



# U. S. VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY FY2021 Highway Safety Plan



## TABLE OF CONTENTS

### HIGHWAY SAFETY PLAN

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<b>INTRODUCTION</b>	<b>4</b>
<b>DATA SOURCES &amp; PROCESS</b>	<b>7</b>
<b>PROBLEM IDENTIFICATION</b>	<b>11</b>
<b>PERFORMANCE MEASURES &amp; TARGETS</b>	<b>12</b>
<b>PARTICIPANTS</b>	<b>13</b>
<b>DESCRIPTION OF HIGHWAY SAFETY PROBLEMS</b>	<b>14</b>
<b>METHODS OF PROJECT SELECTION</b>	<b>15</b>
<b>PERFORMANCE REPORT &amp; PLAN</b>	<b>19</b>

### PROGRAM AREAS

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<b>PLANNING &amp; ADMINISTRATION</b>	<b>40</b>
<b>TRAFFIC RECORDS</b>	<b>46</b>
<b>OCCUPANT PROTECTION</b>	<b>64</b>
<b>IMPAIRED DRIVING</b>	<b>77</b>
<b>POLICE TRAFFIC SERVICES</b>	<b>87</b>
<b>MEDIA COMMUNICATIONS</b>	<b>113</b>
<b>AWARDED FUNDS CARRIED FORWARD</b>	<b>121</b>

<b>PLANNED PROJECTS LISTING</b>	<b>122</b>
---------------------------------	------------

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<b>APPENDIX</b>	<b>124</b>
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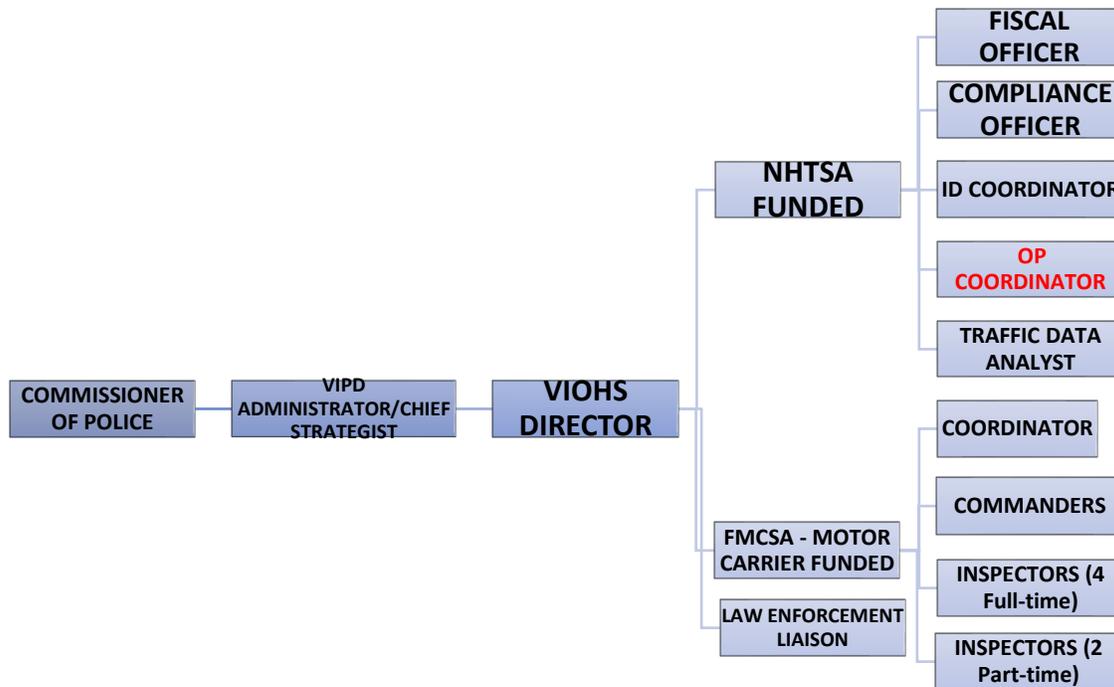
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- A. **LETTERS OF SUPPORT**
- B. **TRAFFIC RECORDS STRATEGIC PLAN**
- C. **NHTSA TRAFFIC RECORDS ASSESSMENT**
- D. **HOWARD UNIVERSITY CRASH ASSESSMENT**
- E. **CITATION FEES**
- F. **DPW AVERAGE DAILY TRAFFIC COUNT**

# Highway Safety Plan

## Introduction

The Virgin Islands Office of Highway Safety (VIOHS) was established by the Government of the Virgin Islands (GVI) in accordance with the Highway Safety Act of 1966. It is funded through appropriations by the Department of Transportation's sectors of National Highway Traffic Safety Administration (NHTSA), Federal Motor Carrier Safety Agency (FMCSA) and a small portion of local General Funds. The Governor designates a representative to oversee the operations of the highway safety office. The Governor's Representative (GR) in the United States Virgin Islands (USVI) is the Commissioner of Police. The VIOHS is a division with the Police Department. The office reports to the Commissioner, and the day to day operations are overseen by the Director. The office is staffed by personnel dedicated to NHTSA and FMCSA programs.



The goal of the VIOHS as legislated by the Virgin Islands Senate is to 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. The VIOHS is mandated to promote and fund methods to implement traffic safety in the territory.

However, a 2019 Management Review (MR) revealed that significant improvements were needed for the VIOHS to operated effectively and to meet its mandates. This was further emphasized by VIOHS's failure to obtain required data in one of the tasks in the MR's Corrective Action Plan (CAP) [Appendix A]. The CAP resulted from findings A1(a) and A1(d).

- A1(a) – VIOHS is required to *“Managed Federal grant funds effectively and efficiently and in accordance with all Federal and State requirements” (awarding and allocation of grant funds)*
- A1(d) – VIOHS is required to *“develop and prepare the HSP based on evaluation of highway safety data, including crash fatalities and injuries, roadway, driver and other data sources to identify’ safety problems within the State”*
- B-1 Internal Controls – Subrecipient project proposal submissions, review, and approval *(1) VIOHS **programs, at a minimum , 60% of its grant funds to external agencies or subrecipients outside of the VIOHS and VIPD;**...*

The inability to respond satisfactorily to A1(a) and (d) resulted in a unified decision by NHTSA and the USVI to plan the FY2021 year focusing primarily on developing the infrastructure, software, training and related activities for the USVI’s six traffic records systems.

Therefore, the VIOHS will use a three-pronged approach to its HSP development.

1. Emphasize traffic records program to increase sub-recipient applications of achievable one-year projects to build the program. This will involve working with each of the six agencies responsible for data production to facilitate the collection, accuracy and dissemination of the information required to improve traffic safety in the Territory. The VIOHS interaction with the agencies would be akin to embedding coordinators within the agencies to fully understand the process, determine the immediate need which can be fulfilled by utilizing funds in the Traffic Records program, and assist with the drafting of projects which can be readily approved by our federal partner, NHTSA.
2. Direct the planning and administration of NHTSA funding to have all coordinators function in all program areas with emphasis on overall traffic safety instead of a single program area. Coordinators will be considered traffic safety managers focused on the collection of accurate data to produce information necessary to improve traffic safety. Forty percent (40%) of time directed to engaging critical participation from external agencies, training new sub-recipients, and providing monitoring and oversight to Traffic Records projects in collaboration with the Traffic Records Analyst/Safety Manager and the Director.
3. Increase coordination with the local law enforcement agency (VIPD) to attain a maximized year of enforcement activities geared towards improving traffic safety and data collection from citation to adjudication. The continued visible enforcement is necessary to ensure that the Territory’s laws are being respected. The citation and crash documentation must be improved from the law enforcement arm. This will involve enforcement projects which when completed the data collected can be tracked through the systems in place in the

Territory. The information will not only be tracked, but the time at each stage of the process, the challenges in moving the data forward, and finally how the information is used by each of the agencies involved.

In addition to planning for the TRCC members to create projects to utilize VIOHS available funding, contractors and agencies other than VIPD will be encouraged to submit traffic safety projects applications to enable the VIOHS to meet the requirement of utilizing NHTSA funds for a minimum of 60% of projects in its FY2021 HSP.

The VIOHS will be applying for \$1,090,000.00 in funding for the FY2021 HSP categorized as follows.

- §402 - \$670,000.00
- §405(b) - \$220,000.00
- §405(c) - \$100,000.00

But, VIOHS also realizes that the execution of its 2021 HSP depends on its adjustments and the adjustments of its sub-recipients to the effects of COVID-19 on approved projects and adherence to the CAP items which were the results of the 2019 MR.

Letters of support for the VIOHS FY2021 HSP are in Appendix A.



Daphne O'Neal - Director, VIOHS

# Highway safety planning process

## Data Sources and Processes

### DATA SOURCES

The Virgin Islands Office of Highway Safety (VIOHS) must utilize a data-driven approach to highway safety to analyze available qualitative and quantitative data to identify significant problems and create performance targets. The Government of the Virgin Islands (GVI) places high importance on the availability of crash data. As a result, in fiscal year (FY) 2019, VIOHS began the process of procuring the Traffic and Criminal Software (TraCS) system – a data collection, records, management and reporting software for public safety professionals. It was also recommended by the National Highway Traffic Safety Administration (NHTSA) as a tool to be considered by the USVI to collect traffic data. The VIOHS also plans to incorporate the commercial vehicle module within TraCS so that all aspects of traffic can be reported using one system. TraCS aims to increase accuracy and timely access to data by replacing Virgin Islands Police Department's (VIPD) Report Beam system which is currently in place, and the partial electronic crash reporting system.

The VIPD uses the Report Beam system to process traffic citations. These traffic citations are one of the key areas to obtain information related to traffic safety problems. However, this system is missing key components such as Geo-mapping capabilities; electronic citation input and storage; an adequate querying tool to research crash reports and integration modules for sharing data externally.

The data qualities concerns are:

Uniformity: The critical data elements does not have any built-in measures to ensure uniformity. For example, the spelling of the locations/addresses on the crash reports are mainly up to the officers.

Timeliness: Report Beam has the capabilities to measure the time between when a crash occurs to when it is entered into the database. Although, the extent to which it can do this is unknown because the function is a preset.

Completeness: Report beam does not have the capabilities to detect when critical fields are missing, incorrect or when default is selected when it is not applicable.

Accuracy: There are no data verification/ validation measures present. It accepts wherever is entered.

The system in its current state does not represent a trusted resource for project development aimed to improving traffic safety.

TraCS will allow VIPD to make readily available traffic data necessary for planning, resource allocation, and application of meaningful solutions to traffic safety problems. Furthermore, the system will likely decrease the incidence of data entry errors related to the current paper system as it allows for collection of information at the scene electronically.

TraCS also controls flow of forms from start to finish, transmits forms to external sources quickly and allows ease in accounting for issued citations. The system will further link data input and access across the following agencies within GVI: VIOHS, the Virgin Islands Police Department (VIPD), the Department of Health (DOH), the Virgin Islands Superior Court (SC), the Office of the Lieutenant Governor (LGO), Bureau of Motor Vehicle (BMV), and the Department of Justice (DOJ). VIOHS' hard deadline for full implementation of this system is December 2020.

Currently, VIOHS data sources include:

1. The **Virgin Islands Police Department's Report Beam** – a partial electronic system that stores detailed crash data (e.g. age, gender, location, roadway, time of day, weather, driver's actions, etc.) compiled from police reports input into VIPD's Virgin Islands Electronic Crash Reporting System.
2. The **Virgin Islands Superior Court's Case Management System** – an electronic system that stores all traffic court records including convictions and citations.
3. The **Department of Health Emergency Medical Services (EMS) Patient Care Reporting System** – a database containing patients' emergency medical service runs information from Juan F. Luis Hospital, Roy Lester Schneider Hospital and Myrah Keating Smith Community Health Center.
4. The **Bureau of Motor Vehicle Database** – containing records of all licensed drivers and registered vehicles in the United States Virgin Islands (USVI).
5. **VIOHS' Annual Scientific Observational Survey of Seat-Belt Use** – an observational probability-based estimate of seat-belt usage relevant to front-seat-passengers. The 2019 Observational Survey of Seat-Belt use was conducted and a usage rate of 71.1% which is significantly lower than the national average. The vendor for the 2020 has been selected and barring any unforeseen delays from the impact of the novel Coronavirus (COVID-19) will be completed before the end of the calendar year.
6. The **Department of Justice, Office of the Attorney General** – which allows VIOHS to track citations more accurately as DOJ must certify each citation prior to it being forwarded to the V.I. Superior Court for processing.

VIOHS data sources are particularly important as all grant proposals must address critical safety needs determined through analysis of localized crash data via Report Beam. In addition to crash data, VIOHS reviews data from other sources to ensure a comprehensive

approach to problem identification and to fund investments that provide the greatest return. Additional data sources may provide further information useful to identify traffic safety problems and select appropriate countermeasures targeting specific at-risk/offending demographics.

VIOHS accesses, reviews and analyzes: 1) VIPD citation and arrest data to determine enforcement effectiveness; 2) the Virgin Islands Superior Courts' Case Management System to review conviction and recidivism rates to support and prioritize impaired driving outreach programs; 3) DOH's EMS Patient Care Reporting System to review response time for EMS to arrive on crash scenes to render medical treatment; 4) the BMV Database to review registration and licensing data to determine emerging trends such driver age percentage (i.e. percentage of mature vs youth driver and male vs female drivers); 5) VIOHS' Annual Scientific Observational Survey of Seat-Belt Use to determine enforcement effectiveness; 6) and DOJ to provide the most reliable means of tracking processed citations.

Further, this data is utilized in planning such as media components of high-visibility enforcement for the impaired driving and occupant protection programs.

However, the data sources have proven to be sporadic and unreliable. As a result of the MR conducted in August 2019, the first CAP item requested that VIOHS work with the TRCC members at its planned May 20<sup>th</sup>, 2020 meeting to jointly draft comprehensive analysis; compiling 5 year data from each member to develop trends BEYOND fatalities, identify priority program areas based on analysis and share the analysis with the NHTSA Region 2 partners.

The meeting did not achieve the desired goal as several members did not attend and the data analysis could not be achieved. The following agencies submitted information mostly in Excel format as there is currently no linkage between agencies data systems.

- **Virgin Islands Police Department (VIPD)** provided crash data information 2009 - 2020. This information had to be extracted by the VIOHS Traffic Record Analyst from two separate databases as there is a database for each island district.
- **Superior Court of the Virgin Islands (SC)** provided citation disposition data in Excel format by calendar year from 2015 - 2019.
- **Department of Public Works (DPW)** provided roadway data which was minimal and outdated as it was part of the 2040 USVI Master Transportation Plan with data only through 2009. DPW did request the VIOHS Report Beam information for the past five years and presented a graphic report of citations by each island district but did not correlate the data to the roadways.
- **Department of Health - Emergency Medical Services (EMS)** supplied information in PDF format for only two fiscal years. EMS has stated that for the VIOHS required information to be obtained, funding must be obtained to have the current staffers produce the information as it is quite time consuming and they are understaffed. EMS has reported that the sub-recipient system through VIOHS is protracted and time

consuming and did not seek funding to gather the data as no other agency has requested said information.

- **Bureau of Motor Vehicles (BMV)** provided vehicle and driver data in excel format; but the data was not tied to VIPD citations or SC adjudications.
- **Department of Justice - Attorney General Office - (DOJ)** provided no information.

Although some data sets were obtained, the information was not enough to conduct a comprehensive analysis to measure the data quality and measure inter-agency sharing of the data. Each agency has their own inhouse system whether manual or electronic. But there is no consistent sharing of data to each other or one repository. VIOHS can be said repository if on a consistent (monthly basis) the above listed agencies would provide the information for analysis and distribution for planning data driven traffic safety improvements for the Territory.

The importance of the TRCC meetings has not been emphasized, and there were no meetings held from the second quarter of 2017. The vacancy at the Traffic Records Coordinator position coupled with the leadership changes of the past two years has also impacted the TRCC. Because of the low attendance at the TRCC meetings, the Governor has tasked each of the agencies to designate a representative to attend each scheduled meeting, provide input and fulfill the TRCC mandates to develop and implement a strategic traffic records data plan for the Territory.

Crash data coupled with proven safety countermeasures form the principle basis for safety programs to resolve identified problems. VIOHS applicants are urged to clearly outline *how* and *why* specific countermeasures were selected for funding and implementation. Coordinators and sub-recipient applicants are encouraged to reference the current NHTSA's "Countermeasures that Work" as a guidance document.

## PROBLEM IDENTIFICATION PROCESS

The USVI must expand its problem identification beyond fatalities. The fatality rate is low when compared with other mainland jurisdictions. However, because the community is close knit, the impact of each fatality is deeply felt. Fatalities are the result of non-conforming behavior of drivers; lack of information regarding problem roadways, high incident intersections; minimized enforcement of traffic safety rules and laws; and reduced public outreach and education regarding traffic safety. For the USVI to prepare a more comprehensive highway safety plan that is not based on fatalities, all areas of traffic records components must be available in the planning process. The entities with traffic records must be able to integrate the data so that BMV is linked to the SC. The VIPD needs to be linked to the BMV, SC, and the DOJ so that driver and vehicle legality, driver behavior and citations adjudication can all be tracked in real time. The DPW roadway information and the EMS data on crashes, injuries and fatalities cannot be accurately assessed as the data is not provided with any regularity to the TRCC members. The current agencies limitations make planning difficult. Therefore, for FY2021 the VIOHS will focus its plan on the improvement of data systems and the methods to improve integration and data collection from the agencies.

Below is an outline of VIOHS' problem identification process:

- 1. Safety Focus/Program Area:** Highway safety high priority areas should be determined through data analysis which identify statistically significant problem and trends. For the data to be analyzed it must be first obtained from the six main data source areas listed previously. For FY2021 HSP, the Traffic Records Program area will focus on the gathering , analyzing and sharing of the data to identify problems which could be used to reduce crashes and not only the fatalities which were the result of the crashes.
- 2. Problems Identification:** Data including demographic information is utilized to identify highway safety problems. Evidence-based identified problems guide selection and implementation of countermeasures to address localized highway safety issues. Evidence can only be gathered from the data sources used to report the information. If the data is incomplete, inconclusive, and not timely, it does not allow for an accurate presentation of the problem.
- 3. Performance Targets:** Targets relevant to crashes, injuries, and fatalities by program area are set based on projected trends. The FY2021 HSP performance targets will be based on traffic records systems improvement in all program areas where relevant.
- 4. Countermeasures:** VIOHS employs strategies via programs and projects to accomplish performance targets and mitigate identified problems. These NHTSA developed strategies are proven effective nationally and are appropriate based on localized data, problem identification and available resources.

VIOHS' goal is to develop and execute projects that address the evolving needs of USVI residents and visitors relevant to highway safety. In accordance, VIOHS must utilize a data-driven approach to highway safety by analyzing crash data. The challenge to meeting this goal is that all the identified partners are also challenged with producing viable data for immediate use. The SC has implemented a new data system which both the BMV and the VIPD will interface in the FY2021 to maximize the use of the information. The VIOHS will continue to partner with VIPD, DOJ, BMV, SC and DOH to collect, input, analyze and disseminated relevant and accurate data from the various electronic monitoring systems.

To focus investments, VIOHS coordinators access, review and analyze data most effectively from the prior sources to determine fatality and serious injury trends relevant to each program area. Via Report Beam, crash location criteria can be reviewed as follows: high-incident areas, alcohol related crashes, seat-belt use, distracted driving, age, gender, weather, holiday, etc. This allows VIOHS to better understand localized high-risk highway safety problems and statistically significant trends in the USVI. However, Report Beam and any of the USVI data systems are only effective if all critical and relevant data is gathered and entered into the systems at the time of incidents and crashes.

VIOHS set a goal to modify VIPD's traffic records systems. To meet this goal, VIPD, is in the process of procuring the TraCS system. TraCS will modernize traffic data collection in the USVI, allow for more timely access to information, mitigate the incidence of error in data collection through on-the-spot entry capability and streamline the process for effectiveness and efficiency. VIOHS had a set deadline of full implementation by December 2020, but due to the impacts of COVID-19 on the software vendor, the project will be carried forward to FY2021 HSP.

## PERFORMANCE MEASURES & TARGETS

VIOHS must determine high-priority performance measures and targets through data analysis. Performance targets are set for relevant *NHTSA Core Performance Measures*, when necessary, additional measures are selected by VIOHS.

NHTSA Core Performance Measures include: 1.) Traffic Fatalities, 2.) Serious Injuries caused by traffic crashes, 3.) Fatalities per Vehicle Miles Travelled (Not Applicable in the USVI), 4.) Unrestrained Passenger Vehicle Occupant Fatalities, 5.) Fatalities caused by Alcohol Impaired Driving, 6.) Speeding-Related Fatalities 7.) Motorcyclist Fatalities, 8.) Number of Un-helmeted Motorcyclist Fatalities, 9.) Drivers Age 20 or Younger Involved in Fatal Crashes, 10.) Pedestrian Fatalities, 11.) Bicyclist Fatalities, 12.) Seat Belt Usage Rate, and additional traffic records targets. Those targets include:

- Average days between crash date and crash report submission date.
- Percentage of crash involved vehicles which tag numbers matches the BMV's vehicle files.

- Percentage of crash reports with no missing critical location data.

VIOHS has implemented best practices as it relates to determining performance measures and targets. VIOHS has adopted the following method going forward:

1. *Linear Trend Model*: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An analysis of data over a period of several years is conducted to identify the most significant problems and create targets.
2. *Discussion*: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets may be adjusted based on past, current and future safety-related activities, and programs.

### COUNTERMEASURE STRATEGIES

VIOHS works to achieve performance targets through employing evidence-based countermeasure activities that mitigate identified problems and satisfy performance targets. VIOHS will utilize *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* (9th Edition, 2017) as guidance to identify strategies that have proven effective nationally and are appropriate given data relevant to problem identification and available resources. VIOHS also considers the *Uniform Guidelines for State Highway Safety Programs*.

Viable countermeasures include 1) a description of the activity, 2) who will implement it, 3) where it will be implemented, and 4) whether funding will consist of local GVI, federal or a combination. Specific metrics will be employed to evaluate activities relevant to performance targets at the close of the fiscal year; the collected data will be used to adjust the program as needed for the next year.

### Processes Participants

#### PARTICIPANTS

VIOHS fosters essential relationships with *territorial safety partners* to develop and execute highway safety initiatives. Partners provide data necessary to identify highway safety problems and trends, as well as execute countermeasures, such as police traffic enforcement in combination with public outreach and educational projects, to execute VIOHS' mission to the benefit of the USVI.

VIOHS' proposed territorial safety partners consist of:

1. **Impaired Driving** – Virgin Islands Department of Education (DOE), DOH, and VIPD
2. **Occupant Protection** – VIPD, Virgin Islands Fire Service (VFS), Department of Human Services (DOHS), Queen Louis Home for Children and (DOH) Juan F. Luis and Medical Center Hospital -St. Croix (STX), Roy Lester Schneider Hospital and Medical

Center -St. Thomas (STT) and Myrah Keating Smith Community Health Center – St. John (STJ).

