and critical road safety rules, such as adhering to appropriate speed limits, which plays a crucial role in reducing CMV-related crashes. Moving forward, additional outreach programs, as well as hands-on workshops, could further solidify these safety practices, boost community compliance with CMV regulations, and provide opportunities for organizations to engage MCSAP Inspectors in vehicle inspections to ensure ongoing safety and compliance.

Traffic Safety - A Senior Perspective

Traffic Commander, Sergeant Arthur Joseph, received the opportunity to address the members of the Wesleyan Holiness Church on St. Croix. The interaction was delivered through an online platform, Zoom, to a primarily senior audience of 50 church members. The hour-long presentation was extended to 90 minutes due to the enthusiastic feedback and participation of the group. Requests for subsequent presentations were echoed following the session.

Sgt. Joseph began by providing the audience with traffic safety strategies most relevant to the group – seat belt compliance, focused driving, pedestrian safety, and safe speeds. For each traffic category, the VI Code reference was provided. Additionally, Sgt. Joseph discussed what motorists should do after a crash, including remaining at the scene. Distractions in the vehicle, including cell phone use, were discussed; the aged audience was instructed to refrain from using these devices and other in-vehicle distractions.

Child passenger safety was also covered for those who serve as caregivers, proving to be of significant interest. They were also advised that allowing children to ride in truck beds was unsafe and illegal. They were enlightened about the motorist’s responsibility regarding pedestrians in crosswalks. They also expressed gratitude for the guidance provided on the safe way to navigate the roadways as a pedestrian- with and without sidewalks and crosswalks. Participants eagerly participated in the exchange. Speeding was the primary traffic concern for the group.

Sgt. Joseph referenced relevant Virgin Islands traffic codes, covering topics such as pedestrian rights at crosswalks, ensuring valid vehicle registration and insurance, procedures following a crash, and leaving the scene of a crash. He also addressed several key traffic safety concerns expressed during the discussion, including the use of rear seat belts, window tint regulations, speeding, disabled and

handicapped parking, and obstructing the flow of traffic. He also emphasized the importance of yielding at intersections where traffic lights are non-operational, as well as the dangers of driving under the influence (DUI). The primary concerns highlighted were speeding and improper seat belt use, particularly how seat belts are worn.

The seniors also expressed the need for education in parking, impeding and obstructing the normal flow of traffic, ways to wear the seatbelt safely, and determining who has the right of way when no traffic light is available. They also requested continued discussions and reminders on safe roadway strategies.

Community Connect - St. Thomas/St. John VIPD Police Week Open House Collaboration

During Police Week, VIPD held an Open House where different divisions were represented in an open courtyard at B Command, Alexander Farrelly Justice Complex in Charlotte Amalie, St. Thomas. The event was open to the community and intended to build healthy bridges between the department and the community while exposing the community to the services offered through the department. The Motor Carrier Traffic Commander, Sgt. Joycelyn Lee-Bobb, led the charge to showcase the services offered through the Office of Highway Safety and the Motor Carrier Assistance Program.

The exhibit featured labeled displays of car seats in varying stages. As a former Child Passenger Safety Technician, Sgt. Lee-Bobb explained to participating community members the ages and stages of the car seats and the benefits of rear and forward-facing positioning. She explained the laws that apply to CPS in the territory and how the laws apply to age, weight, and height and discussed the rationale behind the front seat age requirement. Additionally, through brochures and other handouts, she connected interested caregivers with the OP Program for further information, resources, and support.

Conversations around the dangers of driving under the influence were significantly heightened with the display of the intoximeter, which sparked meaningful discussions. Officers explained the process that unfolds when a driver is stopped for suspected DUI, detailing the steps involved in assessing impairment. To provide a hands-on demonstration, a strip of tape was placed on the ground to simulate the Standard Field Sobriety Test (SFST), specifically the "walk and turn" test. Spectators had the unique opportunity to experience the test firsthand by wearing drug and alcohol simulation goggles, which simulate the physical and cognitive effects of impairment. This immersive experience allowed attendees to better understand the challenges faced by impaired drivers and the crucial role sobriety tests play in ensuring road safety.

Brochures and posters introduced and explained the commercial vehicle safety program. Emphasis was placed on the legal requirement for seat belt use and the hazards associated with speeding for CMVs.

Approximately 40-50 community members were engaged through the fair. Brochures and safe driving manuals from the various programs were provided to onlookers. Questions were asked, and

Spanish-speaking and Haitian Creole-speaking officers were available to assist with translations for non-English speaking patrons.

The major messaging was seat belt compliance and sober driving. Questions from the community regarding seatbelts asked why compliance was required for rear seat riders. In addition to “it’s the law”, officers explained the hazards of getting into a crash while unrestrained. Questions regarding the requirement for motorists to participate in the SFST test were also posed. Consent, it was explained, is automatically assumed with license holders.

FY2025 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 recurring undesired outcomes. Enforcement remains the critical missing element required to reduce the risky roadway behaviors that contribute to unnecessary roadway crashes, injuries, and fatalities.