- 3. Traffic Records Coordinating Committee** – Office of the Governor, DOJ, Bureau of Information Technology (BIT), LGO, DOH, Virgin Islands Territorial Emergency Management Agency (VITEMA), VIPD, Superior Court (SC), Department of Public Works (DPW) and Bureau of Motor Vehicles (BMV).

VIOHS is undertaking an expanded public outreach campaign, including elevated enforcement, relevant to the impaired driving, occupant protections programs and police traffic services. Through the campaign VIOHS will utilize professional contractor (s) to utilize popular local entertainers and various print, radio, and televised media outlets.

VIOHS distributes federal funds amongst GVI, non-profit and other private sector partners to implement countermeasure strategies based on evidence-based identified problems. Interested applicants are provided an application packet detailing application and program requirements and receive one-on-one assistance from area specific VIOHS coordinators to ensure accepted countermeasures and metrics are adhered to and successful completion of the application packet.

### Description of Highway Safety Problems

#### VIOHS PROBLEM IDENTIFICATION

The mission of the VIOHS is to prevent motor vehicle crashes and reduce fatalities and severe injury, by providing the safest roadways possible for residents and visitors to the Territory. VIOHS aims to accomplish this mandate through an evidence-based approach. This evidence is based on receiving accurate data from the six core traffic records data systems for the creation of projects to promote traffic safety in the territory. VIOHS implements continuous improvements to programs which develop, promote, and execute educational, outreach and enforcement initiatives relevant to highway safety.

VIOHS' top priorities for the FY2021 highway safety program include mitigating increases in ***Serious Injuries in Traffic Crashes Fatalities*** – reviewing the methodology of reporting serious injuries to insure that it falls in line with standardized methods to ensure relevance and accuracy; ***Unrestrained Passenger Vehicle Occupant Fatalities*** – continues to increase due to lack of enforcement and reduced educational and media outreach; ***Pedestrian Fatalities***; and ***Speeding Fatalities***.

VIOHS will work to reduce ***Traffic Fatalities*** – increased to nineteen (19) fatalities in 2019 from 2018 of fourteen (14); ***Alcohol Impaired Driving Fatalities*** – decreased from three (3) in 2018 to two (2) fatalities in 2019; ***Unrestrained Passenger Vehicle Occupant Fatalities*** – increased to seven (7) and this ties directly to ***Seat Belt Usage Rate*** decreased significantly to 71.1% in 2019, the VIOHS will work to increase usage rate in the territory; Pedestrian Fatalities increased to two (2) fatality in 2019 from one in 2018; ***Bicyclist Fatalities*** decreased to zero in 2019; and ***Driver Age 20 or Younger Fatalities*** – increased to one (1)

fatality 2019; as well as areas which were not previously tracked in the data reporting area, such as *Average Days between the Crash Date and the Crash Report Submission* which decreased from fourteen (14) in 2017 to eleven (11) in 2018 but increased to sixteen (16) in 2019.

The prior analysis serves to set performance measures and determine appropriate countermeasure strategies that will be developed into projects to address identified highway safety issues leading to further reductions in crashes, fatalities, and injury.

VIOHS was able to solicit a new contractor to conduct the 2019 seat belt survey and has selected the same contractor for the 2020 survey which is anticipated to be completed on time barring any unforeseen interruptions by COVID-19. VIOHS has set the 2021 goal at **78.6%** usage rate.

To accomplish this goal, VIOHS has initiated an aggressive public outreach campaign, coupled with elevated high-visibility enforcement activities. VIOHS will focus on enforcement activities as a primary countermeasure. The results of these analyses provide the basis for setting performance measures, selecting countermeasure strategies, and identifying planned activities that will be developed into projects. Likewise, sub-recipient projects are selected based on how well the applicant's proposal addresses problem identification, program targets, countermeasure strategy, project evaluation and the proposed budget.

VIOHS has acknowledged the need to revamp the USVI's data collection. This was emphasized through the CAP items developed because of the 2019 MR. Therefore, systems development and integration of the six core data systems will be the focal point of the HSP. One of the key areas will be the incoming TraCS system within the VIPD which will allow for more accurate data over time for comparison. VIOHS will then be better equipped to analyze citation trends, identify problems, and select countermeasure strategies for mitigation more effectively.

## Methods for Project Selection

### METHODS OF PROJECT SELECTION

VIOHS has set a goal to increase sub-recipient applications. Coordinators will explore strategies to solicit potential applicants via non-profit and government databases and attending/presenting at various networking events and meetings. Coordinators will closely work with applicants to produce successful applications including all required components, particularly data, problem identification, performance targets and countermeasure implementation.

Given the anticipation of an increase in applicants, VIOHS is making strides to implement best practices as it relates to *methods of projects selection* as mandated by the MR. VIOHS will adopt the following method going forward:

1. Establish a grant application schedule including: 1) a timeframe wherein coordinators will solicit potential applicants in the government, non-profit and private sectors; 2) coordinators will host two (2) informational sessions for interested candidates; 3) a timeframe for applicants to work with coordinators to complete comprehensive application packets; 4) and a firm submittal deadline.
2. Upon conclusion of the grant application period, a team of scorers will equally apply an objective scoring method to all applications. Successful applications will be determined by how well the applicant's proposal addresses problem identification, program targets, countermeasure strategy and project evaluation in addition to other required information. Applicant qualifications and the proposed budget are also considered in scoring applications.
3. Unsuccessful applicants will be provided with the opportunity for a debriefing by the VIOHS Director relevant to the applicant's proposal. Because this HSP is focused on traffic records systems, it is anticipated that the projects will be managed by the governing agency that produces said data. The VIOHS will seek direct input in the project evaluations from the Bureau of Information Technology (BIT) to ensure that the systems being put in place and the planned software is within the scope of the applying agency; it fits within the GVI systems for maintenance and support; and that it can be integrated without seamlessly. The VIOHS will also seek assistance and advice from our NHTSA Region 2 partners when needed. The VIOHS also plans to provide grant application and management training for all applicants but with special emphasis on the TRCC members especially the core six members. Feedback is designed to help the applicant strengthen future submissions.
4. Successful applicants move into negotiations with VIOHS to include requesting changes to project scopes, measurements, and budgets. Project budgets are established based on a review of multi-year crash data and prioritized problematic programs areas and/or locations.
5. Upon completion of negotiations, proposals are routed through the VIOHS grant approval workflow, consisting of review and approval by VIOHS Director, VIPD Commissioner (Governor's Representative (GR)) and the National Highway Traffic Safety Administration (NHTSA) Regional Office.
6. Once approved and implemented, all projects are monitored in accordance with procedures established by VIOHS reflecting local and Federal rules and regulations. VIOHS coordinators are requires submitting monthly reports indicating activities and progress. Annual reports are requested for identified projects. DUI enforcement projects are required to submit enforcement activity reports within one (1) week of the operations.

*\*Steps 2-6 of the prior method were adopted from the FY2018 Pennsylvania Department of Transportation Highway Safety Plan as a best practice.*

## List of Information and Data Sources

Virgin Islands Police Department's Report Beam

Virgin Islands Superior Court's Case Management System

Department of Health Emergency Medical Services (EMS) Patient Care Reporting System

Bureau of Motor Vehicle Database

Annual Scientific Observational Survey of Seat-Belt Use

Superior Court of the Virgin Islands

Department of Public Works

Department of Justice, Office of the Attorney General

The VIOHS has been challenged from calendar year 2017 in various ways. The double impact of hurricanes Irma and Maria interrupted operations for several months. When operations were re-established, the office experience the change in directors – three different directors between 2018 to present. The 2018 change in leadership of the Territory at the Governor level and thus changes in the cabinet level. These are impactful on the operations of the OHS and the necessary planning and coordination among critical agencies. Most of the partnership agencies did not have a bureau or department head until late 2019. This it was difficult to establish the necessary meetings for traffic safety planning. The bureaus and departments were also challenged to staff their agencies as the local pool was limited and everyone was accessing the same pool. The VIOHS have unsuccessfully attempted to fill one position from 2019 to present.

The USVI has not had a functioning TRCC from the second quarter of FY2017. That committee were also following the last Traffic Records Strategic Plan [Appendix B] which was created in June 2015 without much success. This was followed by a NHTSA Traffic Records assessment in May 2017 [Appendix C]. This assessment showed great deficiencies in the data collection, storage, agencies data connectivity and overall analysis to provide guidance for the planning of strategic traffic safety methods.

Data collection, analysis, distribution, and utilization is critical to the Territory. Therefore, the VIOHS must work towards the reestablishment and member participation in the TRCC to effect meaningful change in producing data driven fundable projects.

After an unplanned hiatus in 2018 and 2019, the TRCC was reestablished in a limited manner in FY2020. Agency attendance is sporadic, and the assistance had to be requested directly from the Governor to ensure that members from participating agencies and bureaus understand the importance and necessity of attending, participating, and protecting the USVI funding for traffic records projects.

The VIOHS was also impacted by an unfavorable Management Review and must ensure that the mandates of the Corrective Action Plan are being met. This has directly resulted in the revision of the focus in the 2021 HSP as the data collection, accuracy, and reporting in the USVI needs significant improvement.

In the area commercial vehicle traffic safety, the VIOHS contracted Howard University to assess the crash reporting of the data and again, the USVI must make significant improvements in its data collection processes. The problems identified in the 2017 traffic records data assessment were all similarly identified by the Howard University assessment [Appendix D].

VIOHS will focus in further strengthen its Traffic Records area by:

- a) adding a dedicated junior analyst to augment the Analyst/Coordinator
- b) working with the Office of the Governor to have an Executive Chair assigned to the TRCC to provide dedicated leadership – the Governor’s Representative as the Chair
- c) strengthening interactions with our data source partners
- d) and because of the impact of COVID-19 increasing our teleconferencing abilities.

VIOHS will also continue to be guided by our federal partners at NHTSA and Federal Motor Carrier Safety Administration (FMCSA).

## Performance Report

Progress towards meeting the USVI performance targets from previous fiscal year's HSP

<b>Performance Measure Name</b>	<b>Progress</b>
C-1. Number of traffic related fatalities	Not Met
C-2. Number of serious injuries caused by traffic crashes	In Progress
C-3. Fatalities per Vehicle Miles Travelled	N/A
C-4. Number of unrestrained passenger vehicle occupant fatalities, all seat positions	Not Met
C-5. Number of fatalities caused by alcohol impaired driving	Not Met
C-6. Number of speeding related fatalities	Not Met
C-7. Number of motorcyclist fatalities	Not Met
C-8. Number of un-helmeted motorcyclist fatalities	Met
C-9. Number of drivers age 20 or younger fatalities	Not Met
C-10. Number of pedestrian Fatalities	Not Met
C-11. Number of bicyclist fatalities	Met
B-1. Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Not Met

### **C-1. Number of Traffic Fatalities**

Progress: Not Met

Report

The target for the traffic fatalities was set at 13 for FY 2019. However, the target was not met as the actual traffic fatalities for FY 2019 was 19.

### **C-2. Number of serious injuries caused by traffic crashes**

Progress: In Progress

Report

The target for the number of serious injuries in traffic crashes was set at 750 for FY 2019. Due to a lack in accessibility to EMS data the VIOHS does not currently have a standardized method of verifying traffic injuries. Therefore, the VIOHS used Report Beam to gather data on serious injuries and it reported 16 for FY 2019.

### **C-3. Fatalities per Vehicle Miles Travelled**

Progress: N/A

Report

The is not applicable to the USVI.

### **C-4. Number of unrestrained passenger vehicle occupant fatalities, all seat positions**

Progress: Not Met

Report

The target for the number of unrestrained passenger vehicle fatalities was set at 4 for FY 2019. The Territory experienced 7 during the FY 2019.

### **C-5. Number of fatalities caused by alcohol impaired driving**

Progress: Not Met

Report

The target for the number of alcohol impaired driving was set at 1 for FY 2019. During FY 2019, the Territory had 2.

### **C-6. Number of speeding related fatalities**

Progress: Not Met

Report

The target for the number of speeding related fatalities was set at 2 for FY 2019. However, the Territory experienced 3 during FY 2019.

### **C-7. Number of motorcyclist fatalities**

Progress: Not Met

Report

For FY 2019, the target for the number of motorcyclist fatalities was set at 2. The Territory had 3 motorcyclist fatalities during FY 2019.

### **C-8. Number of un-helmeted motorcyclist fatalities**

Progress: Met

Report

The target for the number of un-helmeted motorcyclist fatalities was set at 0 for FY 2019 and the USVI met this performance measure as it did not experience any un-helmeted motorcyclist fatalities.

### **C-9. Number of drivers age 20 or younger fatalities**

Progress: Not Met

Report

The target for the number of drivers age 20 or younger fatalities was set at 0 for FY 2019. The USVI experienced 1 fatality of this kind during the FY 2019.

### **C-10. Number of pedestrian Fatalities**

Progress: Not Met

Report

The target for pedestrian fatalities was set at 1 during FY 2019. However, the USVI had 2 fatalities of this kind during that period.

### **C-11. Number of bicyclist fatalities**

Progress: Met

Report

The target for bicyclist fatalities in the USVI was set at 0 for FY 2019 and this target was met.

### **B-1. Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)**

Progress: Not Met

Report

The target the seat belt usage rate throughout the Territory was set at 85%. The actual usage rate reported for the FY 2019 is **71.1%**.

## Performance Plan

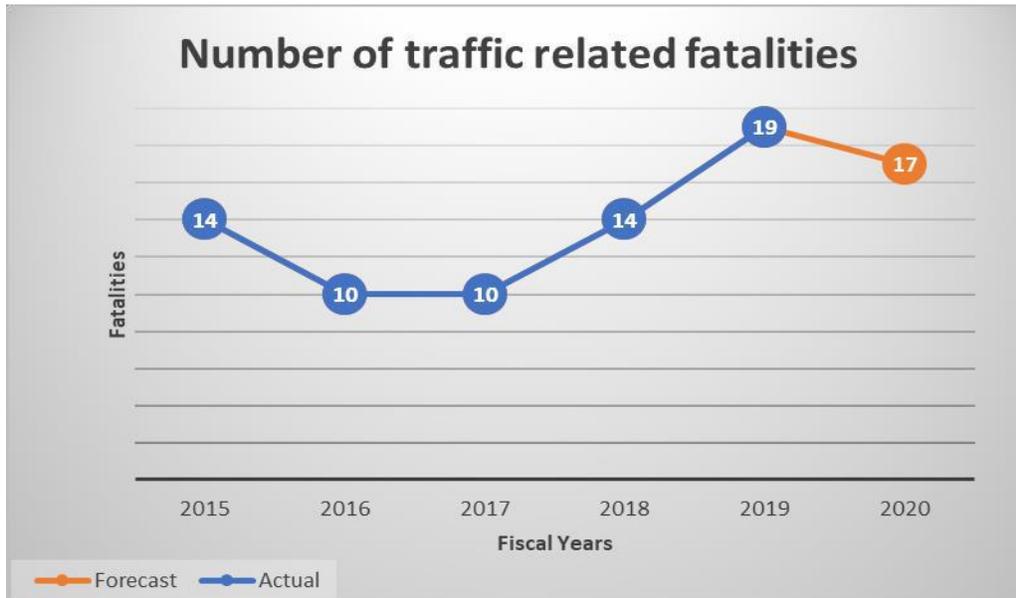
For the performance targets created, VIOHS took the average of the actual performance values for each measure for the past five (5) years (2015-2019), reduced the value by 10%, and set the targets at the rounded value. USVI crash data are relatively low compared to national statistics. Therefore, we agreed that a target at 10% reduction would be feasible.

### Summary

Performance Measure Name	Target Period	Target Start Year	Target End Year	Target Value
C-1. Number of traffic related fatalities	5 Year	2020	2024	12
C-2. Number of serious injuries caused by traffic crashes	5 Year	2020	2024	14
C-3. Fatalities per Vehicle Miles Travelled	5 Year	2020	2024	<u>N/A</u>
C-4. Number of unrestrained passenger vehicle occupant fatalities, all seat positions	5 Year	2020	2024	4
C-5. Number of fatalities caused by alcohol impaired driving	5 Year	2020	2024	2
C-6. Number of speeding related fatalities	5 Year	2020	2024	2
C-7. Number of motorcyclist fatalities	5 Year	2020	2024	2
C-8. Number of un-helmeted motorcyclist fatalities	5 Year	2020	2024	0.0
C-9. Number of drivers age 20 or younger fatalities	5 Year	2020	2024	0

C-10. Number of pedestrian Fatalities	5 Year	2020	2024	1
C-11. Number of bicyclist fatalities	5 Year	2020	2024	0
B-1. Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2020	2020	78.6%
<b>Traffic Records</b>				
Average days between the crash date and the crash report submission date	Annual	2021	2021	5
Percentage of crash involved vehicles that tag numbers matches BMV's vehicle files	Annual	2021	2021	56%
Percentage of crash reports with no missing critical location data	Annual	2021	2021	56%

## C-1. Number of traffic related fatalities



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 12 Target

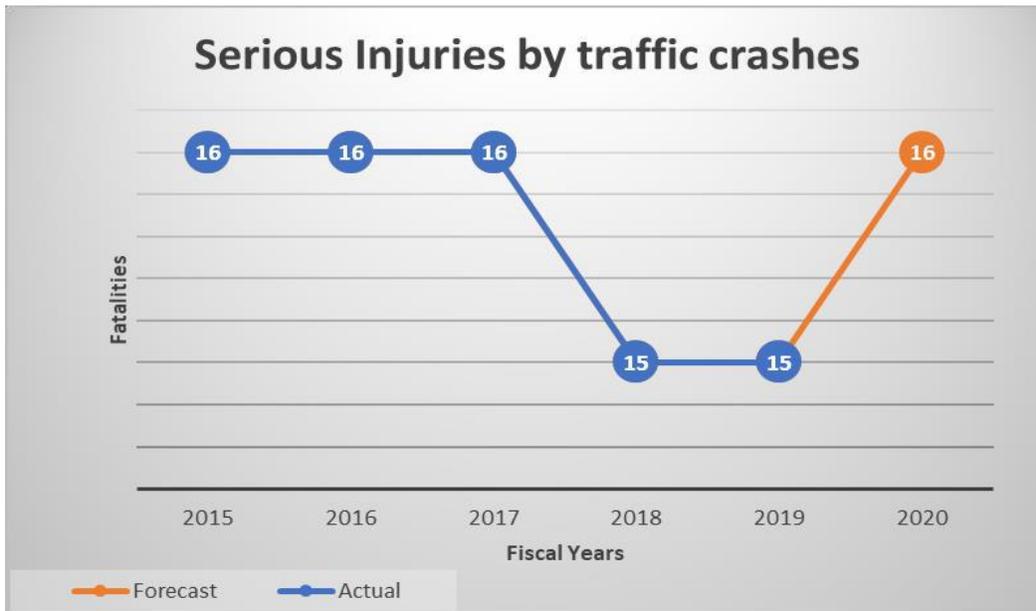
Period: 5 Year Target

Start Year: 2020

Performance Measure Justification

Linear trend analysis predicts a decrease in this category for 2020. The baseline year for this performance measure is **2018**. Thus, the target value was set at **12** which will lead to a decrease in the trendline's slope.

## C-2. Number of serious injuries caused by traffic crashes



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 14.0

Target Period: 5 Year

Target Start Year: 2020

Performance Measure Justification

Linear trend analysis predicts an increase in this category for 2020. The baseline year for this performance measure is **2018**. Thus, the target value was set at **14** so that the slope of the decreasing trendline can continue to decrease.

### **C-3. Fatalities per Vehicle Miles Travelled**

Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: N/A Target

Period: 5 Year Target

Start Year: 2020

Performance Measure Justification

**This is not applicable to the territory of the USVI.**

## C-4. Number of unrestrained passenger vehicle occupant fatalities, all seat positions



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 4 Target

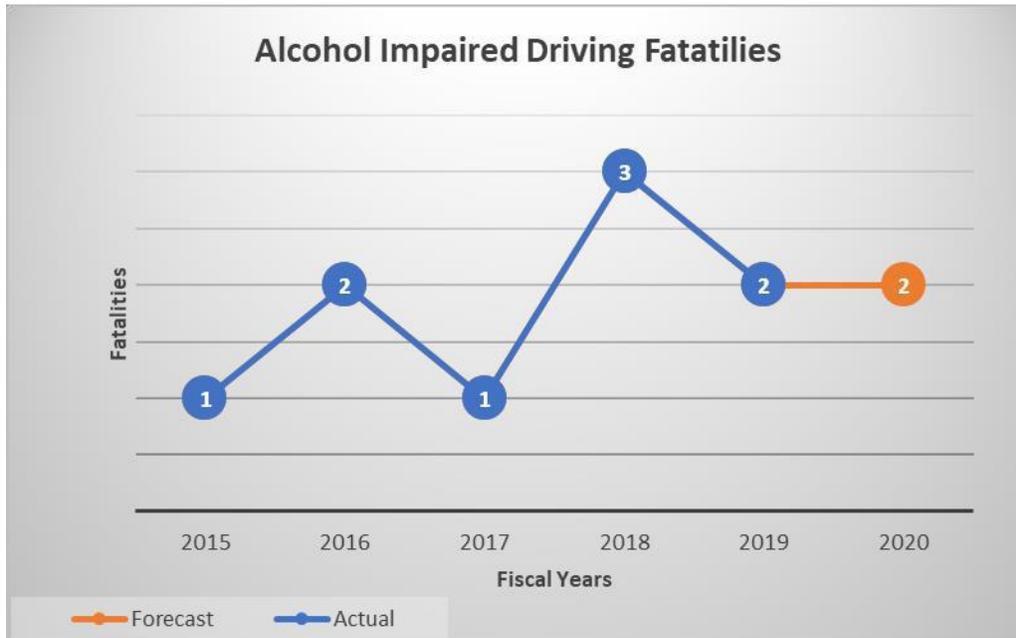
Period: 5 Year

Target Start Year: 2020 Performance

Measure Justification

Linear trend analysis predicts no change in this category for 2020. The baseline year for this performance measure is **2018**. Thus, the target value was set at **4** so that this performance measure can begin to trend downward.

## C-5. Number of fatalities caused by alcohol impaired driving



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 2 Target

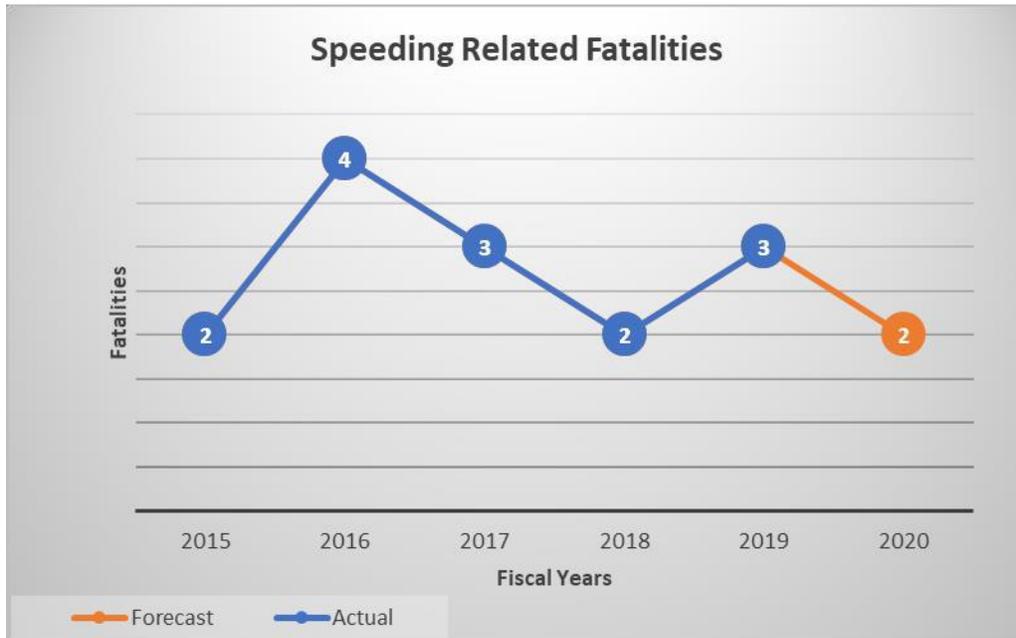
Period: 5 Year

Target Start Year: 2020 Performance

Measure Justification

Linear trend analysis predicts no change in this category for 2020. The baseline year for this performance measure is **2018**. Thus, the target value was set at **2** which will lead to a decrease in the trendline's slope.

## C-6. Number of speeding related fatalities



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 2 Target

Period: 5 Year

Target Start Year: 2020 Performance

Measure Justification

Linear trend analysis predicts a decrease in this category for 2020. The trendline is currently flat so the baseline year for this performance measure is **2018** which is under the baseline. Therefore, the target value was set at **2** so that the trendline can begin trending downwards.

## C-7. Number of motorcyclist fatalities



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 2 Target

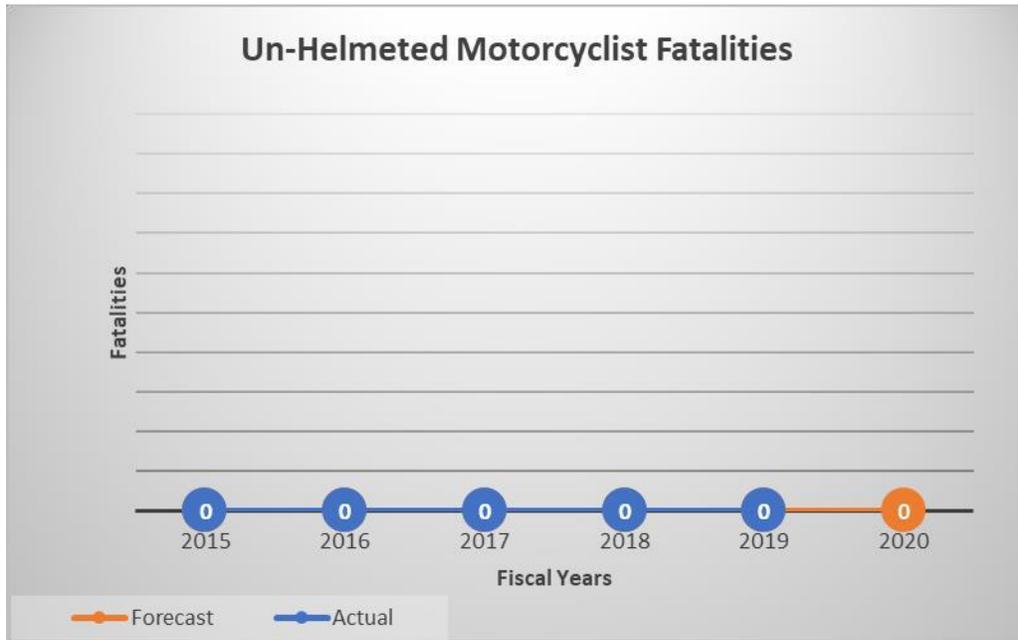
Period: 5 Year

Target Start Year: 2020 Performance

Measure Justification

Linear trend analysis predicts a decrease in this category for 2020. The baseline year for this performance measure is **2019**. Thus, the target value was set at **2** which will lead to a decrease in the slope of the trendline.

## C-8. Number of un-helmeted motorcyclist fatalities



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 0.0 Target

Period: 5 Year Target

Start Year: 2020

Performance Measure Justification

For the past 5 years, this category has met its target value and this target value was used for the next 5 years.

### C-9. Number of drivers age 20 or younger fatalities



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 0 Target

Period: 5 Year

Target Start Year: 2020 Performance

Measure Justification

Linear trend analysis predicts a decrease in fatalities of Drivers Age 20 or Younger. Therefore, the target value was set at **0** since the 5-year trendline is declining and its mode average is 0.

## C-10. Number of pedestrian Fatalities



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 1 Target

Period: 5 Year

Target Start Year: 2021 Performance

Measure Justification

Linear trend analysis predicts a decrease in this category for 2020. Using **2019** as the baseline year. The target value was set at **1**, so the trendline can begin sloping downwards.

## C-11. Number of bicyclist fatalities



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 0.0 Target

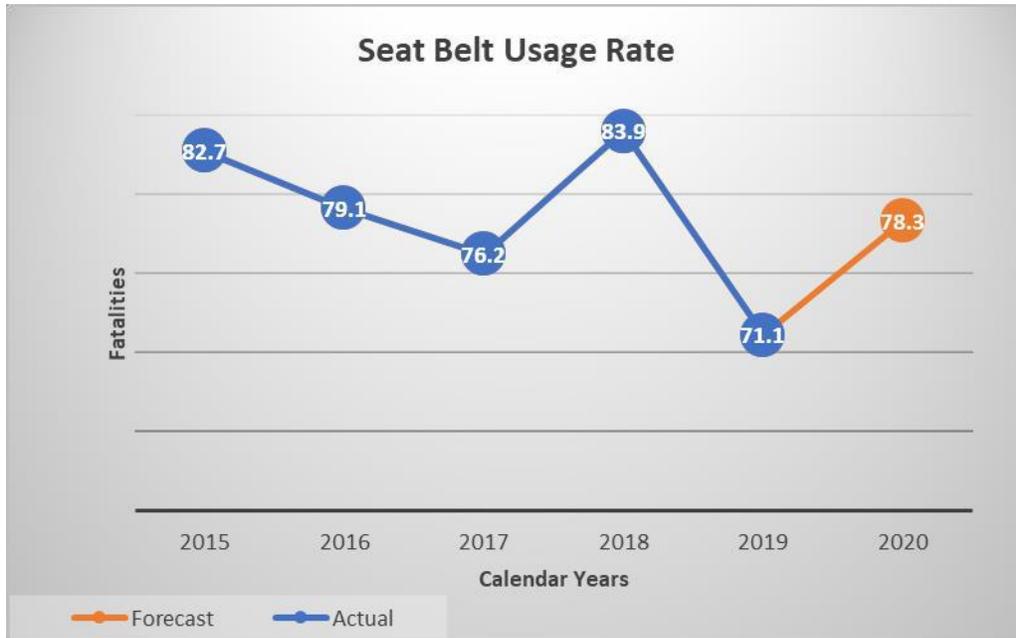
Period: 5 Year Target

Start Year: 2021

Performance Measure Justification

Linear trend analysis predicts no change in this category for 2020. The target value will remain at **0** since bicyclist fatalities are rare in the Territory.

## B-1. Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 78.6%

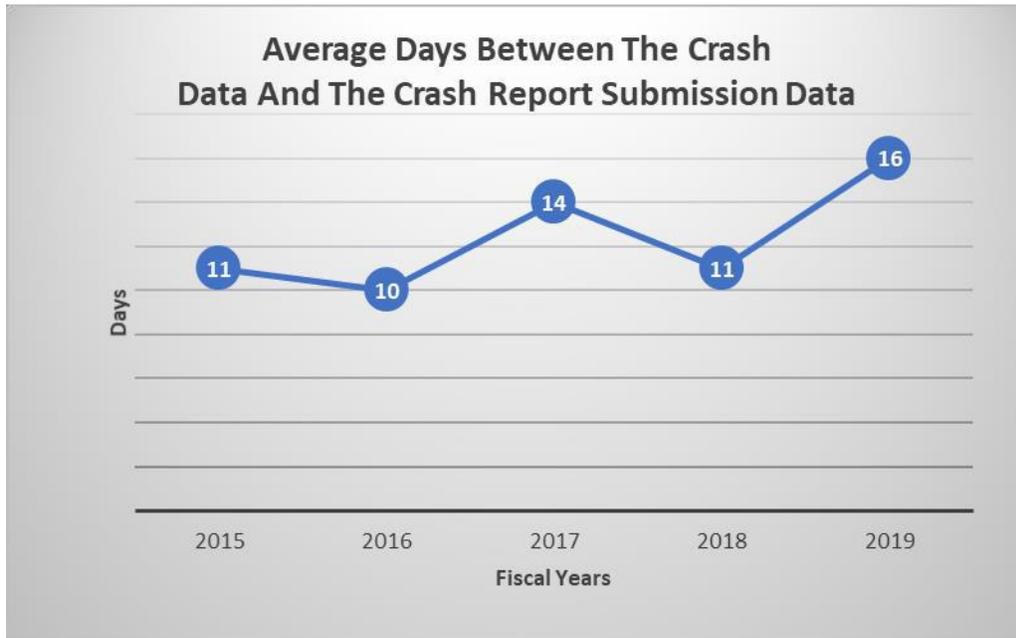
Target Period: Annual

Target Start Year: 2021

Performance Measure Justification

Linear trend analysis predicts an increase in the Seatbelt Usage Rate to **78.3%** for calendar year 2020. Therefore, the target value was selected to be **78.6%** an 11% increase from the 2019 usage rate. The VIOHS plans on benefiting from the increase occupant protection enforcement activities in the Territory to meet this goal.

## Average days between the crash date and the crash report submission date



Traffic records performance measure: Yes

Primary performance measure attribute: Timeliness

Core traffic records data system to be affected: Crash

Target Metric Type: Numeric

Target Value: 5 Target

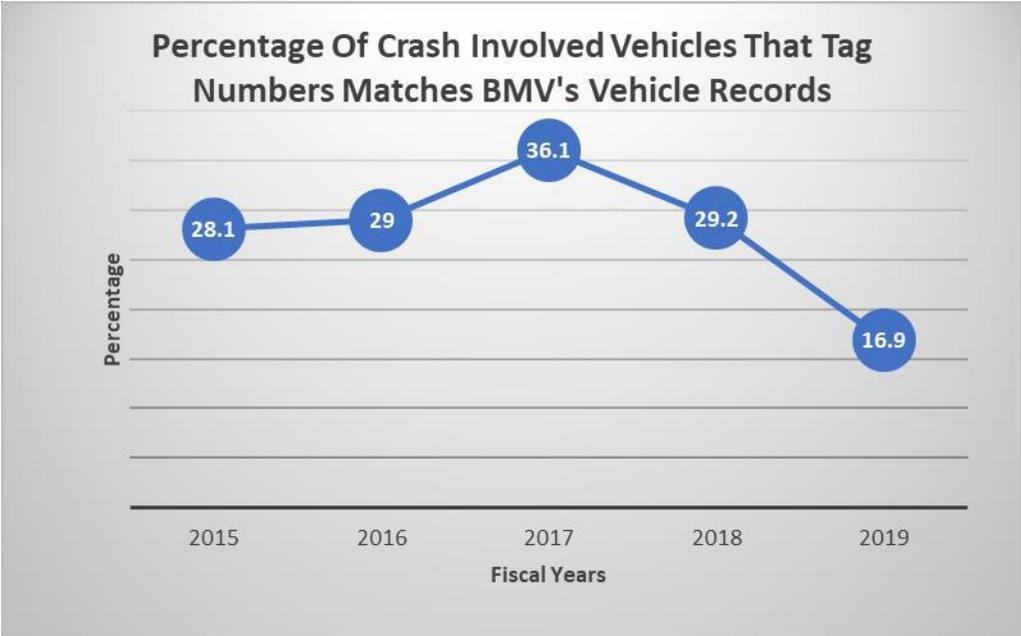
Period: Annual

Target Start Year: 2021 Performance

Measure Justification

The target value was set based on the standard of the VIPD to submit all crash reports into Report Beam within 5 days of the crash. With the implementation of the TraCS system, the Virgin Islands will be moving towards electronic submission of crash reports. This new system with the aid of laptops, tablets, barcodes scanner, mobile routers, etc. will boost timeliness, accuracy, and completeness of crash data.

# Percentage of crash involved vehicles that tag numbers matches BMV's vehicle files



Traffic records performance measure: Yes Primary  
performance measure attribute: Accuracy

Core traffic records data system to be affected: Crash

Target Metric Type: Numeric

Target Value: 56%

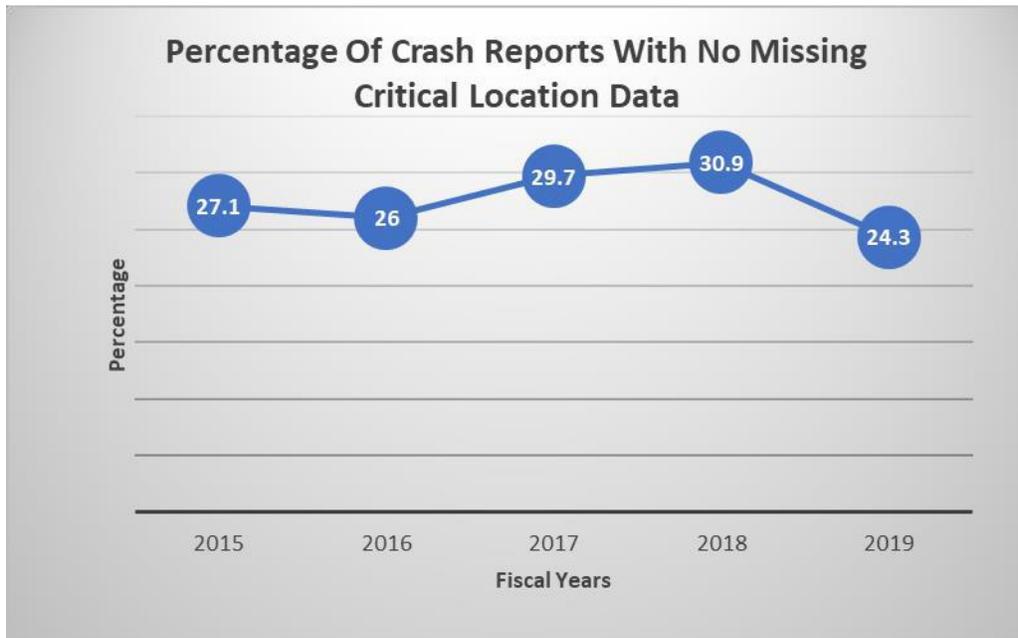
Target Period: Annual

Target Start Year: 2021

### Performance Measure Justification

The target value is set at three times the percentage recorded for **2019** which is the baseline year for this performance measure. With the implementation of the TraCS system, the Virgin Islands will be moving towards electronic submission of crash reports. This new system with the aid of laptops, tablets, barcodes scanner, mobile routers, etc. will boost timeliness, accuracy, and completeness of crash data.

## Percentage of crash reports with no missing critical location data



Primary performance measure attribute: Accuracy

Core traffic records data system to be affected: Crash

Target Metric Type: Numeric

Target Value: 56%

Target Period: Annual

Target Start Year: 2021

Performance Measure Justification

The target value is set at twice the percentage recorded for **2019** which is the baseline year for this performance measure. With the implementation of the TraCS system, the Virgin Islands will be moving towards electronic submission of crash reports. This new system with the aid of laptops, tablets, barcodes scanner, mobile routers, etc. will boost timeliness, accuracy, and completeness of crash data.

## **Program Area:            PLANNING & ADMINISTRATION**

### Problem Statement

The VIOHS has experienced a variety of challenges in recent years. The double impact of the 2017 hurricanes Irma and Maria which halted operations for approximately five months; the changes in the leadership of the GVI due to election results in 2018 and caused transitional delays during FY 2019, followed by an unflattering NHTSA Management Review. The office must repurpose itself to become a fully functioning highway safety office which is cognizant of and adhere to the funding laws from all funding sources. The VIOHS continues to build upon a sense of renewed purpose with the territory, consideration for improvements such as the implementation of an updated traffic system; policy and procedures manual; and increase in community-based activities to include an upturn in sub-grantee initiatives directed towards altering behavioral patterns among the motoring public, have taken precedence among the agency's objectives.

For Fiscal Year (FY) 2021, VIOHS will focus on obtaining and analyzing the data necessary to create statistically based projects which will promote traffic safety throughout the Territory through media outreach, education, and enforcement of the current laws. The FY2021 HSP will place a major focus on developing the external stakeholders/managers, needed infrastructure/equipment, training and deployment of the six traffic records systems (crash, citation/adjudication, EMS/injury surveillance, roadway, vehicle, driver), so that future year's programs can be built upon a strong foundation of reliable data.

The VIOHS staff will be responsible for developing and identifying evidence-based strategies to achieve performance targets established within the annual HSP. Office objectives and responsibilities includes increased involvement in assigned program with continuing minimum requirements of outreach activities, expansion of program mandates throughout the Virgin Islands and monitoring of sub-recipients. The collection of relevant data from grant funded law enforcement activities and traffic safety programs will ensure efficient use of funding to accomplish a data driven approach towards meeting the mandates of the Virgin Islands Office of Highway Safety.

### Program Description

The VIOHS HSP for FY2021 will focus on the methods of data capture, integrity, reporting accuracy, inter-agency accessibility and distribution of reports acceptable and usable by GVI, non-government entities, sub-recipients, and the public.

The three-pronged approach will entail:

1.     Emphasize traffic records program to increase sub-recipient applications of achievable one-year projects to build the program. This will involve working with each of the six agencies responsible for data production to

facilitate the collection, accuracy and dissemination of the information required to improve traffic safety in the Territory. The VIOHS interaction with the agencies would be akin to embedding coordinators within the agencies to fully understand the process, determine the immediate need which can be fulfilled by utilizing funds in the Traffic Records program, and assisting with the drafting of projects which can be readily approved by our federal partner, NHTSA.

2. Direct the planning and administration of NHTSA funding to have all coordinators function in all program areas with emphasis on overall traffic safety instead of a single program area. Coordinators will be considered traffic safety managers focused on the collection of accurate data to produce information necessary to improve traffic safety. Forty percent (40%) of each traffic safety manager's time will be directed to the collection of data and assisting the Traffic Records Analyst/Safety Manager and Director in synchronizing the information gathered from the six partner agencies.
3. Increase coordination with the local law enforcement agency (VIPD) to attain a maximized year of enforcement activities geared towards improved traffic safety and data collection from citation to adjudication. The continued visible enforcement is necessary to ensure that the Territory's laws are being respected. The citation and crash documentation must be improved from the law enforcement arm. This will involve enforcement projects which when completed the data collected can be tracked through the systems in place in the Territory. The information will not only be tracked, but the time at each stage of the process, the challenges in moving the data forward, and finally how the information is used by each of the agencies involved.

The Planning and Administration project entails the management of Federal Highway safety funds (§.402, §405b, and §405c), local funds (non-matching), distribution of these funds to sub-recipient agencies, preparation of the annual Highway Safety Plan and the Highway Safety Plan Evaluation. The process of planning and administrating the goals and objectives of the Highway Safety Office is continuous in the following manner:

- o Developing performance goals in a joint effort with coordinators and sub grantees and selecting attainable measures.
- o Establishing clearly defined and articulated problems.
- o Collaborating with partners – local or regional.
- o Identifying, prioritizing, and selecting projects.
- o Collaborating in the articulation of objectives related to goals upon request.

- o Evaluating results and adjusting problem statements.

The success of this project requires the commitment of the staff in its entirety as a dedicated team to ensure that the traffic safety programs run efficiently and a Director who empowers staff to conduct successful traffic safety programs which are directed towards preventing injuries and saving lives through the reduction of the number and severity of motor vehicle crashes.

The Federal Highway Safety funds are distributed according to data-driven justification with collaboration and guidance from NHTSA. The Federal Motor Carrier Safety Administration (FMSCA) provided guidance in commercial vehicle traffic safety. Moreover, the Office of Highway Safety will continue to coordinate with local law enforcement in promoting traffic safety throughout the U.S. Virgin Islands through enforcement activities. Therefore, the goal continues to be to increase safety awareness and reduce highway crashes, injuries, and fatalities across the Territory.

Unique Identifier	Planned Activity Name	Primary Countermeasure Strategy ID
21-PA-402	PLANNING & ADMINISTRATION	

Planned Activity: PLANNING & ADMINISTRATION

Planned activity number: **21-PA-402**

Planned Activity Description

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) denotes a division within the Virgin Islands Police Department responsible for the reduction of traffic crashes, injuries and fatalities on the roadways throughout the U.S. Virgin Islands. Pursuant to the approval of the Virgin Islands Senate, the division operates on appropriations from the local government and receives the support of the National Highway Traffic *Fixing America’s Surface Transportation* (FAST) Act Sections 402 and 405 (b) and (c) grant programs.; and from the Federal Motor Carrier Safety Administration for commercial vehicle traffic safety.

The Planning & Administration activity is the cornerstone of the NHTSA funding for the VIOHS. Guided by a renewed mission of improving highway safety territory-wide through the development, promotion, and implementation of educational outreach campaigns; enforcements and community-directed alliances, the VIOHS approaches fiscal year 2021 with clear and measurable objectives, benchmarks, and milestones to ensure success. In

adhering to mandates to promote highway safety territory-wide, the VIOHS intends to address the following program areas through the FY 2021 HSP:

- Traffic Records
- Occupant Protection
- Impaired Driving
- Police Traffic Services
- Communications

The design, implementation, monitoring and evaluation of traffic safety initiatives targeting fatality reduction measures will be led the Director of The Virgin Islands Office of Highway Safety and supported by Highway Safety Program Coordinators, Compliance and Fiscal Officers, and Traffic Data Analyst. Program Coordinators are responsible for independently managing assigned program areas, coordinating traffic safety activities, and identifying opportunities to capture evidence-based data useful in promoting highway safety awareness through creating partnerships and facilitating sub-grantee agreements. The Compliance Officer will work diligently to develop and implement a comprehensive suite of compliant solutions in accordance with the Corrective Action Plans proposed as a result to the 2019 NHTSA Management Review. The priority will be to keep VIOHS' activities and sub-recipients projects consistent with the laws, policies and guidelines of NHTSA. The Fiscal Officer serves in a technical capacity, providing support and direction on utilizing grant funds within the specified guidelines and conditions of each program and related projects. The Traffic Data Analyst evaluates and analyzes traffic data to maximize relevancy of output for retrieval and timely distribution of useful crash site data as well as to endorse safety improvements to roadways, conduct effective enforcement activities, and implement efficient safety campaigns in efforts to save lives territory-wide. Initiatives are based on the VIOHS' formulation of the HSP and performance achievements are assessed through an annual report. To facilitate such efforts, the Planning and Administration Division provides management and support services to ensure the ensure the overall success of the Virgin Islands Office of Highway Safety.