The VIOHS added a new Law Enforcement Liaison (LEL) to the staff during FY2025. This role is critical in building the necessary relationship with Traffic Commanders and Enforcement Officers and meeting VIOHS's enforcement objectives. As a VIPD Officer who served in both Traffic Enforcement and Patrol, her perspective of traffic safety and the VIPD structure should serve as an asset to VIOHS.

The following mobilization activities took place in FY2025.

Impaired Driving & Occupant Protection Enforcement

Using NHTSA grant funding, VIPD conducted sustained overtime enforcement for **131** days between FY2024 and FY2025, with officers working a total of **5,107.27 overtime hours** dedicated to impaired driving countermeasures. Enforcement activities included sobriety checkpoints, saturation patrols, roving patrols, and public education contacts, resulting in **4,286 checkpoint interventions and educational outreach interactions**. These enforcement efforts led to **16 DUI arrests**, directly removing impaired drivers from the roadway and **2,074 traffic citations** issues reinforcing the general deterrent effect of highly visible enforcement broken down as follows:

- Seatbelt violations: 764
- Child safety seat violations: 56
- Tint violations: 190
- Registration violations: 290
- Insurance violations: 266
- Cell phone violations: 100
- Stop sign violations: 37
- Speeding violations: 47
- Driver license violations: 96
- Other citations: 265
- DUI arrests: 16
- SFST conducted: 15
- Vehicle Towed: 42

The concentration of enforcement during designated mobilization periods enhanced officer visibility, improved compliance with impaired driving laws, and supported territory-wide impaired driving deterrence objectives.

Paid and earned media activities supported enforcement efforts and increased public awareness of impaired driving laws and penalties. Media outreach included coordinated press releases and social media engagement highlighting enforcement activity and reinforcing the *Drive Sober or Get Pulled Over* message. Together, these enforcement and communication strategies supported continued progress toward the territory's impaired driving performance targets during FY 2025.

Public information and outreach efforts further complement enforcement activities by amplifying campaign messaging and strengthening community awareness. Media coverage documenting these initiatives, including news articles and social media postings, demonstrates the breadth of outreach achieved during the reporting period and can be accessed through the links below:

Media Coverage and Outreach Documentation

- **November–December 2024**
<https://stthomassource.com/content/2024/11/23/drive-sober-or-get-pulled-over-campaign/>
- **March–April 2025**
<https://vipd.vi.gov/news/vipds-and-viohs-reinforce-commitment-to-safer-roads-with-saturated-dui-patrol-initiative/>
- **July–September 2025**
<https://vinews.org/posts/vipd-launches-drive-sober-or-get-pulled-over-campaign-to-combat-impaired-driving>
https://viconsortium.com/vi-community_center/virgin-islands-vipd-launches--drive-sober-or-get-pulled-over--campaign-to-combat-impaired-driving
- **Social Media Outreach**
<https://www.facebook.com/VIPoliceDept/posts/think-before-you-drink-usvi-cracks-down-on-dui-to-keep-our-roads-safe-us-virgin-/1048344330796925/>
<https://www.facebook.com/share/p/19FPMdA7qc/?mibextid=wwXIfr>
<https://www.facebook.com/share/p/19qs1SKWSi/?mibextid=wwXIfr>
<https://www.facebook.com/share/p/17xsq9JsgP/?mibextid=wwXIfr>
<https://www.facebook.com/share/p/1ACsNd4rf8/?mibextid=wwXIfr>
<https://www.facebook.com/share/v/1CCxHiHW7w/?mibextid=wwXIfr>
<https://www.facebook.com/share/p/1C5mehe3kj/?mibextid=wwXIfr>

Occupant Protection

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

- Click It or Ticket May 19 – June 1, 2025
- Click It or Ticket (CPS Week) September 20 – September 27, 2025

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/VIPoliceDept/photos/vi-motorists-warned-click-it-or-ticketus->

[virgin-islands-the-virgin-islands-polic/1003624208602271/? rdr](https://www.facebook.com/VIPoliceDept/photos/motorists-advised-of-click-it-or-ticket-campaignus-virgin-islands-the-virgin-isl/1049812113983480/)), July, (<https://www.facebook.com/VIPoliceDept/photos/motorists-advised-of-click-it-or-ticket-campaignus-virgin-islands-the-virgin-isl/1049812113983480/>), September <https://www.facebook.com/share/p/1EaNK3eDWa/>) and were also distributed through the VI Source (links: <https://stthomassource.com/content/2025/05/22/click-it-or-ticket-vipd-cracks-down-on-seat-belt-violations/>, <https://stthomassource.com/content/2025/07/29/seat-belt-crackdown-begins-friday-across-u-s-virgin-islands/>). Additionally, VIOHS created radio ads which were placed on stations serving a myriad of target audiences.

Through the efforts, Traffic Enforcement Officers issued **787** citations; **317 (40.28%)** were related to seat belts or child passenger safety. 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. The teams provided **2,079** interventions, providing handouts for further education.

Other citations issued through the efforts were as follows:

- Tint 113
- Registration 123
- Insurance 62
- Cell Phone 7
- Stop Sign 1
- Drivers' License 46
- Other Citations 118

The enforcement teams spent **728 overtime** hours on 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
TR	Traffic Records
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