**Project Title:** Planning and Administration

**Project Number:** 21-PA-402

**Funding Source:** Fast Act NHTSA 402

**Indirect Cost Rate:** 16.20% (Subject to change based on the Virgin Islands Office of Management and Budget)

**Personnel and Fringe Benefits:**

**Director** - position directs the design, implantation, monitoring, and evolution of all federal programs under the Office of Highway Safety and the completion of the Highway Safety Plan. A minimum of Eighty (80%) percent of the Director's time will be dedicated to NHTSA mandates.

**Fiscal Officer** - serves as the accounting technical support for the Fiscal Section, which handles all aspects of the NHTSA grant programs within the VI Office of highway Safety to include grant budgets, supervision of purchasing and accounting functions, coordination with central accounting processes financial voucher requests for the VIOHS grant programs. This position will be 80% dedicated to NHTSA programs.

**Compliance Officer (Supervising Coordinator)** - will work diligently to develop and implement a comprehensive suite of compliant solutions to keep VIOHS activities consistent with the laws, policies, and guidelines of NHTSA. Responsible for monitoring expenditures, maintaining a log of assets and verification of program objectives and activities to ensure compliance with federal guidelines as set forth by NHTSA.

**Operating Expenses:**

**Travel/Training** is needed for professional growth and knowledge to ensure program efficiency continues to be at the forefront. Due to the impact of COVID-19, travel maybe restricted, but where possible will be undertaken.

**Operating and Office Supplies** are needed to carry out the mission and vision of the Planning and Administration program. Supplies include but are not limited to copy paper, cleaning supplies, and other necessary supplies.

POSITION	TOTAL SALARY & FRINGE	GROSS SALARY	PROJECT %	SALARY TO BE CHARGED
DIRECTOR	\$ 97,802.66	\$ 87,550.00	80%	\$ 70,040.00
FISCAL OFFICER	\$ 65,139.25	\$ 51,055.00	80%	\$ 40,844.00
COMPLIANCE OFFICER	\$ 91,487.66	\$ 60,000.00	100%	\$ 60,000.00
	<b>\$ 254,429.57</b>	<b>\$ 198,605.00</b>		<b>\$ 170,884.00</b>

<b>POSITION</b>	<b>FICA</b>	<b>MEDICARE</b>	<b>RETIREMENT</b>	<b>HEALTH</b>	<b>LIFE</b>	<b>WORKMEN'S COMP</b>
DIRECTOR	\$ 4,342.48	\$ 1,015.58	\$ 16,459.40	\$ 5,621.95	\$ 15.94	\$ 307.31
FISCAL OFFICER	\$ 2,532.33	\$ 592.24	\$ 8,373.02	\$ 12,393.60	\$ 15.94	\$ 384.14
COMPLIANCE OFFICER	\$ 3,720.00	\$ 870.00	\$ 14,100.00	\$ 12,393.60	\$ 19.92	\$ 384.14
	<b>\$ 10,594.81</b>	<b>\$ 2,477.82</b>	<b>\$ 38,932.42</b>	<b>\$ 30,409.15</b>	<b>\$ 51.80</b>	<b>\$ 1,075.59</b>

PERSONNEL	\$170,884.00
FRINGE	\$ 83,541.59
SUPPLIES	\$ 2,000.00
TRAINING	\$ 30,000.00
INTER-ISLAND TRAVEL	\$ 20,000.00
SUB-TOTAL	\$306,425.59
INDIRECT COSTS (16.20%)	\$ 49,640.94
TOTAL	\$356,066.53

[Intended Subrecipient](#)

US Virgin Islands Office of Highway Safety

## **Program Area:       Traffic Records**

### Description of Highway Safety Problems

The USVI's traffic records system provides the basic information necessary for efficient and successful highway safety efforts throughout the Territory. The Territory's traffic records system is used to perform problem identification, establish targets and performance measures, allocate resources, determine the progress of specific programs, and support the development and evaluation of highway and vehicle safety countermeasures.

However, there are significant problems with traffic records in the Territory. These problems include a lack of accuracy, timeliness, completeness, and integration within agencies' data systems. Collecting timely, accurate, and relevant traffic safety data continues to present challenges for the Territory. During fiscal year 2017, the NHTSA conducted an assessment on the territory's ability to utilize data driven, science-based management practices to decrease the frequency of traffic crashes and mitigate the substantial effects on the motoring public; the review resulted in recommendations to update all of its traffic records system.

The Territory's traffic records databases all performed below average in the 'data quality control programs' module of the 2017 Traffic Records Assessment due to the lack of performance measures for each of its traffic records data system. Data quality are to be regularly measured in timeliness, completeness, accuracy, uniformity, accessibility, and integration using established performance measures. Without these measures the data quality can easily and slowly degrade until the problem becomes monumental. The absence of good data hinders the overall highway safety plan. Without accurate data, it is difficult of VIOHS to set meaningful and achievable performance measures and meet set targets beyond fatalities in the Territory. An important aspect of the planning process is the ability to develop operational plans for communications, enforcement, and to inform the public feedback on the campaigns and activities fundamental in promoting and obtaining traffic safety.

More recently, a comprehensive analysis on available traffic records data was presented to NHTSA Region 2 by VIOHS in May 2020 as a response to the 2020 USVI Corrective Action Plan. After reviewing this response, NHTSA recommended that a primary focus be placed on the development of the infrastructure, software, training, and other related activities for the Virgin Islands' six core traffic records data systems – Crash, Driver, Vehicle, Roadway, Citation & Adjudication, and Injury Surveillance/EMS. One of the crucial steps in achieving this development, would be to have a fully functional Traffic Records Coordinating Committee (TRCC). The key government agency members of the TRCC are the VIPD, BMV, Attorney General Office, VI Courts (Superior Court), LGO-GIS, EMS, DPW, BIT, VITEMA and VIOHS.

The Traffic Records Coordinating Committee (TRCC) committee members are:

- ❖ VIPD – Trevor Velinor, Commissioner of Police – Citation/Crash Database
- ❖ BMV – Barbara McIntosh, Director – Driver, Vehicle Database
- ❖ DPW – Nelson Petty – Commissioner of Public Works – Roadways
- ❖ SC – Kevin Williams – Assistant Administrator of Courts – Citation/Adjudication
- ❖ EMS – Iotha Prince – Manager- Dept. of Health – Injury Surveillance
- ❖ DOJ-AG – Denise George, AG - Adjudication
- ❖ LGO-GIS – Chris George – Director GIS Division – Roadways
- ❖ VITEMA – Barbara Petersen – Assistant Director – 911 Call Center
- ❖ BIT – Carl Carbon – Information Technology
- ❖ VIOHS- Daphne O’Neal, Director

The Traffic Records Coordinating Committee was re-established in the January 2020 but there is minimal attendance/participation in the meetings despite the VIOHS and the Traffic Records Coordinator’s effort to recruit and inform key stakeholders of meeting dates, time, and agenda. Without an operational TRCC, the VIOHS is faced with challenges when attempting to gather traffic data or information about any improvements to the traffic records databases since the 2017 Traffic Records Assessment.

A functional traffic records system requires the joint efforts of the all the agencies which holds custodially privileges over traffic records data. This mean the traffic records databases should be integrated with each other but there is no integration currently. This makes it difficult for VIOHS to provide data-driven evidence to support projects such as enforcement initiatives and public outreach.

For example, the crash and roadway databases are not integrated, and this makes it difficult for high incidence areas to be identified for effective placement of campaign ads and enforcement mobilizations.

The VIOHS received a copy of the USVI 2040 Transportation Master Plan from the DPW. This plan outlines the departments projected activities up to 2040. The document listed vaguely the DPW plans to develop statewide planning and research which includes software updates necessary for mapping/data collection per Transportation Multi-Modal Study. No further information pertaining to the statewide planning and research was mentioned in the Master Plan. This reemphasizes the need for records integration to help reduce high traffic areas, high fatality areas and plan methods of alleviating traffic congestion in key areas.

To achieve viable data integration, key performance measures must be created and maintained in the Territory.

## Performance Measures

Fiscal Year	Performance measure name	Target end year	Target period	Target Value
2021	Average days between the crash date and the crash report submission date	2021	Annual	5
2021	Percentage of crash involved vehicles that tag numbers matches BMV's vehicle files	2021	Annual	56
2021	Percentage of crash reports with no missing critical location data	2021	Annual	56

## Countermeasure Strategies in Program Area

Countermeasure Strategy
<b>Traffic Records Program Management</b>

### **Countermeasure Strategy: Traffic Records Program Management**

Program Area: Traffic Records

#### Project Description

The efficient implementation of highway safety programs remains critical to the success of the VIOHS efforts to promote highway safety compliance through education, awareness and the resulting reduction in crashes and serious injuries territory wide. The Program Coordinator/Traffic Analyst goal is to ensure that VIOHS' traffic programs/initiatives are designed and conducted based on data-driven evidence. Evidence which will comprise of a combination of analyzed traffic data and recommendations gathered from the TRCC.

#### Planned Activities in Countermeasure

Unique Identifier	Planned Activity Name
<b>21-TrMAN-402</b>	<b>Traffic Records Program Management Project</b>

#### Planned Activity: VIOHS Traffic Record Program Management

Unique Identifier: **21-TrMAN-402**

#### Description

The management of traffic records supports highway and traffic safety decision making and long- range transportation planning. This coordinator position is necessary as it uses tools such as the traffic records assessments to identify deficiencies within the different data systems. For example, the available data should be able to identify the location and causes of crashes, for planning and implementing countermeasures, for operational management and control, and for evaluating highway safety programs and improvements. This position also researches costs of planned activities to ensure that planned activities are executed within a reasonable budget.

The NHTSA Traffic Records Advisory recommends that each traffic records program have a traffic records position. A highway safety traffic record analyst will serve as the VIOHS representative throughout the implementation of the e-citation system as well as a critical component in the development of the programs strategical plan.

The traffic records analyst position will represent the interest of the VIOHS, agencies, and stakeholders within the highway and traffic safety community. This position will be responsible for reviewing and evaluating new technologies to keep the highway safety data and traffic records systems up to date. This position will track all changes and issues related to ongoing projects, such as preparation, development, and implementation of the strategic plan, project management and TRCC meetings. The analyst will also provide follow up, technical assistance and evaluate performance of Traffic and Criminal Software system while working closely with the VIPD's IT Director and staff.

As the Traffic Records Analyst also has Coordinator duties, and the volume of anticipated data expected from the other government agencies, a junior analyst who will report directly to the Traffic Records Analyst will be hired to support with data entry, analyses, and data reporting.

The expanded direction of the Traffic Records program will also require that all NHTSA staffers assist in all areas for program fulfillment. The other coordinators must be directly involved in Traffic Records projects.

Intended Subgrantee

**Virgin Islands Office of Highway Safety**

Primary Countermeasure Strategy

Traffic Records Program Management

Funding Source

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act 402	Yes	\$180,000.00

Countermeasure Strategy:

**Ensure TRCC Membership is representative**

**Development of USVI Traffic Records Strategic Plan**

**Oversee Quality Control and Data improvements**

**Procedure and Process Flows for the Injury Surveillance System**

**Traffic Records Integration Linkage**

**Vehicle Data Interface**

Program Area: **Traffic Records**

**Project Safety Impact**

The USVI through its TRCC must develop a viable traffic records strategic plan for the Territory. For this to be achieved, quality traffic records data exhibiting the six primary data quality attribute- timeliness, accuracy, completeness, uniformity, integration, and accessibility- is necessary. This data can then be used to improve traffic safety and effectively manage the motor vehicle transportation network, at the Federal, State, and local levels. Such data enables effective problem identification, countermeasure development and application, and outcome evaluation for highway and traffic safety projects within the U.S. Virgin Islands.

Planned Activities in Countermeasure

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
<b>21-TRSP-402</b>	<b>Traffic Records Strategic Plan</b>
<b>21-TRDCC-402</b>	<b>Traffic Records Data Collection and Cleansing</b>
<b>21-TRAUMA-402</b>	<b>U.S. Virgin Islands Trauma Registry Development</b>
<b>21-TrIntegr-402</b>	<b>Traffic Records Systems Integration</b>
<b>21-BMVIVS-402</b>	<b>Bureau of Motor Vehicle Insurance Verification System</b>
<b>21-BMVPSM-402</b>	<b>Bureau of Motor Vehicle Points System Management</b>

## Planned Activity: Traffic Records Strategic Plan

Unique Identifier: **21-TRSP-402**

Countermeasure Strategies:

### **Ensure TRCC membership is Representative**

#### **Development of USVI Traffic Records Strategic Plan**

It is required for States and Territory to have an established Traffic Records Coordinating Committee (TRCC) that is composed of members representing the interests of traffic safety data collectors, managers, and users. An active TRCC will help oversee and support efforts to improve the data systems and analytical capabilities of the Territory. In turn, the resultant data can be used to effectively support a strategic plan which will support highway safety programs that will lead to a reduction of fatalities and serious in the Virgin Islands.

The TRCC is responsible for creating a Strategic Plan of highway safety in the Territory. It is also responsible for reviewing traffic records related project applications, evaluating, approving, and monitoring successfully approved projects. However, because the TRCC has not functioned effectively in the past five years, it is necessary to provide guidance on the correct planning, preparation, and submission of realistic and achievable projects to use data to promote traffic safety in the Territory.

The establishment of a Memorandum of Understanding (Agreement) [MOU/MOA] was drafted in FY2020 and was distributed to the six partner agencies for the required signatures. However, the MOU/MOA should only serve as a guide, meeting attendance is necessary and vital. Therefore, the VIOHS will work with agencies to determine the representative attendees. While the head of the agencies most of the time would not be in attendance (although this is preferred), the agencies designated person should have a clear and full understanding of the TRCC function and aim. The representatives should be able to participate, analyze the available information, assess project applications and in all manner be a fully functioning member of the TRCC.

### Description

For the U.S. Virgin Islands to qualify for NHTSA's Section 405(c) grant the Territory must submit, with its Highway Safety Plan, a Traffic Records Strategic Plan. The strategic plan requirement (23 CFR 1300.22(b)(2)) states that strategic plans must accomplish the following:

Describe specific, quantifiable, and measurable improvements that are anticipated in the State's core safety databases.

Provide a list of all recommendations from the most recent traffic records assessment.

Identify which traffic records assessment recommendations the State tends to address, along with which Highway Safety Plan (HSP) projects will address each recommendation, and the performance measure used to track progress.

Identify which recommendations from the traffic records assessment the State will not address and provide reasoning.

The previous plan was prepared in 2015 and have not been updated since. Based on VIOHS knowledge of the current state of the traffic records system the performance measures outline in this plan are not being used. Therefore, a clear grasp of the data quality of these systems are unknown.

VIOHS will utilize subject matter experts from NHTSA Region 2, GHSA, and from other SHSO to provide the necessary guidance to the members of the TRCC on the best methods of preparing a relevant and achievable strategic plan for the Territory. The agencies must understand their roles in the TRCC Strategic Plan creation and success. To further assist in achieving this goal, the VIOHS will provide the necessary outreach and training for the external sub-recipient's preparation and submittal of proposed projects.

#### Planned Activity: Traffic Records Project Writing & Management Training

##### Description

Majority of the VIOHS sub-recipients (current and prospective) lacks the knowledge to prepare and submit viable project applications. The VIOHS traffic safety managers are then compelled to provide technical assistance and guidance to these sub-recipients to avoid submission of multiple non-viable applications. For each application that is submitted to the VIOHS, the staff evaluates the viability of the application – if multiple non-viable applications are submitted by a sub-recipient unnecessary resources are wasted.

The VIOHS is required to outreach and provide the training necessary to all external sub-recipients on project applications. A minimum of two TRCC meetings will provide grant application processes. This aspect of the project will help provide necessary grant writing/management training for sub-recipients from the TRCC and other traffic records stakeholders. The goal of the training is to provide quality knowledge about applying for, winning, and managing federal funds through VIOHS. This will help boost the VIOHS' sub-recipient roster, both internally and externally, and the viability of sub-recipient's applications.

The VIOHS work with the NHTSA Region 2 office to this type of training to it sub-recipients at least bi-annually.

Intended Subgrantee

**Traffic Records Coordination Committee (TRCC) members**

Planned Distribution	Estimated Amount
VI Department of Health	\$ 12,500.00
VI Department of Public Works	\$ 12,500.00
VI Lieutenant Governor's Office	\$ 12,500.00
VI Bureau of Motor Vehicles	\$ 12,500.00
Superior Court of the Virgin Islands	\$ 12,500.00
Attorney General Office	\$ 12,500.00
VI Territorial Emergency Management Agency	\$ 12,500.00
Bureau of Information Technology	\$ 12,500.00

Funding Source

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act 402	Yes	\$100,000.00

Primary Countermeasure Strategy

**Oversee Quality Control & Data Improvements**

**Traffic Records Integration Linkage**

Projected Impacts

Provide the TRCC with a roadmap for improving the USVI core databases

Set performance measures for each core database to track data quality

Regular measurement of system performance

Boost the USVI ability to strategically plan projects based of data-driven evidence.

Improved quality of data for traffic records

Planned Activity: Traffic Records Data Collection and Cleansing

Unique Identifier: **21-TRDCC-402**

Description

This project will assist the custodians of the traffic records databases to obtain the resources necessary for them to collect/store traffic records data; update/cleanse historical traffic records data and analyze/measure the performance of their respective databases. These resources will include eligible personnel, trainings, professional services, equipment, and supplies.

Intended Subgrantees

**Traffic Records Coordination Committee (TRCC) members**

Funding Source

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act 402	Yes	\$340,000.00

<b>Planned Distribution</b>	<b>Estimated Amount</b>
VI Department of Health	\$60,000.00
VI Department of Public Works	\$60,000.00
VI Lieutenant Governor's Office	\$50,000.00
VI Bureau of Motor Vehicles	\$110,000.00
Superior of the Virgin Islands	\$60,000.00

Primary Countermeasure Strategy

**Procedure and Process Flows for the Injury Surveillance System**

Planned Activity: U.S. Virgin Islands Trauma Registry Development

Unique Identifier: **21-TRAUMA-402**

Description

This project will allow the U.S. Virgin Islands to development and maintain a trauma registry. Injury surveillance data is a crucial component of the traffic records system and for the injury surveillance system to be successful a trauma registry will be necessary. Trauma registries are databases that document acute care delivered to patients hospitalized with injuries. They are designed to provide information that can be used to improve the efficiency and quality of trauma care. Additionally, the combination of trauma registry data at State or Federal levels can produce very large databases that allow unprecedented opportunities for the evaluation of patient outcomes and inter-hospital comparisons.

Intended Subgrantee

Department of Health – Hospitals - , Schneider Regional Medical Center and Juan F. Luis Hospital.

Funding Source

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act 402	Yes	\$100,000.00

Primary Countermeasure Strategy

**Traffic Records Integration Linkage**

Planned Activity: Traffic Records Systems Integration

Unique Identifier: **21-TrIntegr-402**

Description

Integration of the traffic records data systems is pivotal to the improvement of the data's value to its users. This means the TRCC will have to conduct a situational analysis on the traffic records data systems to help identify common data elements and further opportunities for integration between systems. This project will help support efforts to improve the traffic records data systems' capacity to integrate data.

The Superior Court of Virgin Islands and the Bureau of Motor Vehicle will be working to integrate the citation/adjudication, driver, and vehicle data systems. This integration will lead to more effective enforcement of driver liens and management of driver points after traffic offense dispositions. After the VIPD's TraCS software is online, this project will also allow for the integration between TraCS, BMV's driver and vehicle systems, and the VI Courts' system.

Intended Subgrantees

Virgin Islands Police Department, Bureau of Motor Vehicle, Superior Court of the Virgin Islands, Department of Public Works, Lieutenant Governor's Office, and Department of Health.

Funding Source

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act 402	Yes	\$100,000.00

Primary Countermeasure Strategy

**Vehicle Data Interface Linkage**

Planned Activity: Bureau of Motor Vehicle Insurance Verification System

Unique Identifier: **21-BMVIVS-402**

Description

This project will allow for the implementation of the BMV’s Vehicle Insurance Verification System, which will grant the BMV the ability to manage vehicle insurance status in real-time. This proposed system will help improve traffic safety in the Territory by allowing not only BMV staff but also VIPD officers to actively query vehicle insurance information in office or during a traffic stop. With this tool, more information will be available to the user resulting in a more informed decision when registering a vehicle or issuing a traffic citation.

Intended Subgrantee

Bureau of Motor Vehicles

Funding Source

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act 402	Yes	\$75,000.00

Primary Countermeasure Strategy

**Vehicle Data Interface Linkage**

Planned Activity: Bureau of Motor Vehicle Points System Management

Unique Identifier: **21-BMVPSM-402**

Description

After the integration of the Superior Court’s case management system and the BMV’s driver and vehicle systems. This project will assist the BMV in implementing a management system for driver’s points. As drivers are charged with traffic offenses, points are deducted from their driver’s license based on the severity of the offense. The point system management will keep an active record of drivers points after traffic offense dispositions so that driver’s licenses can be suspended or revoke accordingly.

This system will also grant police officers the opportunity to enforce the driver’s points during traffic stops, arrest, and enforcement mobilizations when it is integrated with the eCitation system.

Intended Subgrantee

Bureau of Motor Vehicles

Funding Source

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST ACT 402	Yes	\$75,000.00

Primary Countermeasure Strategy

**Roadway Data System Information**

Planned Activity: Department of Public Works-Traffic Count Update

Unique Identifier: **21-DPWTC-402**

Description

The last official statistics relative to the average daily traffic on major highways in both districts for the USVI was done in 2009 (Appendix F – Average Daily Traffic Counts). The changes which affected the territory since 2009 were significant. New roadways were created; the territory was affected by two major hurricanes in 2017 which damaged a significant portion of the roadways. Therefore, VIOHS will work with DPW to conduct a daily traffic count for the territory in FY2021.

This will include referencing the methods used to obtain the counts in 2009, adjusting and revising as necessary, selecting the correct number of personnel to collect, analyze and report the information; selecting the relevant equipment and small tools to utilize at the high volume roadways and intersections on each of the major islands (St. Thomas, St. John and St. Croix). The preferred equipment or small tool should be able to count each vehicle based on its weight and upload the information to the relevant system. Information should include number of vehicles, weight of the vehicle, time of day for each vehicle counted.

When completed, the finalized report will be submitted to the Governor’s Representative, TRCC, DPW, and the VIOHS federal partners.

This information will allow for planning of placement of traffic signals, regular stop signs, four way signs and other traffic signs by DPW. It will also assist the Traffic Bureaus of the VIPD in the planning of initiatives.

Intended Subgrantee

Department of Public Works

Funding Source

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST ACT 402	Yes	\$150,000.00

Countermeasure Strategy:  
Procedures and Process Flows for Crash Data Systems

Program Area: **Traffic Records**

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
21-eCITE-402/405c	e-CITATION PROJECT

Planned Activity: e-CITATION PROJECT

Planned activity number: **21-eCITE-402/405c**

Planned Activity Description

The implementation of an electronic crash and citation system (Traffic and Criminal Software (TraCS) which utilizes handheld devices to gather and disseminate crash data electronically will increase accuracy in data collection as well as provide a platform for timely distribution. This is a continuing planned activity which began in FY2018 with the purchase of laptops, monitors, keyboards, wireless mouse, and UPS were purchased in early FY2019. In FY2020, further project implementation was slowed by personnel separations in the IT unit of VIPD, slow hiring which lead to applicants opting out of working at VIPD, and the impact of COVID-19 which challenged the Department of Property and Procurement (DPP). DPP had to focus its staff on the procurement of equipment and supplies related to the declared health emergency, and all other procurement request were placed on no priority status from March 13 – June 1.

Because of slow movement within VIPD, the VIOHS staff took the necessary steps to contact and obtain quotes from equipment vendors, establish contact with the software vendor (Iowa Department of Transportation), and obligate the funds necessary for budgeted items. The software contract is under review by the legal department of IOWADOT and is expected to be finalized by August 2020. Based on the agreed implementation schedule, the TraCS system, servers and peripheral equipment may not be fully installed in the USVI until the first quarter of FY2021.

Following the installation, the required cross-walk of information from the old system (Report Beam) to the TraCS system will have to be completed. The training of all end users, system and data analysts will then be scheduled for the second and third quarters of FY2021. The VIOHS must work to meet the planned schedules.

The completion of this project is one of the cornerstones of the VIOHS plan to gather, analyze and report the required data to will assist in safety improvements to roadways, conduct effective enforcement activities and implement efficient safety campaigns in efforts to save lives territory, and allow for the identification of emerging safety issues while ensuring the well-being of motorists throughout the Virgin Islands.

The purchase and implementation of a user-friendly e-citation software system and accompanying equipment for immediate use territory-wide will allow for training of law enforcement officers of the VIPD to effectively utilize e-citation software as a data collection and reporting tool; and providing the VIOHS, Government agencies, and the community timely and accurate access to current and complete traffic data.

Success of the implementation of TraCS (e-citation solution) will be evaluated and monitored by various performance measures:

1. Ease of use and retrieval of data
2. Interconnectivity between Government agencies and partners
3. Evaluations received from end users
4. Accuracy of location and crash data received
5. Number and type of reports generated
6. Number and type of reports made available to the public
7. Number and type of countermeasures applied to address traffic safety problems
8. This planned activity will consist of targeted training on the proper use of the electronic and crash citation system (TraCS).

The training of the VIOHS staff along with representatives of all core agencies of the GVI representing traffic records data, play an important role in the development of a comprehensive traffic records data system. The successful development of an efficient traffic records system would allow the VIOHS in utilizing reliable data to initiate safety improvements to roadways, conduct effective enforcement activities and implement efficient safety campaigns in efforts to save lives territory-wide. Therefore, implementing training as a countermeasure strategy aligns with the VIOHS' efforts to support the usability of data for planning, resource allocation, and effectuating policy decisions throughout the U.S. Virgin Islands.

NHTSA's Traffic Records Advisory determined several areas of deficiencies in the traffic records assessment. Identified deficiencies ultimately affect the territory's ability to effectively implement traffic safety decision making and long-range transportation planning. The application of a countermeasure which offers training would ensure improvements to the VIOHS' ability to effectively evaluate, manage, and utilize gathered data for operational management of programs, while effectuating performance improvements for all core

agencies of the GVI. This would inevitably improve highway safety for motorists throughout the Virgin Islands. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasure strategies that would improve usability of the traffic records system.

The application of this countermeasure strategy augmented by planned activities will contribute to attaining the performance targets set to reduce the number of crashes, serious injuries and fatalities through improved data gathering methods and retrieval of information by all users. Through this countermeasure, the VIOHS and GVI agencies will ultimately experience ease of accessibility to accurate and timely citation/adjudication data. The funding allocation will be appropriate and reasonable for the implementation of training on the traffic and crash e-citation system as a planned activity.

Intended Subrecipients

Virgin Islands Office of Highway Safety, Virgin Islands Police Department

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
	FAST Act NHTSA 402	Yes	\$250,000.00
	FAST Act NHTSA 405c	Yes	\$100,000.00

## Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Description of Highway Safety Problems

VIOHS was able to complete the *Observed Seatbelt use for Passenger Vehicle Front Outboard Occupants* (Seatbelt Survey) in 2019, which reported a 71.1% seat belt usage. The Seatbelt Survey for 2020 is currently being contracted. Past survey results have indicated fluctuating increases and decreases in seatbelt usage annually as indicated in the chart below. *VIOHS has set the '2021 Goal' at 78.6% usage.*

2015	2016	2017	2018	2019	4-Year Moving Avg.	2021 Goal
82.70%	79.10%	N/A	83.9%	71.1%	79.2%	78.6%

Historically, seat belt usage rates throughout the territory have been low compared to many States and Territories. The low seat belt usage rate demonstrates a lack of a safety culture within the Territory.

At this time restrained/unrestrained demographic data and location data are not available, but because of the small population size of the Virgin Islands (~106,000 people), the current countermeasure strategies targets a captive audience of residents and visitors engaged in utilizing public, commercial and/or personal vehicles as a means of transport to promote adhering to local law with the intent of decreasing/eliminating unrestrained fatalities and serious injuries. One of VIOHS' priorities for the FY2021 highway safety program includes mitigating the rising numbers of *Unrestrained Passenger Vehicle Occupant Fatalities*, which increased by 75% from 2017.

VIOHS works to achieve performance targets through employing evidence-based countermeasure activities that mitigate identified problems and satisfy performance targets. VIOHS utilizes *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* (9th Edition, 2017) as guidance to identify strategies that have proven effective nationally and are appropriate given data relevant to problem identification and available resources. VIOHS also is guided by the *Uniform Guidelines for State Highway Safety Programs*.

## Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	Annual	4.00
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2021	Annual	78.6%

## Countermeasure Strategies in Program Area

Countermeasure Strategy
Child Passenger Safety
Drivers on rural roadways
Unrestrained Nighttime drivers
Enhanced Emergency Services
Highway Safety Office Program Management
Occupant Protection Observational Survey

### Countermeasure Strategy: CHILD PASSENGER SAFETY

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

#### Project Safety Impacts

Activities under this project include the training and certification of CPS technicians, and for training equipment, training materials, travel, per diem, lodging, and other related costs.

Certified technicians participate in publicized inspection checkpoints and provide supplies and equipment to conduct the checkpoints. Purchase of child restrain seats for checkpoints, fittings stations and community outreach programs will be funded at with 405(b) funds, to be distributed through the VIOHS car seat clinics.

#### Linkage Between Program Area

CPS training program will create a baseline of the number of certified CPS techs and the number of inspection stations within the territory. Funding will cover training equipment, training materials, per diem, lodging, and other related costs.

#### Rationale

This strategy is based on Countermeasures that Work 2017, Chapter 2, Seat Belt and Child Restraint, Section 7.2, programs that make child seat available at low cost. This countermeasure was chosen since 22% of the USVI population lives in poverty, according to

the 2010 U.S. Census. In addition, 20% of the USVI population is between 0 to 14 years of age (2010 U.S. Census). This countermeasure will reach the targeted population and instill the importance of using the appropriate restraint while in a vehicle. Funding will cover training equipment, training materials, per diem, lodging, and other related costs.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
21-OPCPS-FIT-405(b)	CPS FITTING STATIONS
21-OPCPSTr-405 (b)	CPS TRAINING

**Planned Activity: CPS FITTING STATIONS**

Planned activity number: **21-OPCPS-FIT-405(b)**

**Planned Activity Description**

VIOHS will promote the use of child restraints and assure that a plan has been developed to provide an adequate number of inspection stations. VIOHS will fund projects to ensure child safety seat inspections and child passenger education in conjunction with fitting stations through CPS Training.

The USVI does not have any areas which are classified as **Urban**.

The USVI based on its population is considered **Rural**. As per the 2010 census, the population count was over 106,000 separated in the three main islands. The population declined further with the impacts of hurricanes Irma and Maria which both caused extensive damages to homes, business and the infrastructure and led to an exodus of approximately 10% of the population from the territory. With those impacts, the 20% poverty rate rose, and more residents were challenged to meet the basic standards of living. To obtain subsistence and properly care for infants and toddlers, parents in the community would contact the Department of Health – hospitals –and the Department of Human Services in each island district.

There is one main hospital on each island district – Roy Lester Schneider Medical Center – St. Thomas/St. John; and Juan Luis Hospital on St. Croix. The VIOHS will coordinate with the leadership of both medical facilities to create designated areas to provide child passenger safety education through fitting stations and safety seat installations and inspections for newborns, infants, and toddlers. Each hospital has a mandate which requires that any newborn leaving the hospital must be discharged to a vehicle equipped with the proper car seat. The Nurse staff is required to conduct short presentations on how to properly install and use a car seat. Therefore, CPS training is necessary to ensure correct information is conveyed to the new parents.

## **CPS Inspection & Fitting Stations in conjunction with hospitals - 2**

The VIOHS will liaise with the Department of Human Services to arrange planned educational outreach to managers of their facilities which house children between the ages of birth to ten years to provide child passenger safety education through fitting stations which focus on inspections, safety seat installations and education presentations. The Department of Human Services Head Start program has a capacity of approximately 500 children at approximately 20 locations in each island district (numbers are based on information on the DHS website [www.dhs.gov.vi](http://www.dhs.gov.vi)).

## **CPS Inspections & Fitting Stations in conjunction with DHS Head Start or related program 5:**

- 2 April – September – St. Thomas
  - 2 April – September – St. Croix
  - 1 April – September – St. John
- (With adjustments made for the impact of COVID-19)

The VIOHS will also reach out to the numerous private childcare centers to offer CPS inspections and fitting stations demonstrations and education to ensure that segment of the population is served

## **CPS Inspections & Fitting Stations in conjunction with private childcare centers 5:**

- Minimum of 2 – St. Thomas
- Minimum of 2 – St. Croix
- Minimum of 1 – St. John

The public housing communities are considered the **At-Risk** areas of the USVI. These communities are supervised and maintained by the Virgin Islands Housing Authority (VIHA). Based on information at the VIHA website <http://vihousing.org> VIHA operates 21 housing communities. In the aftermath of hurricanes Irma and Maria, the St. Thomas/St. John district lost three of the largest communities and the tenants had to be placed in other areas. VIHA now also uses many private rental units to service its clients.

The VIOHS will liaise with the VIHA to offer CPS inspections and fitting stations demonstrations and education outreach at 10% of each of the remaining housing communities on St. Thomas and St. Croix in FY2021.

## **CPS Inspections & Fitting Stations in conjunction with VIHA 3:**

- Communities selected will be based on the recommendations of VIHA

### Intended Subrecipients

VI governmental agencies, non-profits, private contractor, and hospitals

### Countermeasure strategies

<b>Countermeasure Strategy</b>
CHILD PASSENGER SAFETY

### Funding sources

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>
2018	FAST ACT NHTSA 405(b)	Yes	\$25,000.00

## Planned Activity: CPS TRAINING

Planned activity number: **21-OPCPSTr-405(b)**

### Planned Activity Description

The VIOHS will embark on campaign to promote child passenger safety through training the technicians, law enforcement officers and community participants to ensure that the most current methods of the installation of seats. VIOHS aims to train approximately 30 persons in the Territory.

The VIOHS will liaise with our NHTSA partners to obtain the listing of qualified technician trainers, training events planners and promoters, the Virgin Islands Fire Service (VIFS), and the VIPD Training Academy to ensure that the technician workshop is planned to achieve maximum results. Based on continued impact of COVID-19, the FY2021 training may have to be done as a combination of virtual and in person.

### Intended Subrecipients

VI governmental agencies, non-profits, private contractor, and hospitals

### Countermeasure strategies

<b>Countermeasure Strategy</b>
CHILD PASSENGER SAFETY

### Funding sources

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>
2018	FAST Act 405 (b)	Yes	\$25,000.00

## Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-OPHRP-NSE-405(b)	INTEGRATED NIGHTTIME SEAT BELT ENFORCEMENT
21-OPHRP-TD-405 (b)	TEENAGE DRIVERS

### Planned Activity: NIGHTTIME SEAT BELT ENFORCEMENT

Planned activity number: **21-OPHRP-NSBE-405(b)**

#### Planned Activity Description

In the USVI seat belt use enforcement activities are usually conducted during the time 16:00 – 20:00 hours. This small frame of hours do not adequately capture the lack of seat belt use during the hours when night activity locations (bars, restaurants, carnival and festival activities, and private parties) are at their peak. VIOHS will develop a plan to enforce the use of seat belts during the night time throughout the territory by combining high visibility enforcement campaigns with media outreach to promote the use seat belts at all times.

Based on the USVI's annual seat belt surveys conducted during the period 2015 – 2019, the four year moving average was 79.2%, but indicates a downward trend from the high of 82.7% in the calendar year 2015. There were no observations after 6:00pm included in these surveys. *Nationally, daytime seat belt use is at 90.1% (Pickrell & Li, 2016), with 43 States and the District of Columbia having seat belt use at 80% or higher (Pickrell, 2017). This indicates the large majority of drivers and passengers are wearing their seat belts during daytime hours; however, there remains a proportion of the population who still do not buckle up regularly.\**

The USVI had three (3) Unrestrained Occupant fatalities after 5pm during the calendar year 2018 of which 2 were on the island of St. Croix and 1 on the island of St. Thomas. During the calendar year 2019 there were 4 Unrestrained Occupant fatalities after 5pm; and all were on the island of St. Croix.

The night time seat belt enforcements are needed because there is low expectation of enforcement during the hours 9:00pm – 2:00am, During that period, the closing of bars, restaurants, carnival and festival, and private parties, enforcement officers will be able to mitigate the danger unrestrained drivers and passengers pose to themselves.

*Communications and outreach campaigns directed at low-belt-use groups have been demonstrated to be effective for targeted programs that support, and are supported by, enforcement.\**

The VIOHS will work with all law enforcement agencies in the Territory to plan communications and outreach campaigns with a minimum of two night time initiatives on

each of the islands of St. Thomas and St. Croix and one on the island of St. John. Initially the initiatives will be planned during the period of the local carnival and festivals.

- St. Thomas:
  - (i) During the designated week of Carnival Festivities (tentatively two weeks after Easter)
  - (ii) During the Christmas season (December 21 – December 31)
- St. Croix:
  - (i) During the week of St. Patrick’s Day celebrations (TBD)
  - (ii) During the period of Christmas Festival celebrations (Last week of December thru the first 10 days of January of the following year)
- St. John:
  - (i) During the 4<sup>th</sup> of July festival celebrations week.

If these planned dates are impacted by COVID-19, alternate enforcement periods will be selected.

The VIOHS LEL and the Occupant Protection traffic safety manager will be responsible for conducting radio interviews, PSAs etc. on the local AM & FM stations, the local television station and the cable networks with local interface.

*\*Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices – Ninth Edition, 2017*

### Intended Subrecipients

VIOHS, VIPD, other USVI Law Enforcement Agencies

### Countermeasure strategies

Countermeasure Strategy
INTEGRATED NIGHT TIME SEAT BELT ENFORCEMENT

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST ACT NHTSA 405(b)	Yes	\$90,000.00

## Planned Activity: TEENAGE DRIVERS

Planned activity number: **21-OPHRP-TD-405(b)**

### Planned Activity Description

The VIOHS will embark on a campaign to promote seat belt use among teenage drivers and their passengers who usually fall within the same age group. This would easily be accomplished by a joint effort between the VIOHS and the territory junior and high schools. *Schools provide well-defined and somewhat controlled audiences for seat belt use programs. Education and other communications strategies can be tailored to a specific audience.\** However, because of the impact of COVID-19, the USVI schools will be operating on a virtual platform until the first quarter of 2021. Because the schools will be adjusting to fully accommodate all students, presentations from outside agencies and groups are deferred.

Therefore, the VIOHS will also liaise with driving schools within the Territory to provide educational outreach for teenage drivers. The driving schools can deliver the message by one-on-one conversations with the student-drivers through pamphlets and brochures and proper restraint use demonstrations.

As the fiscal year progresses, the use of virtual presentations by VIOHS staffers, subject matter experts from Region 2, local EMS professionals and law enforcement officers regarding the need to always wearing your seat belt.

*\*Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices – Ninth Edition, 2017*

### Intended Subrecipients

VIOHS, private contractors

Countermeasure strategies

Countermeasure Strategy
TEENAGE DRIVERS

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act 405 (b)	Yes	\$50,000.00

## Countermeasure Strategy: HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

### Project Safety Impacts

A highway safety planner/traffic safety manager will partake in occupant protection activities 80% of their time and dedicate the other 20% to planning outreach activities territory-wide for the VIOHS staff. This position serves as a professional specialist with independent responsibility for the development of territory-wide efforts geared towards increasing sub-grantee applicants and the amount of VIOHS initiatives conducted with community groups, governmental agencies, and educational institutions. The Highway Safety Planner directs the oversight of the VIOHS community outreach efforts for all programs and coordinate the establishment of initiatives targeting various segments of the motoring public throughout the U.S. Virgin Islands.

### Linkage Between Program Area

The expansion of highway safety programs remains critical to the success of the VIOHS. Efforts to promote highway safety compliance through education, increased seatbelt usage and correct use of child protective safety seats have been identified as key points of assessing the effectiveness of the VIOHS. The inclusion of a Highway Safety Planner/traffic safety manager to assist in directing work activities and provide oversight over the expansion of current VIOHS programs remains key to the immediate success of the office. Efforts to increase data activity for addressing the needs of the motoring public throughout the territory have been highlighted as a key factor for attaining future grant opportunities. Of utmost interest is the need to identify data to set performance targets, plan effective initiatives and develop opportunities to revamp such programs as the Occupant Protection program.

### Rationale

A highway safety planner/traffic safety manager who focuses in part on occupant protection serves as a representation of the VIOHS' efforts to promote occupant protection among motorists of the U.S. Virgin Islands. According to the *ninth edition* of the Highway Safety Countermeasure Guide for State Highway Safety Offices, the effective improvement of the safety of passenger vehicle occupants requires coordination of three components – laws, enforcement, and publicity. A highway safety planner focused on the promotion of occupant protection and the coordination of comprehensive efforts geared towards increasing restraint use will serve as a critical component in the developing of the programs strategical plan.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
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21-OPSMGR-402	Occupant Protection Program Management
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**Planned Activity: OCCUPANT PROTECTION PROGRAM MANAGEMENT**

Planned activity number: **21-OPSMGR-402**

**Planned Activity Description**

As a result of the required Traffic Records development for the FY2021 HSP, the Occupant Protection traffic safety manager’s time will be directed to 50% Occupant Protection, 40% traffic records, and 10% planning outreach activities territory-wide for the VIOHS staff. This position serves as a professional specialist with independent responsibility for the development of territory-wide efforts geared towards increasing sub-recipient applicants and the amount of VIOHS initiatives conducted with community groups, governmental agencies, the university, and educational institutions. The Planner directs the oversight of the VIOHS community outreach efforts for all programs and coordinate the establishment of initiatives targeting various segments of the motoring public throughout the U.S. Virgin Islands.

This position has been vacant for approximately two (2) years. In FY2021, the hired coordinator will be focused on becoming familiar with the program, the operations of the VIOHS and the VIPD, establishing community contacts, and drafting educational outreach activities for the occupant protection program. Because of the vacancy in this program, there will be a more gradual inclusion in participation in the traffic records improvement aspect of the FY2021 HSP. The selected candidate must be allowed a minimum of three month on the job training and activities to become familiar with the program and its impacts on the community. Therefore, the priority will be to the program area and then to aiding in the Traffic Records area as needed.

**Intended Subrecipients**

VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

**Countermeasure strategies**

<b>Countermeasure Strategy</b>
HIGHWAY SAFETY OFFICE – OCCUPANT PROTECTION PROGRAM MANAGEMENT

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act NHTSA 402	Yes	\$150,000.00

## Countermeasure Strategy: OCCUPANT PROTECTION OBSERVATIONAL SURVEY

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

### Project Safety Impacts

The occupant protection observational survey is a requirement to qualify for 405b funds, and it is a scientific tool measuring seat belt use island wide. As such, VIOHS wants to increase seatbelt usage throughout the territory. VIOHS' intent is to see an increased seatbelt survey rate of 85% usage based on past rates and the *four (4) year moving average*. Progress is measurable via the FY2020 seatbelt survey results.

### Linkage Between Program Area

The countermeasure strategy is required to obtain 405b funds, and the allocated funds to the planned activity is reasonable.

### Rationale

***Please see Problem Identification section***

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-OPSSBS-402	OCCUPANT PROTECTION OBSERVATIONAL SURVEY

### Planned Activity: OCCUPANT PROTECTION OBSERVATIONAL SURVEY

Planned activity number: **21-OPSSBS-402**

### Planned Activity Description

VIOHS will contract a consultant to conduct the observational survey throughout the territory inclusive of possible travel and lodging costs depending on the contractor selected.

Seat Belt Observational Survey

#### ***Calendar Year 2020***

Survey Data Analysis	October 26 – November 13, 2020
Survey Submission, Discussion & Approval	December 22, 2020
Final Submission of Calendar Year 2020	January 22, 2021

***Calendar Year 2021***

Survey Field Work	June 1 To June 18, 2021
Survey Data Analysis	June 21 To July 16, 2021
Survey submission, discussion, and approval	September 6, 2021
Final Submission of Calendar Year 2020	December 15, 2021

**Intended Subrecipients**

PRIVATE CONTRACTOR

**Countermeasure strategies**

<b>Countermeasure Strategy</b>
OCCUPANT PROTECTION OBSERVATIONAL SURVEY

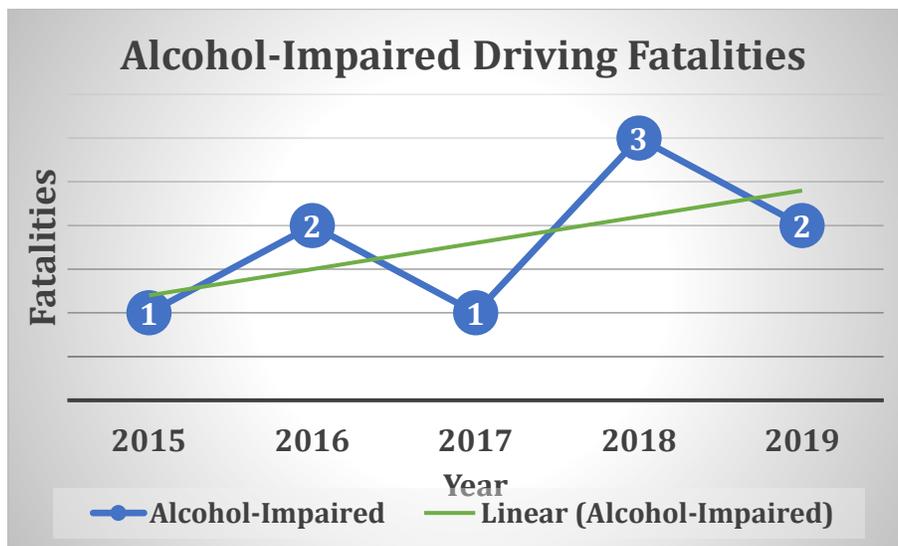
**Funding sources**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>
2018	FAST Act NHTSA 405(b)	Yes	\$80,000.00

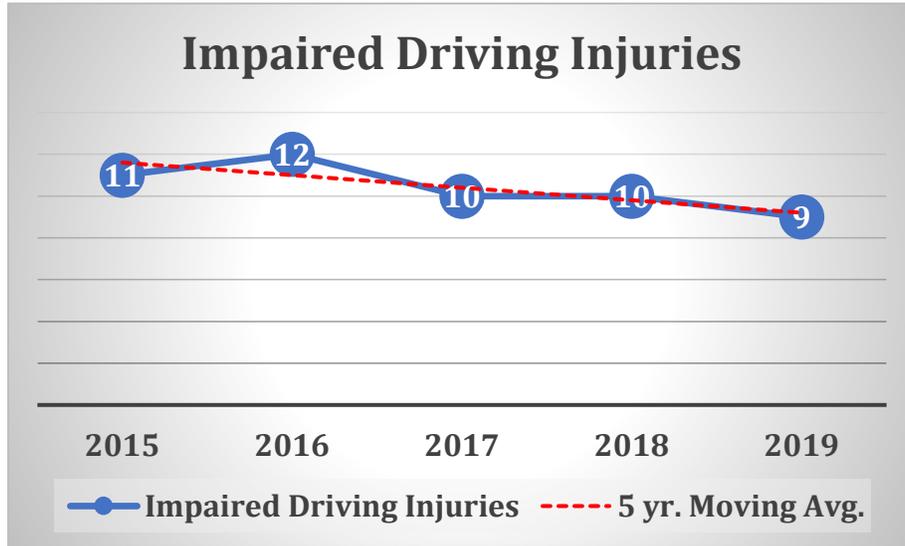
## Program Area: Impaired Driving (Alcohol)

### Description of Highway Safety Problems

In the fiscal year 2019, the Virgin Islands experienced a total of 4,791 collisions territory-wide; 1,070 of those collisions required the assistance of the Virgin Islands Emergency Medical Services, while **19** were reported as fatalities. Of the reported crashes, the district of St. Croix sustained 1,730 of which 43 were attributed to impaired driving, while 31 of the 3,061 collisions within the St. Thomas/St. John district was alcohol-impaired driving. The territory with a total of 79 DUI arrests and two (2) impaired driving-related fatalities. An ongoing area of concern regarding highway safety, the fiscal year 2019 data displayed increases in occurrences of impaired driving-related crashes despite a noted 8% increase in DUI arrests from enforcement territory-wide from the previous fiscal year.

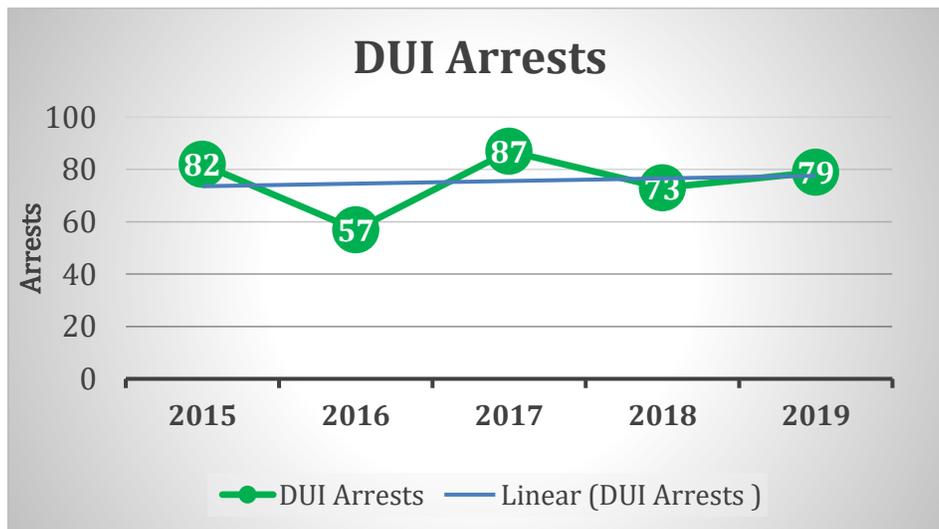


The five (5) year trend analysis shows a decrease in impaired driving injuries.



**Impaired Driving Grant & Non-Grant Enforcement DUI Arrests**

The 79 DUI arrests in FY 2019 is an eight percent (8%) decrease from FY 2018 73 DUI arrests, although the five (5) year shows no change in trend. In FY 2019, there were no grant-funded initiatives nor local funded initiatives. However, of the 79 DUI arrest, the St. Croix district executed for 41, during which 38 DUI arrests transpired in the St. Thomas/St. John district.



The chart below depicts the percentage of DUI arrests and fatalities between the ages of 16 and higher.

Age	% of DUI Arrests	% of Fatalities
56 or higher	21%	50%
35-55	46%	50%
21-35	31%	-%
16-20	2%	-%
16 and below	-%	-%
Total	100%	100%

### Project Safety Impacts

This countermeasure augments VIOHS’s objective in reducing traffic-related crashes, fatalities, and serious injuries. The Impaired Driving Management Program supports a variety of strategies to target individuals driving under the influence of alcohol and drugs and alcohol as well as fatigued and distracted drivers. Under this countermeasure strategy, the Coordinator will work in conjunction with the Coordinator of Police Traffic Services to ensure the success of Impaired Driving Enforcement, including the Coordinator for Occupant Protection, to collaborate on outreach efforts territory wide.

### Linkage Between Program Area

The efficient implementation of highway safety programs remains critical to the success of the VIOHS. Efforts to promote highway safety compliance through education, awareness, and the resulting reduction in incidences of impaired driving and related collisions has been key factors of assessing the effectiveness of the VIOHS. The inclusion of a coordinator to develop and facilitate activities geared towards mitigating the risks associated with impairments among motorists on the territory’s highways supports the overall objective of the VIOHS’ mission.

### Rationale

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-IDMAN-402	Impaired Driving Management Grant

#### Planned Activity: Impaired Driving Management Grant

Planned activity number: **21-IDMAN-402**

### Planned Activity Description

The traffic safety manager for the Impaired Driving Highway Safety Program will assist in the VIOHS' effort to promote highway safety throughout the U.S. Virgin Islands. Primary responsibilities include the successful development and implementation of targeted activities, which contributes towards improving highway safety throughout the Territory. In support of this measure, the Coordinator would be responsible for creating quarterly meetings with key Government agencies such as the Virgin Islands Police Department (VIPD), Department of Education (DOE), Department of Human Services, (DHS) and the University of the Virgin Islands (UVI) and non-governmental and non-profit agencies to develop strategies promoting safe and responsible driving behaviors throughout the territory. The quarterly meetings must have a minimum of 6 involved entities to include VIOHS and each meeting should result in a measurable strategy to minimize the impact of impaired driving in the Territory.

Additional duties comprise program planning, initiating community outreach activities, accounting for reliable data, and assisting with the implementation of the overall objectives and initiatives of the VIOHS. The traffic safety manager will also provide oversight, monitoring, and evaluation of sub-recipients under the Impaired Driving Program Area; complete the administrative aspects of the Impaired Driving Program; contribute towards the development of the VIOHS' Annual Report and the development of the Highway Safety Plan, and facilitate staff education and development surrounding impaired driving. This position serves as the single statewide resource responsible for the management of grant proceeds under the Impaired Driving program area. The program area is responsible for the implementation of initiatives on alcohol and drug impairments as well as fatigued and distracted driving. Accountabilities include the expansion of community-based sub-grantees, long and short-term program planning, grant development, budget development, and oversight. This position will also assist in all NHTSA program areas with special emphasis on the traffic records program for FY2021.

### Intended Subrecipients

Virgin Islands Office of Highway Safety

### Countermeasure Strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management

## Funding Sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act NHTSA 402	Yes	\$100,000.00

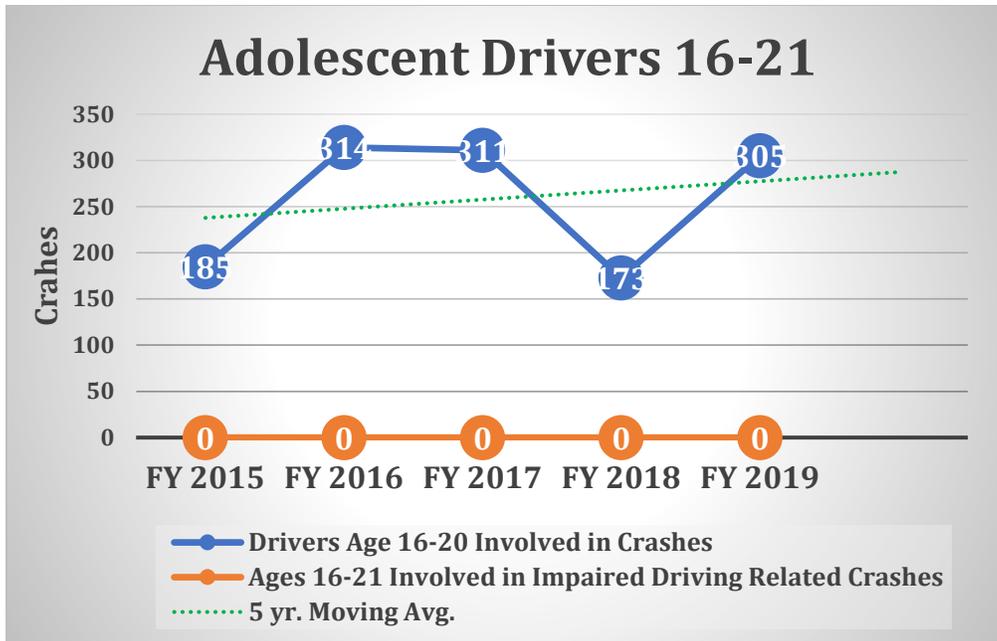
## Countermeasure Strategy: Youth Programs Program Area: Impaired Driving (Alcohol)

### Project Safety Impacts

In FY2019, the Territory experienced 305 crashes that involved adolescent drivers between the ages of 16-21. The district of St. Croix encountered 161, the St. Thomas district experienced 141 crashes, and 3 in the St. John district. Crashes involving adolescents accounted 6.4% of total crashes territory wide. This represents a 76.3% increase from the reported collisions that occurred in FY2018, a percentage impacted by development and behavioral issues combined with inexperience.

To address the percentage of crashes involving adolescent drivers and mitigate the future risk of impaired driving, the selected countermeasure intends to address behavioral challenges within this targeted segment of the population. Planned strategies utilize an approach focusing on “social norms” to include accurate information about youth drinking-and-driving prevention programs discouraging drinking and driving, driving with a driver who has been drinking, and motivations against drinking altogether.

Including an outreach component, the VIOHS’ agenda, comprises the utilization of such prevention tools such as the Fatal Vision goggles and SIDNE to assist in delivering engaging hands-on campaigns. Addressing the misuse and abuse of alcohol and other drugs, the Coordinator will tie in a distracted driving section that relates to the targeted segment of the population. The lesson provided by Fatal Vision and SIDNE remains consistent. Participants will experience the delayed reactions of an impaired driver who cannot react in time to avoid a collision. This experience will provide SIDNE participants with a first-hand account of the consequences of distraction, alcohol, and other drugs while driving. The goal is to communicate a culture of safety among drivers ages 16-21, thereby creating awareness and deterrence from the data-supported motorists’ progress in higher age categories throughout the U.S. Virgin Islands.



VIOHS will reach out to potential sub-recipients by establishing community outreach programs in conjunction with schools, afterschool programs, the university, and driver education programs to educate adolescent drivers between the ages of sixteen to twenty-one of the dangers resulting from impaired driving. The Coordinator, under the guidance of the Director, will represent the interest of the office in generating interests in creating local chapters of Students Against Destructive Decisions (SADD). Under this countermeasure, this program will be directed towards conducting community-based education and outreach efforts using first-hand accounts, preventative tools, and avenues to discuss the consequences for driving impaired and promoting traffic safety.

#### Linkage Between Program Area

Problem identification data supports planning community outreach targeting the segment identifying adolescent drivers within the territory. A combination of evidence-based data supported by “normative feedback” as outlined in NHTSA’s ninth edition of *A Highway Safety Countermeasure Guide for Highway Safety Offices* (Chapter # 1: Section 6.5). Outreach efforts based on national and state program area-specific outreach programs provide a direct benefit towards influencing established performance targets within the program area as defined.

Adolescent drivers represented 6.4% of total crashes. In FY2019 there were no grant funded initiatives to determine the percentage of citations issued for adolescent drivers. Planned initiatives were directed towards decreasing the number of crashes within this segment of the population remains the objective of this countermeasure. A performance measure focused on reducing the number of crashes by 10% from that reported during fiscal year 2020 has been established as a performance target for fiscal year 2021. The funds allocated would address issues identified in the problem identification, meet set performance targets,

and carry out countermeasure strategies that would improve the output for this segment of the territory's population.

### Rationale

The traffic safety manager will focus on education and prevention strategies such as peer-based programs and behavior modification through community-wide outreach activities. Efforts to implement and support local chapters of national initiatives such as SADD, aligns to the overall objective of the VIOHS. This countermeasure strategy and funded planned activities will contribute to educate the segment of the territory's population, reduce crashes, and sustain the trend of having *low to zero* impaired driving injury crashes and traffic fatalities within that age (16-20) group.

Funding allocated for these planned activities will include inter-island travels to conduct three (3) pre-planned out-reach initiatives within the district of St. Thomas/St. John. These activities will match VIOHS's requirement of the Coordinator(s) participation as a host of three (3) activities within the district of St. Croix. The funds allocated towards this activity will also provide support through assistance with attaining peer-directed impaired driving educational brochures, issuing public service announcements, and in support of related costs (*maximum 20% or \$1,000*) associated with initiating up to four (4) chapters of SADD territory-wide. Additional support for local SADD organizations may be offered based on the successful outcome of community-wide efforts to increase peer-directed awareness within the adolescent age group. This may include an in-kind match comprising the cost for two (2) advisors (1 per district) and four (4) students members of SADD (local chapters); the VIOHS Planner and Impaired Driving Coordinator's attendance at the organization's regional conference. The selection of member ambassadors and school representation at the annual conference relies on the Chapter's contribution towards promoting traffic safety and/or the outcome as the winner of local participation in national competitions. Funding allocation shall be appropriate and reasonable for the implementation of the planned activity.

Based on *Countermeasures that Work 2017, Chapter I Impaired Driving, Section 6.5 (Youth Programs-Peer to Peer Approach)* and *NHTSA's Uniform Guidelines, Guideline #8. Impaired Driving*.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-IDYAP-402	Impaired Driving Youth Awareness Programs
21-IDYAPLC-402	Impaired Driving Youth Awareness Programs

## Planned Activity: Impaired Driving Youth Awareness Programs

Planned activity number: **21-IDYAP-402**

### Planned Activity Description

The VIOHS traffic safety manager, through the guidance of the VIOHS Planner, will represent the interest of the office in soliciting interests in creating local chapters for Students Against Destructive Decisions (SADD). Under this countermeasure, this program will be directed towards conducting community-based education and outreach efforts using first-hand accounts, preventative tools, and avenues to discuss the consequences for driving impaired and promoting traffic safety.

A tiered approach towards changing a culture steeped in a tradition of celebrations surrounding alcohol themed events, the purpose of this planned activity is to combat the percentage of crashes involving adolescent drivers and mitigate the future risk of impaired driving, the intention of the selected countermeasure is to address behavioral challenges within this targeted segment of the population.

The traffic safety manager will also work with the local professional driving schools to provide additional education outreach regarding impaired driving and to improve the driving skills of the community youths. This will involve liaising with the Ford Driving Skills unit to establish and conduct classes in the Territory.

The planned activities of creating the local SADD chapter maybe impacted by the coronavirus COVID-19 which may limit in person presentations. The Department of Education has indicated that the Territory's public schools will be operating virtually until the end of the calendar year 2020. Therefore, any presentations will have to be done by liaising with the schools to arrange virtual presentations and handle registrations electronically.

The outreach to local professional driving school will be also dependent on the operation schedules of the driving schools and Ford Driving Skills as allowed by the impact of COVID-19.

### Intended Subrecipients

Virgin Islands Department of Education

### Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act NHTSA 402	Yes	\$50,000.00

## Planned Activity: Impaired Driving Youth Awareness Programs

Planned activity number: **21-IDYAPLC-402**

### Planned Activity Description

An initiative based on increasing the perception of penalty if caught selling alcohol to a minor, the Cops in Shops initiative denotes conducting waves of quarterly alcohol vendor compliance checks. Working primarily through deterrence, the concept involves “sting” operations by law enforcement officers from the Department of Licensing & Consumers (DLCA) as they observe attempts by the underage populace to purchase alcohol from restaurants, convenience, and liquor stores. An effort directed territory-wide, the premise of this initiative involves issuing citations and/or fines to businesses involved in selling alcohol to minors. The planned activity comprises fifteen (15) initiatives territory-wide consisting of approximately four (4) hours per initiative within each district. Each sting operation includes a four (4) man team comprising of one (1) supervisor and three (3) enforcement officers from DLCA supported by officers from the VIPD should the need arise. A planned activity directed towards uniting law enforcement agencies and community stakeholders in a collaborative effort to prevent illegal underage alcohol purchases, initiatives will contain an educational component following the completion of each operation. Intended to create awareness, this campaign will be highly publicized and include the dissemination of information relating to gathered crash data territory wide. The initiative intended to create a sense of responsibility, this planned activity works in tandem with the countermeasure to reduce the amount of serious injuries and collisions related to the consumption of alcohol throughout the U.S. Virgin Islands. An effective approach according to NHTSA’s ninth edition of A Highway Safety Countermeasure Guide for Highway Safety Offices (Chapter # 1: Section 6.3), the initiative supports the countermeasure’s objective and will provide guidance to the Coordinator to work towards ensuring the well-being of adolescent drivers between the ages of sixteen to twenty-one throughout the Virgin Islands. Funding for this activity shall be appropriate and reasonable.

If this activity is impacted by the COVID-19, virtual presentations will be coordinated between VIOHS and DLCA with the Department of Education, private schools, and church youth organizations to provide the needed outreach.

### Intended Subrecipients

Department of Licensing & Consumer Affairs, Virgin Islands Police Department

### Countermeasure strategies

#### Countermeasure strategies in this planned activity

<b>Countermeasure Strategy</b>
Youth Programs

## Funding sources

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>
2018	FAST Act NHTSA 402	Yes	\$50,000.00

## Program Area: Police Traffic Services

### Description of Highway Safety Problems

The key objective of Police Traffic Services (PTS) is to prevent fatalities, injuries, crashes, and traffic violations in high-risk areas through data-driven high-visibility enforcement. Enforcement effort areas focus on improving traffic safety by reducing unsafe behaviors such as speeding, failure to use seatbelts, distracted driving, and effective implementation of enforcement strategies related to impaired driving, occupant protection, pedestrian, and bicycle safety.

Seatbelt restraint increased by 4.84% from 79.10% (CY2016 survey) to 83.9% (CY2018 survey), and the observed use rate for CY2019 was reported at 71.1%. The VIOHS has set the CY2021 goal at 78.6% usage. A goal which includes the complimentary aspects of an aggressive public outreach campaign, coupled with elevated high-visibility enforcement activities, including citations, to promote highway safety. Relevant to seatbelt citations, in 2018 there was an 85% reduction in citations during grant-funded enforcement from 2017. Using a data-driven approach, these analyses provide the basis for setting performance measures, selecting countermeasure strategies, and identifying planned activities to ensure the territory's ability to reach the performance targets for the PTS program area.

The VIOHS intends to implement a combination of high-visibility enforcement while maintaining sustained traffic safety messages directed towards reducing dangerous driving behaviors throughout the U.S. Virgin Islands. The development of a data-driven application enforcement model that encompasses and combines all enforcement efforts and training opportunities under a single program – Police Traffic Services, has been implemented. Additionally, funding initiatives that address specific types of behaviors by island will be used to maximize the effectiveness of the approach as well as efficient use of assigned resources.

The data driven application of an enforcement model directed towards creating safer roadways for visitors and residents alike, comprises continuous improvements of a plan relevant to the promotion of highway safety. The VIOHS' top priorities for the FY 2021 highway safety program include mitigating increases in ***Serious Injuries in Traffic Crashes***, the territory recorded 1,070 incidences requiring the assistance of emergency services in FY2019; ***Fatalities***– increased from 14 in FY2018 to 19 in FY2019 and FY2020 has experienced 8\*; ***Unrestrained Passenger Vehicle Occupant Fatalities*** – increased from 6 in FY2018 to 7 in FY2019 and 3 in FY2020\*; ***Pedestrian Fatalities*** –increased to 2 in FY2019 and again increased to 3 in FY2020\*; and ***Speeding Fatalities*** – increased to 3 in FY2019, and again increased in FY2020 to 5\*. The VIOHS will work to maintain and expand reductions that have been achieved in highway safety programs territory wide. Directed initiatives to

maintain reductions in **Traffic, Impaired Driving, Motorcycle, Pedestrian and Unrestrained Fatalities** remains critical to promoting Highway Safety in the Virgin Islands.

*\* - All FY2020 reported stats reflect the period October 1, 2019 to May 31, 2020.*

Impaired driving enforcement generated 79 DUI arrests throughout the territory for FY2019, despite these efforts there was a total of 4,791 collisions territory wide. 1,730 crashes occurred within the district of St. Croix with 43 crashes being attributed to impaired driving. The St. Thomas/St. John district experienced a total of 3,061 collisions – 2,933 on St. Thomas and 128 on St. John. 31 of the collisions within the St. Thomas/St. John district were attributed to impaired driving, with zero impaired driving related fatality. For FY2019, a vehicle occupant (s) was unbelted for 291 of the crashes; and of the 19 fatalities reported, 7 were unrestrained.

FY2019 fatalities and DUI arrests by age, has been compiled in the chart below.

Age	% of DUI Arrests	% of Fatalities
56 or higher	21%	50%
35-55	46%	50%
21-35	31%	-%
16-20	2%	-%
16 and below	-%	-%
Total	100%	100%

During FY2019, data from Report Beam revealed that a higher number of crashes transpired between 6:00pm and 3:00am. 36% of total crashes occurred within the district of St. Croix, while 64% occurred within the St. Thomas/St. John district. The following high crash locations (by Island) for fiscal year 2019 were obtained through Report Beam and supported through the Department of Health Emergency Services (EMS) Division.

**St. Croix:**

- 1) Route 70 – Queen Mary Highway.
- 2) Route 75: Northside Road
- 3) Route 66: Melvin Evans Highway
- 4) Route 62 Southside
- 5) Route 82 East End Road

Further analysis of the collected data by EMS identified high crash locations along the stated routes based on the input of data at the time of EMS’ response to calls from the 911 call center. Information gathered by the EMS are automatically uploaded into the National Emergency Medical Service Information System (NEMSIS). According to the EMS, 80% of serious injuries and fatalities on the island of St. Croix occurs along three of the stated routes above.

Route 70 – Queen Mary Highway

- 1) A half mile stretch beginning at the St. Croix Educational Complex and the University of the Virgin Islands and ending at Route 682 (St. Croix Central High School) which represents a high-crash location.
- 2) A 45-degree angled bend containing a black spot (Near Estate Peter's Rest). The 45-degree curve serves as a 3-way intersection without any traffic lights and support oncoming traffic traveling east to west on Route 66, West to East on Route 66, outgoing traffic from the access road identified as Highway 682 (Hess Road) and the corridor identified as Route 62 leading from Estate Peter's Rest onto Route 66.
- 3) A little over a quarter mile stretch of road between two stand-alone bus shanty's located in the vicinity of Estate Whim. The high crash location consists of parallel roads identified as Routes 701.0 to 701.3 leading in and out of segments of the neighborhoods on either side of the highway. During FY2019, an unrestrained motorist's collision resulted in a fatality of an impaired driver and serious injuries along this route.

#### Northside Road (Route 75)

- 4) A windy road along Route 75 consisting of 3.5 to 4 miles towards Junction 751 constitutes the high crash area referred to as Northside Road.

#### Route 66 – Melvin H. Evans Highway

- 5) Extending approximately 9 miles (14 km), Melvin H. Evans Highway represents the most heavily used route on the island of St. Croix.
- 6) EMS identified two areas along the highway considered to be high crash locations.
  - a. Highway 681 (Hess Road) and the 4-way stop at Sunny Isles.
- 7) During fiscal year 2018, there were two (2) collisions on a 3.5 mile stretch along Route 66.

#### **St. Thomas:**

##### Route 30 Veterans Drive

- 1) Beginning at Fortuna Road, a dead end on the westernmost part of the Island, Route 30 extends in a series of twists and turns for 14.5 miles (23.3 km). Beginning northwards, the road quickly turns east before running along the Caribbean Sea in the vicinity of the capital Charlotte Amalie, one of the busiest roads on the island. The road continues towards Havensight a large shopping district catering to cruise ship passengers in addition to the local populace. The highway projects onward as a residential road with houses on both sides of the route before meeting Route 32 and coming to an end in Estate Nadir.

##### Route 38 Weymouth Rhymer Highway

- 2) Represents one of the islands major roads, extending 6.6 miles (10.6 km) in an east to west direction. Route 38 serves as a southern terminus to Route 39 (Donoe Road) and northern terminus of Route 32 (Red Hook Road) before heading back west eventually changing designation to Route 32.

#### Route 32 Red Hook Road

- 3) Four (4) miles (6 km) of roadway extending from Route 38 in Estate Tutu to Red hook, the eastern most point of the island before its designation changes back to Route 38.

#### Route 37 Northside Road

- 4) Serving the second-most populous administrative census sub-district on St. Thomas and the largest sub-district by area, Route 37 contains many vistas and overlook points as well beaches and bays along 2.2 miles (3.5 km) of roadway.

#### Route 39 Donoe Road

- 5) Starting at Highway 42 which caters to a major golf course on the island and provides beach access to the world famous Magens Bay Beach, Route 39 runs in a north to south direction for approximately 2.2 miles (3.5 km) before ending at Route 38 near the capital, Charlotte Amalie.

According to the EMS, 40% of serious injuries on the island of St. Thomas occurs along the following routes.

#### Route 38 – An area called *Raphune Hill Road* along the Weymouth Rhymer Highway

- 1) Approximately a half mile portion of roadway between the intersection with Centerline Road (Route 313) and its intersection with Route 381 (Raphune Hill Road). Extending east bound at the junction where Route 38 meets Route 313, Route 310 represents a high traffic/pedestrian area containing 4 schools (2 Elementary, 1 Junior High, and 1 High School) and increased pedestrians due to medical centers, various doctor offices and a host of preschools.

#### Route 32 – An area called *Brookman Road*

- 2) The EMS identified an area along Route 32 referred to as Brookman Road as the crash site which contributes to the District's most serious injuries and fatalities. A little over a half mile location starting at the intersection along Route 30 where Bovoni Road and Nadir intersect heading westbound.

#### Route 30 – An intersection referred to *Mandela Circle*

- 3) Prone to traffic jams due to a combination of large amounts of shoppers, poorly timed lights, and a complex intersection with Highway 313 – a minor road serving as a *de facto* eastern bypass of the capital Charlotte Amalie; Mandala Circle represents the intersection which experiences the most auto pedestrian accidents on the island of St.

Thomas according to Department of Health’s EMS Division. Bordered by a Wendy’s Restaurant and the West India Company Dock (WICO referred to as the *Haven Sight Cruise Ship Dock*) on the South; westbound traffic towards Veteran’s Drive and the airport on Route 30; Route 316 extend to the North parallel to Route 313 for a short interval which runs in front of the multi-purpose luxury shopping mall, Haven sight; and Route 38 heading east towards Smith Bay.

**St. John:**

1. North Shore Road
2. Kings Hill Road

**Associated Performance Measures**

Performance Measure Name	Target Period	Target Start Year	Target End Year	Target Value
C-1. Number of traffic related fatalities	5 Year	2020	2024	12
C-2. Number of serious injuries caused by traffic crashes	5 Year	2020	2024	14
C-3. Fatalities per Vehicle Miles Travelled	5 Year	2020	2024	
C-4. Number of unrestrained passenger vehicle occupant fatalities, all seat positions	5 Year	2020	2024	4
C-5. Number of fatalities caused by alcohol impaired driving	5 Year	2020	2024	2
C-6. Number of speeding related fatalities	5 Year	2020	2024	3
C-7. Number of motorcyclist fatalities	5 Year	2020	2024	2
C-8. Number of unhelmeted motorcyclist fatalities	5 Year	2020	2024	0
C-9. Number of drivers age 20 or younger fatalities	5 Year	2020	2024	0
C-10. Number of pedestrian Fatalities	5 Year	2020	2024	1

## Countermeasure Strategies in Program Area

Countermeasure Strategy
ENFORCEMENT OF TRAFFIC LAWS
HIGH VISIBILITY ENFORCEMENT
Highway Safety Office Program Management
TRAINING

### Countermeasure Strategy: ENFORCEMENT OF TRAFFIC LAWS

Program Area: **Police Traffic Services**

#### Project Safety Impacts

Utilizing specifically trained officers and equipment, the VIOHS intends to use data-driven enforcement planning to enforce traffic laws and reduce crashes. A countermeasure, we believe, will assist in reducing the number of crashes and increase the number of safety impact territory- wide. The same evidence-based enforcement principles apply across aggressive driving/speed, occupant protection, and impaired driving enforcement. Therefore, a comprehensive approach using both periodic and sustained enforcement operations to address general and high-risk areas provides a greater opportunity for long-term program impact.

#### Linkage Between Program Area

A combination of evidence-based enforcement and communications planning provides one of the greatest potential opportunities for reducing traffic crashes according to the *eight edition* of *A Highway Safety Countermeasure Guide for Highway Safety Offices*. The enforcement of traffic laws to include such violations as speed limit enforcement and adherence to variable speed limits will serve to stabilize and reduce the increasing amount of crashes and fatalities due to speed. Strategies to address local traffic safety problems remains dependent upon analyzed data and the focus of the campaign. The linkage is straightforward: the data informs the selection of the appropriate countermeasure and program area based on the casual factors, the appropriate geographic locations to target, and the allocation of available resources. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasure strategies to ensure the application of improved safety measures on the roadways of the Virgin Islands.

#### Rationale

Speeding related fatalities have generally reflected nearly one-third of all fatalities. A fact that is exacerbated by the road conditions throughout the territory and affects the statutory maximum speed limits. As a result, data reflects that over 20 % of all fatalities were a result of speeding- related crashes and, on average, 10 % of all fatalities were a result of aggressive driving. This countermeasure was selected to compliment occupant protection and impaired driving enforcement efforts, ensuring enforcement is directed at the most problematic driving behaviors as defined by crash data. Mobilizations and sustained enforcement are

identified with an objective of deterring speeding and aggressive driving particularly as the territory continues with re-building efforts. A data-driven application enforcement model will be used to ensure a coordinated enforcement effort and resulting increase in performance effectiveness and output.

The level of funding allocated to this countermeasure reflects an amount necessary to ensure targeted enforcement of the reinstated *Traffic Division Officers* assigned to the VIOHS in conjunction with the participation of VIPD’s officers for high visibility and sustained aggressive driving speed enforcements. A countermeasure based on NHTSA’s Uniform Guidelines for State Highway Safety Programs, Chapter # 3: Sections 1.1, 2.2, 3.1.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
21-STJENF-402PTS	ST. JOHN SUSTAINED ENFORCEMENT
21-STTENF-402PTS	ST. THOMAS SUSTAINED ENFORCEMENT
21-STXENF-402PTS	ST. CROIX SUSTAINED ENFORCEMENT

**Planned Activity: ST. JOHN SUSTAINED ENFORCEMENT**

Planned activity number: **21-STJENF-402PTS**

Primary Countermeasure Strategy ID:

**Planned Activity Description**

This planned activity will consist of targeted efforts to enforce traffic laws on the island of St. John. The smaller of the U.S Virgin Islands, the island of St. John proves unique with its quaint and open town environment bordered by bars and restaurants. During FY2019, the island reported a total of 128 collisions. As a result, planned activities targeting the enforcement of laws include foot patrol, bike patrols and the use of enforcement vehicles from the island of St. Thomas. Tasks targeting the following enforcement efforts would be applied for fiscal year 2021.

1. Targeted Initiatives promoting the enforcement of traffic laws
2. Speed Enforcements

**Task # 1 – Targeted Initiatives Promoting Enforcement of Traffic Laws**

Highly publicized and highly visible initiative enforcing practical, sound and broadly accepted laws to include speed enforcement of penalty types/ enforcements for speeding and various traffic enforcements; speed management; and seat belt enforcement initiatives. Current Virgin Islands law reflects the application of fines based on reported speed rates, yet data reflects an increase in speeding fatalities for FY2021. The incorporation of active and targeted initiatives promoting customized efforts of traffic law enforcements, specified by location, and supported adjudication, is essential to the effective promotion of adhering to traffic laws.

Consisting less than 20 square miles, efforts on the island of St. John will consist of two enforcement initiatives supported by the presence of a message board strategically placed around such areas as Cruz Bay’s Bar District, North Shore and Kings Hill roads. Preceded by educational outreach from the Office of Highway Safety, enforcement efforts will include a minimum of four officers per initiative along high crashed corridors. A supervisor will lead the initiative and provide authoritative direction and presence should the officers encounter use of force.

### **Task #2 – Speed Enforcements**

Increasing the awareness of speed limits within school zones will ensure pedestrian safety and increase the awareness of variations in applied speed zones utilizing the example of speed enforcement within school districts. A task which serves to strengthen speed enforcements, this initiative presents an opportunity to increase contact with motorists by island and participate in community outreach efforts. The island of St. John currently has two schools, one elementary and one high school. School Zone Speed Enforcements may be combined with another traffic enforcement effort for a combined total of four hours of enforcement per initiative.

The Virgin Islands Office of Highway Safety will support two local initiatives geared towards increasing the awareness of police presence within school zones. The initiative will include two days of rotating police presence during “drop off or pick up” hours. Drop off/pick up hours consists of a two-hour period around 6:30-8:30 a.m. or 2:45 – 4:45 p.m. Planned efforts will include the implementation of a targeted speed enforcement initiative comprising of a minimum of two officers (maximum of four). The minimum requirement may include the presence of a supervisor.

Enforcement and traffic safety media campaigns will also be conducted during the Independence Day celebrations which also corresponds with the island’s annual festival. The facilitation of additional enforcement activities at random will also be completed. Statistics gathered during each wave will be compiled and reported as an additional source of data.

### **Intended Subrecipients**

Virgin Islands Police Department, other GVI enforcement agencies.

### **Countermeasure strategies**

Countermeasure strategies in this planned activity

<b>Countermeasure Strategy</b>
ENFORCEMENT OF TRAFFIC LAWS

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act NHTSA 402	Yes	\$10,000.00

### Planned Activity: ST. THOMAS SUSTAINED ENFORCEMENT

Planned activity number: **21-STTENF-402PTS**

#### Planned Activity Description

This planned activity will consist of targeted efforts to enforce traffic laws on the island of St. Thomas. The capital of the U.S Virgin Islands, the island of St. Thomas proves to be the most robust of the Virgin Islands enliven with commerce. It remains evident as the Island encountered a total of 3,007 crashes for FY2019. Planned activities targeting motorists on this island will reflect enforcement and public outreach efforts comprising the following tasks:

- 1) Targeted Initiatives promoting the enforcement of traffic laws
- 2) Speed Enforcements
- 3) Random Traffic Enforcement

#### Task # 1 – Targeted Initiatives Promoting Enforcement of Traffic Laws

The incorporation of active and targeted initiatives promoting customized efforts of traffic law enforcements, specified by location, and supported adjudication, is essential to the effective promotion of adhering to traffic laws. The VIOHS will support highly publicized and highly visible initiatives enforcing practical, sound and broadly accepted laws to include traffic enforcement of penalty types/enforcements for speeding, distracted driving, and seat belt use.

An active enforcement plan to include two planned initiatives along high crashed locations will remain effective throughout the fiscal year. Efforts will consist of a rotating schedule comprising three (3) days of planned enforcement initiatives, four (4) hours each, within a period of two weeks. Preceded by educational outreach from the Office of Highway Safety, enforcement efforts will include a minimum of four officers per initiative along high crashed corridors. A supervisor will lead the initiative and provide authoritative direction and presence should the officers encounter the use of force.

Each initiative will be followed by a week of traffic safety messages via message boards placed at various well-traveled locations on St. Thomas. An activity-based effort, the objective of the initiatives is to incite awareness, thereby changing the behavior of the motoring public as well as to issue citations to effectuate this objective. Planned enforcement

initiatives will be coordinated through the VIOHS Law Enforcement Liaison and monitored to ensure the implementation and success of each activity.

Strategic message boards will appear at various points along the main thoroughfare (by district) during the hours of 6:00 a.m. – 9:00 a.m. and 4:30 – 8:30 p.m. The message boards will also be utilized during initiatives, well attended local events, and on days where there are no planned initiatives; the boards will be placed on a rotation schedule comprising of well-traveled roads island wide. Such messages as “Click it or Ticket!,” “U Text, U Drive, U Pay!,” “Better to Arrive Safe!,” and “Drive Sober or Get Pulled Over” comprise the messages directed towards the motoring public of the Virgin Islands.

### Task #2 – Speed Enforcements-School Zones

Increasing the awareness of speed limits within school zones will ensure pedestrian safety and increase the awareness of variations in applied speed zones utilizing the example of speed enforcement within school districts. A task which serves to strengthen speed enforcements, this initiative presents an opportunity to increase contact with motorists by island and participate in community outreach efforts. Initiatives which works in tandem with communication and community outreach to successfully target speed and aggressive driving enforcement campaigns.

The Virgin Islands Office of Highway Safety will support two local initiatives geared towards increasing the awareness of police presence within school zones. Each initiative includes four days of rotating police presence along various high crash corridors within the district during “drop off or pick up” school hours. Drop off/pick up hours consists of a two-hour period around 6:30-8:30 a.m. or 2:45 – 4:45 p.m. School Zone Speed Enforcements may be combined with an aggressive driving initiative or other traffic enforcement effort for a combined total of four hours of enforcement per initiative. Planned efforts will include clusters of schools along identified high crash corridors to effectively reach commuting motorists. Located within high traffic locations on the island of St. Thomas, the implementation of a targeted speed enforcement initiative will comprise a minimum of four officers (maximum of eight officers/additional supervisor) with a roaming supervisor on call between identified high crashed corridors. This would include such areas as.

#### Route 310 – Alton Adams Sr. Drive

1. Extending east bound at the junction where Route 38 meets Route 313, Route 310 represents a high traffic/pedestrian area containing 4 schools (2 Elementary, 1 Junior High, and 1 High School) and increased pedestrians due to medical centers, various doctor offices and a host of preschools.

#### Speed Enforcements – St. Thomas

Current Virgin Islands law reflects the application of fines based on reported speed rates, yet data reflects an increase in FY2019 to 3 speeding fatalities territory wide. As a result, the VIOHS will utilize historical crash data in support of five (5) speed enforcement initiative on

the island of St. Thomas. An effort in support of reducing speed related crashes, the VIOHS will provide for the wages of up to eight (8) officers and two (2) supervisors utilizing laser apparatus by officers strategically placed at certain sections of Veterans Drive (Route 30); Raphune Hill Road along Weymouth Rhymer Highway (Route 38); and Brookman Road (Route 32). Position at various locations along each route, the officer utilizing the laser will radio into a cluster of three officers (per initiative) to include one in an enforcement vehicle and two officers managing the issuance of citations. The VIOHS will support a total of five (5) speed enforcements efforts throughout fiscal year 2021.

### Task #3 – Random Traffic Enforcement

Fifty-seven percent (57%) of all crashes in the Virgin Islands during fiscal year 2019 occurred on the island of St. Thomas. A bustling Caribbean island which hosts an unlimited amount of land and sea visitors. To this end, the VIOHS will support a total of three additional traffic enforcement activities – customized towards the ever-changing populace of the island; the intended effort will focus on enforcement efforts as presented by the Traffic Commander. Efforts supported by data and the observational expertise of the Commander, all planned initiatives will consist of a minimum of three officers and one supervisor and will not exceed four (4) hours per activity.

### Intended Subrecipients

Virgin Islands Police Department , other GVI enforcement agencies

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
ENFORCEMENT OF TRAFFIC LAWS

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act NHTSA 402	Yes	\$50,000.00

### Planned Activity: ST. CROIX SUSTAINED ENFORCEMENT

Planned activity number: **21-STXENF-402PTS**

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity will consist of targeted efforts to enforce traffic laws on the island of St. Croix. The largest of the U.S Virgin Islands, the *2019 Occupant Protection Observational Survey* reported the lowest percentage of restraint use on the island of St. Croix, 66.7%. An issue of great concern as the island prepares for the commencement of refining operations

and have witnessed increased numbers of residents due to the relocation of outsourced personnel. Planned activities targeting motorists on this island will reflect enforcement and public outreach efforts comprising of the following tasks:

1. Targeted Initiatives promoting the enforcement of traffic laws
2. Speed Enforcements

#### Task # 1 – Targeted Initiatives Promoting Enforcement of Traffic Laws

The incorporation of active and targeted initiatives promoting customized efforts of traffic law enforcements, specified by location, and supported adjudication, is essential to the effective promotion of adhering to traffic laws. The VIOHS will support highly publicized and highly visible initiatives enforcing practical, sound and broadly accepted laws to include traffic enforcement of penalty types/enforcements for speeding, distracted driving, and seat belt use.

An active enforcement plan to include two planned initiatives along high crashed locations will remain effective throughout the fiscal year. Efforts will consist of a rotating schedule comprising three (3) days of planned enforcement initiatives, four (4) hours each, within a period of two weeks. Preceded by educational outreach from the Office of Highway Safety, enforcement efforts will include a minimum of eight officers per initiative along various high crashed corridors. Officers will be separated on either side of the roadways to encounter motorists along both sides of the thoroughfare within a 1-mile radius. A roaming supervisor will lead the initiative and provide authoritative direction and presence should the officers encounter use of force. Each initiative will be followed by a week of traffic safety messages via message boards placed at various well-traveled locations within the district of St. Croix. An activity-based effort, the objective of the initiatives is to incite awareness, thereby changing the behavior of the motoring public as well as to issue citations to effectuate this objective. Planned enforcement initiatives will be coordinated through the VIOHS Law Enforcement Liaison and monitored to ensure the implementation and success of each activity.

Strategic message boards will appear at various points along the main thoroughfare (by district) during the hours of 6:00 a.m. – 9:00 a.m. and 4:30 – 8:30 p.m. The message boards will also be utilized during initiatives, well attended local events, and on days where there are no planned initiatives; the boards will be placed on a rotation schedule comprising of well-traveled roads island wide. Such messages as “Click it or Ticket!,” “U Text, U Drive, U Pay!,” “Better to Arrive Safe!,” and “Drive Sober or Get Pulled Over” comprise the messages directed towards the motoring public of the Virgin Islands.

#### Task #2 – Speed Enforcements – School Zones

Increasing the awareness of speed limits within school zones will ensure pedestrian safety and increase the awareness of variations in applied speed zones utilizing the example of speed enforcement within school districts. A task which serves to strengthen speed enforcements, this initiative presents an opportunity to increase contact with motorists by island and participate in community outreach efforts. Initiatives which works in tandem with communication and community outreach to successfully target speed and aggressive driving enforcement campaigns.

The Virgin Islands Office of Highway Safety will support two local initiatives geared towards increasing the awareness of police presence within school zones. Each initiative includes four days of rotating police presence along various high crash corridors within the district during “drop off or pick up” school hours. Drop off/pick up hours consists of a two-hour period around 6:30-8:30 a.m. or 2:45 – 4:45 p.m. School Zone Speed Enforcements may be combined with an aggressive driving initiative or other traffic enforcement effort for a combined total of four hours of enforcement per initiative. Planned efforts will include clusters of schools along identified high crash corridors to effectively reach commuting motorists. The implementation of a targeted speed enforcement initiative within school zones will comprise a minimum of four officers (maximum of eight officers/additional supervisor) with a roaming supervisor on call between identified high crashed corridors. This would include such areas as.

A half mile stretch beginning at the St. Croix Educational Complex and the University of the Virgin Islands along Route 70 and ending at Route 682 (St. Croix Central High School) which represents a high-crash corridor. The area includes the islands only senior public high schools, the University, an elementary and parochial school – a total of five schools.

### Speed Enforcements – St. Croix

Current Virgin Islands law reflects the application of fines based on reported speed rates, yet data reflects an increase in speeding fatalities territory wide. As a result, the VIOHS will enter into a six-month agreement with the VIPD (or an alternate law enforcement agency) to utilize, a previously funded speed enforcer for planned efforts directed towards the reduction of collisions associated with aggressive driving and/or speed enforcement. A performance-based effort, activities surround speed enforcement, however, to strengthen a rising awareness of the enforcement of traffic laws within the community, enforcement efforts of various traffic laws will also be permitted. Not to exceed a maximum of four (4) hours per initiative, this effort will be monitored monthly by the VIOHS for effectiveness. At the conclusion of six months, the VIOHS Director will assess the effort in consideration of pursuing a future agreement with the VIPD for FY2021.

Additional speed initiatives utilizing laser apparatus by officers strategically placed at certain sections of the Melvin H. Evans highway (Route 70) supported by clusters of three officers (per initiative) to include one in a speed enforcement vehicle and two officers

managing the issuance of citations, concludes specifics of the operational plan. The VIOHS will support a total of six speed enforcements efforts throughout fiscal year 2021.

### Intended Subrecipients

VIRGIN ISLANDS POLICE DEPARTMENT and other GVI enforcement agencies

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
ENFORCEMENT OF TRAFFIC LAWS

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act NHTSA 402	Yes	\$50,000.00

### Countermeasure Strategy: HIGH VISIBILITY ENFORCEMENT

Program Area: **Police Traffic Services**

### Project Safety Impacts

In efforts to convince the motoring public of certain detection and penalization, the VIOHS intends to promote the implementation of high visibility enforcement campaigns to deter impaired driving, distracted driving and promote occupant safety. A countermeasure selected based on previous success rates territory-side, the application of high-visibility enforcements increases the perception of perceived risks and serves as a deterrent to such behaviors. A flexible approach which can be customized to program specifics, the VIOHS intends to use data-driven enforcement to support the VIPD in coordinating high visibility impaired driving and occupant protection enforcements. Initiatives will be sustained in tandem with national and local mobilization efforts. Non-Grant funded high visibility enforcements conducted by the VIPD in 2019 resulted in 5,617 citations and 79 DUI arrests.

### Linkage Between Program Area

Problem identification data supports planning high visibility enforcement operations by prioritizing casual factors, geographic locations, and resource allocation. Aligning high visibility enforcement activities with national and state program area-specific communications campaigns provide direct benefits towards influencing established performance targets within the program areas. A combination of evidence-based enforcement and communications planning provides one of the greatest potential opportunities for reducing traffic crashes according to the *Ninth Edition of A Highway Safety Countermeasure Guide for Highway Safety Offices*. The linkage is straightforward: the data informs the selection of the appropriate countermeasure and program area based on the casual factors, the appropriate geographic locations to target, and the allocation of available

resources. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasures strategy that would ensure the application of improved safety measures on the roadways of the Virgin Islands.

**Rationale**

A countermeasure selected based on previous success rates territory-side, the application of high- visibility enforcements increases the perception of perceived risks and serves as a deterrent to such behaviors. Augmented by planned activities, this countermeasure strategy allows the VIOHS to satisfy mandated requirements and qualify for program area funding. The inclusion of high visibility enforcement for such program areas as impaired driving, occupant safety and distracted driving will contribute towards attaining performance targets directed at reducing the number of impaired driving related crashes territory wide. A successful approach, enforcement initiatives conducted territorially for impaired driving generated seventy-three (79) DUI arrests during non-granted initiatives in FY 2019 of these 41 were conducted on the island of St. Croix; during which 38 non-grant funded DUI arrests were executed in the St. Thomas/St. John district.

The level of funding allocated to this countermeasure reflects an amount necessary to ensure targeted enforcement of the reinstated *Traffic Division Officers* assigned to the VIOHS in conjunction with the participation of VIPD’s officers for high visibility enforcements. A countermeasure based on NHTSA’s Countermeasure That Works, Chapter # 1: Sections 2.2; Chapter # 2: Sections 2.1; Chapter # 4: Sections 1.3,

**Planned activities in countermeasure strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
21-IDESTT/STJ-402PT	IMPAIRED DRIVING OVERTIME ENFORCEMENT - STT/STJ
21-IDESTX-402PT	IMPAIRED DRIVING OVERTIME ENFORCEMENT - STX
21-OPESTT/STJ-PT2	OCCUPANT PROTECTION ENFORCEMENT - STT/STJ
21-OPESTX-PT1	OCCUPANT PROTECTION ENFORCEMENT (PTS)

Planned Activity: IMPAIRED DRIVING OVERTIME ENFORCEMENT - STT/STJ

Planned activity number: 21-IDESTT/STJ-402PT

Planned Activity Description

**Task # 2 – St. Thomas/St. John Impaired Driving Enforcement Initiatives**

<b>Period</b>	<b>Description of Initiatives</b>
<b>August 16-18, 2021 (3 days)</b>	<b>National Enforcement Mobilization</b>
<b>August 23-25, 2021 (3 days)</b>	<b>National Enforcement Mobilization</b>
<b>August 30 – September 1, 2021 (3 days)</b>	<b>National Enforcement Mobilization</b>

*For supporting research, refer to the discussion of Publicized Sobriety Checkpoints, pp 1-21 to 1-23; High-Visibility Saturation Patrol Programs, pp 1-24; Preliminary Breath Test Device, p1-25 in Countermeasure That Works, 9th Edition, 2017*

Intended Subrecipients

Virgin Islands Police Department and other Law Enforcement Officers from other Government Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

<b>Countermeasure Strategy</b>
HIGH VISIBILITY ENFORCEMENT

Funding sources

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>
2018	FAST Act NHTSA 402	Yes	\$60,000.00

Planned Activity: IMPAIRED DRIVING OVERTIME ENFORCEMENT - STX

Planned activity number: 21-IDESTX-402PT

Primary Countermeasure Strategy ID:

Planned Activity Description

This planned activity will comprise of highly visible campaigns territory-wide to include the incorporation of sobriety checkpoints directed at deterring impairment. To ensure success, the initiative will rely on gathered data, utilized effectively through staged mobilizations and extensive publicity highlighting the patrol of specific areas by law enforcement. Mobilizations will comprise of a 4:1 ratio between officers and supervisors and reflect the intentions of the Traffic Safety’s national campaign.

Task # 1 – St. Croix Impaired Driving Enforcement Initiatives

Period	Description of Initiatives
December 26, 2020- January 09, 2021 (15 days)	National & Local Enforcement Mobilization
February 13-15, 2021 (3 days)	Local Enforcement Mobilization
May 29-31, 2021 (3 days)	National Enforcement Mobilization
July 1-5, 2021 (5 days)	National Enforcement Mobilization
September 1-6, 2021 (6 days)	National Enforcement Mobilization

Intended Subrecipients

VIRGIN ISLANDS POLICE DEPARTMENT & OTHER GOVERNMENT AGENCIES LAW ENFORCEMENT OFFICERS

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
HIGH VISIBILITY ENFORCEMENT

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act NHTSA 402	Yes	\$60,000.00

Planned Activity: OCCUPANT PROTECTION ENFORCEMENT - STT/STJ

Planned activity number: 21-OPESTT/STJ-PT2

Planned Activity Description

This planned activity will comprise of short-duration, highly visibility seat belt enforcement campaigns directed at deterring impairment. To ensure success, the initiative will rely on gathered data, utilized effectively through staged mobilizations and extensive publicity highlighting the patrol of specific areas by law enforcement. Mobilizations will reflect national campaigns and run simultaneously by district.

**St. Thomas/St. John Occupant Protection Enforcement Initiatives**

Period	Description of Initiatives
May 29-31, 2021 (3 days)	Click It or Ticket Mobilization
July 1-5, 2021 (5 days)	Click It or Ticket Mobilization
September 1-6, 2020 (6 days)	Child Passenger Safety Week

*For supporting research, refer discussions in NHTSA’s Countermeasure that work Chapter #2; Sections 2.1 and 2.3*

**\*Mobilizations will comprise a ratio of 1 supervisor to four officers. Planned initiatives will comprise a minimum of eight officers and two supervisors.**

Intended Subrecipients

VIRGIN ISLANDS POLICE DEPARTMENT AND VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
HIGH VISIBILITY ENFORCEMENT

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2018	FAST Act NHTSA 402	Yes	\$45,000.00

Planned Activity: OCCUPANT PROTECTION ENFORCEMENT (PTS)

Planned activity number: 21-OPESTX-PT1

Primary Countermeasure Strategy ID:

Planned Activity Description

This planned activity will comprise of short-duration, highly visibility seat belt enforcement campaigns directed at deterring impairment. To ensure success, the initiative will rely on gathered data, utilized effectively through staged mobilizations and extensive publicity highlighting the patrol of specific areas by law enforcement. Mobilizations will reflect national campaigns and run simultaneously by district.

Task #1 - St. Croix Occupant Protection Enforcement Initiatives

Period	Description of Initiatives
May 29-31, 2021 (3 days)	Click It or Ticket Mobilization
July 1-5, 2021 (5 days)	Click It or Ticket Mobilization
September 1-6, 2020 (6 days)	Child Passenger Safety Week

For supporting research, refer discussions in NHTSA’s Countermeasure that work Chapter #2; Sections 2.1 and 2.3

**\*Mobilizations will comprise a ratio of 1 supervisor to four officers. Planned initiatives will comprise a minimum of eight officers and two supervisors.**

Intended Subrecipients

VIRGIN ISLANDS POLICE DEPARTMENT AND VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
HIGH VISIBILITY ENFORCEMENT

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2021	FAST Act NHTSA 402	Yes	\$45,000.00

## Countermeasure Strategy: Highway Safety Office Program Management

Program Area: **Police Traffic Services**

### Project Safety Impacts

A Law Enforcement Liaison (LEL) will fulfill the role of the single resource representative of the VIOHS in efforts to create, monitor and ensure a seamless enforcement plan which encompasses and combines all enforcement efforts and training opportunities under a single program – *Police Traffic Services*. The selected candidate will provide law enforcement expertise as a previous law enforcement official within a local/state agency and would have a varied number of applicable certifications to display knowledge of developing efficient traffic safety initiatives. The Law Enforcement Liaison would be responsible for encouraging law enforcement to participate in traffic safety initiatives such as overtime enforcement of traffic safety laws. The individual will also work alongside the Director to ensure the success of planned enforcements and assist the compliance officer with feedback for assessing the success of planned initiatives while establishing the individual objectives of PTS activities. Additional responsibilities include long and short-range program planning, grant development, budget development and oversight. Fulfilling the role of a VIOHS' Coordinator, the LEL should possess the technical aptitude to aid sub-grantees, staff, and the law enforcement community.

### Linkage Between Program Area

The expansion of highway safety programs remains critical to the success of the VIOHS. Efforts to promote highway safety compliance through satisfying mandates, adherence to grant guidelines, and the need to effectively coordinate activities to ensure the collection of data has been identified as a key component in meeting expected performance threshold as prescribed by NHTSA. Particularly as efforts to increase data activity for addressing the needs of the motoring public throughout the territory has been highlighted as a key factor for attaining future grant opportunities. Of utmost interest is the need to identify data to set performance targets, plan effective initiatives and develop opportunities to revamp such programs as the output received from enforcement activities. The LEL for the PTS program will also monitor section activities *pertaining to enforcements* to ensure each section is operating efficiently and support the overall objectives of the VIOHS. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasures strategy that would improve police traffic services.

### Rationale

This countermeasure strategy and the funded planned activities will contribute to attaining the performance targets set to reduce the number of serious injuries and fatalities sustained in traffic collisions throughout the territory. According to the *Ninth Edition of the Highway Safety Countermeasure Guide for State Highway Safety Offices*, the effective management of the program's mandates relies on a variety of components to include the coordination of initiatives, enforcement activities and grant management to include that of program

expansion efforts; a Law Enforcement Liaison focused on PTS would ensure the success and the development of the VIOHS' strategic plan.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
21-PTSMAN-402	VIOHS PTS PROGRAM MANAGEMENT

**Planned Activity: VIOHS PTS PROGRAM MANAGEMENT**

Planned activity number: **21-PTSMAN-402**

Primary Countermeasure Strategy ID:

**Planned Activity Description**

The Law Enforcement Liaison position will represent the interest of the VIOHS, agencies, and stakeholders within the highway and traffic safety community. This position will be responsible for the development and coordination of an enforcement plan which encompasses and combines all enforcement efforts and training opportunities supported through the Office of Highway Safety. This position will further monitor and ensure the success of planned enforcement initiatives territory-wide and provide law enforcement expertise as a previous law enforcement official within a local/state agency. Funds will cover salary, fringe benefits, supplies, other related expenses, and a vehicle to be used for all NHTSA activities in the St. Thomas/St. John district where the LEL will be based. There are no NHTSA funded vehicles in said district the LEL will be travelling between St. Thomas and St. John to become familiar with precincts (zone) locations, VIPD officers, other GVI law enforcement agencies and their officers. The LEL must monitor all VIPD enforcement activities on all three island districts. There are NHTSA funded vehicles that will be available for use on St. Croix. The LEL will enhance the VIOHS enforcement data collection with the utilization of the VOLPE tool. Please see the first response to this section for all additional duties for this position.

**Intended Subrecipients**

VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

**Countermeasure strategies**

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2020	FAST Act NHTSA 402	Yes	\$125,000.00

## Countermeasure Strategy: TRAINING

Program Area: **Police Traffic Services**

### Project Safety Impacts

Training and the application of educational programs which enhances the skills of law enforcement personnel when effectively applied will in turn enhance the VIOHS' program objectives and performance. Effective enforcement requires the application of training programs that provide law enforcement with the knowledge and tools to detect, cite and enforce compliance with set laws. Training which supports the VIOHS' programs and planned initiatives will be funded under this countermeasure.

### Linkage Between Program Area

Training programs are critical for providing police officers with the knowledge, skills and tools needed to implement enforcement strategies that will be effective in deterring traffic violations and will contribute to territory-wide the reductions in crashes, fatalities and injuries resulting from unsafe driving behaviors. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasure strategies that would improve the performance of the VIOHS', the VIPD, and all core GVI recipients of Highway Safety grant awards.

### Rationale

The application of this countermeasure strategy augmented by planned activities will contribute to attaining the performance targets set to reduce the number of crashes, serious injuries, and fatalities.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-PTSFST-402PT	STANDARDIZED FIELD SOBRIETY INSTRUCTOR TRAINING
21-PTSTRNG-402PT	POLICE TRAFFIC SERVICES TRAINING

### Planned Activity: STANDARDIZED FIELD SOBRIETY INSTRUCTOR TRAINING

Planned activity number: **21-PTSFST-402PT**

Primary Countermeasure Strategy ID:

### Planned Activity Description

Effective enforcement requires that adequate resources be available for law enforcement officers. These resources include the implementation of training programs such as the Standardized Field Sobriety Test (SFST), which enhances the performance and output of data by increasing the knowledge and capabilities of police officers. To certify that resources are utilized effectively, this activity will incorporate evidence-based strategies that are deployed

based on a data driven problem identification process. The VIOHS' will support the off-island training of four (4) instructors and provide supplies in support of training recruits locally to successfully perform the Standardized Field Sobriety Test during traffic stops and enforcement efforts.

A concerted effort between the VIOHS' and the VIPD's Training Division, the incorporation of the SFST training within the curriculum of the academy will ensure a progression of performance and effectiveness of the program's strategical objectives. A three-phased curriculum, the implementation of an SFST component in fiscal year 2020 would ensure the natural progression and adoption of the Advanced Roadside Impaired Driving Enforcement (ARIDE) and the Drug Recognition Expert (DRE) as part of the police academy's curriculum for future fiscal years. A countermeasure supported by *NHTSA's Uniform Guideline #8, Chapter 111, Criminal Justice System: Enforcement*, "states are encouraged to implement a comprehensive enforcement program to support the likelihood of detecting, investigating, arresting and convicting impaired drivers." Implementing this countermeasure strategy aligns with the VIOHS' efforts to increase performance and output of data through empowering the territory's law enforcement community with applicable training and education. This initiative would build upon the previous class conducted in May 2017 and identify prospective recruits to replace officers who have since left the territory following the 2017 hurricanes, as well as distinguish officers who possess the ability to instruct others effectively. VIOHS will fund the training and travel of selected officers to gain certification as instructors within both districts.

This countermeasure strategy was selected to complement the other strategies proposed for the Impaired Driving Program Area. The application of this countermeasure would offer a comprehensive approach to addressing the impaired driving issues within the Virgin Islands.

Between Fiscal Year 2013 and 2018, the number of drivers arrested for impaired driving decreased from 184 to 73, indicating a 59.56% decrease and DUI fatalities displayed a 33.33% decrease from three (3) to one (2). DUI arrests for fiscal year 2018 signified 33% of motorists arrested were ages 56 or higher, 44% represented the category of motorist between the age of 36 and 55; 21% represented the age category of 21-35 and 2% of the DUI arrests were of individuals ages 20 and below. Based on the data, continued enforcement remains imperative to the continuation of a downward trend in impaired driving crashes, fatalities, and arrests. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasure strategies that would ultimately improve usability of allotted resources.

The application of this countermeasure strategy augmented by planned activities will contribute to the improvement in performance and effective utilization and placement of resources by the VIOHS. Additionally, incorporating evidenced-based training would increase the quality of data thereby increasing the program's potential for success. Through this countermeasure, the VIOHS will ultimately experience ease of accessibility to accurate and timely traffic-based data. This will prove useful to the usability of allotted resources.

The funding allocation will be appropriate and reasonable for the implementation of training for law enforcement officers.

### Intended Subrecipients

PRIVATE CONTRACTOR

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
TRAINING

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2021	FAST Act NHTSA 402	Yes	\$50,000.00

### Planned Activity: POLICE TRAFFIC SERVICES TRAINING

Planned activity number: **21-PTSTRNG-402PT**

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity will consist of targeted training on traffic related trainings offered through the Institute of Police Technology and Management in support of training and development for officers assigned to the VIOHS. Proposed trainings on Traffic Crash Investigations, specifically *At-Scene* and *Advanced Traffic Crash Investigations*; speed enforcement and DWI Detection & Standardized Field Sobriety Testing (SFST) Refresher and Instructor development will be considered for fiscal year 2021.

Through such law enforcement partners as the Institute of Police Technology and Management, police officers attached to the VIOHS will receive training on traffic crash investigations to include at-scene traffic crash reconstruction and evidence-based enforcement training for law enforcement to assist in supporting measures to increase knowledge and performance, and boost the morale of the officers who remain dedicated to the success of the VIOHS' Traffic Safety Programs. Trainings will educate law enforcement officers on a data-driven problem identification approach towards assessing traffic causing

violations, driver behaviors and the utilization of crash and citation data to identify problem areas specific to each locale. Feedback obtained will be used by the VIOHS' PTS Coordinator to adjust and allocate resources to address shifts in the highway safety needs of the territory. Implementing this countermeasure strategy aligns with the VIOHS' efforts to support the usability of data for planning, resource allocation, and effectuating policy decisions throughout the U.S. Virgin Islands.

The application of this countermeasure strategy augmented by planned activities will contribute to the improvement in performance and effective utilization and placement of resources by the VIOHS. Additionally, incorporating evidenced-based training would increase the quality of data, thereby increasing the program's potential for success. Through this countermeasure, the VIOHS will ultimately experience ease of accessibility to accurate and timely citation/adjudication data. This will prove useful to the utilization of allotted resources. The funding allocation will be appropriate and reasonable for the implementation of training for law enforcement officers.

*\*Instructors targeting up to 25 enforcement officers territory-wide for the At-Scene and Advanced Traffic Crash Investigations.*

**\*Instructors targeting up to 20 traffic enforcement officers on Interviewing Techniques for The Traffic Crash Investigator/Traffic Stop Challenges**

**\*A minimum two (2) Traffic Officers (by district) to attend Radar/Lidar Traffic Enforcement Training**

*Relevant trainings include At-Scene Traffic Crash/Traffic Homicide Investigations; Instructor-Traffic Enforcement; Radar/Lidar Instructor-Traffic Enforcement; Advanced Traffic Crash Investigation.*

**Intended Subrecipients**

PRIVATE CONTRACTOR

**Countermeasure strategies**

<b>Countermeasure Strategy</b>
TRAINING

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2021	FAST Act NHTSA 402	Yes	\$80,000.00

## Program areas

### Program Area: Communications (Media)

#### Description of Highway Safety Problems

The United States Virgin Islands (USVI) has the youngest legal drinking age in the U.S. – eighteen (18) years of age. A distinction exacerbated by the presence and production of multiple rum distillery's and local craft breweries throughout the territory. A situation that is further intensified by a community which associates casual alcohol consumption to many cultural and other celebratory events, oftentimes regarding buzz drinking and driving as a cultural norm. This presents a unique challenge for the Virgin Islands Office of Highway Safety (VIOHS), which aims to curtail residents' and visitors' safety/impaired driving culture through public outreach, enforcement of relevant laws, as well as publicizing the dangers associated with impaired driving and unrestrained passengers.

The key objective of the VIOHS' fiscal year 2021 communication initiative is to introduce a high-visibility communication and outreach plan which complements an active sustained enforcement schedule territory-wide. The VIOHS intends to implement a combination of high-visibility enforcement while maintaining sustained traffic safety messages directed towards reducing dangerous driving behaviors throughout the U.S. Virgin Islands. The development of a mass media campaign which combines the promotion of occupant protection and denounces impaired driving targeting various segments of the population simultaneously reflects the approach suggested for success by NHTSA's ninth edition of *A Highway Safety Countermeasure Guide for Highway Safety Offices* (Chapter2: Section 3.1).

VIOHS aims to decrease crashes and serious injuries through the implementation of an advertising campaign supported by targeted initiatives. The proposed outreach campaign will facilitate VIOHS' goal with the intent of decreasing/eliminating fatality and serious injury relevant to impaired driving and occupant protection. The campaign initiatives which addresses specific types of behaviors by island will be used to maximize the effectiveness of the approach as well as efficient use of assigned resources.

#### Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2024	Annual	4.00
2021	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2024	Annual	78.6%

## Countermeasure Strategies in Program Area

<b>Countermeasure Strategy</b>
Communication Campaign

### Countermeasure Strategy: Communication Campaign

Program Area: **Communications (Media)**

#### Project Safety Impacts

Effective, high-visibility communication and outreach campaigns remain key to the success of enforcement programs. According to NHTSA's ninth edition of *A Highway Safety Countermeasure Guide for Highway Safety Offices* (Chapter 2: Section 3.1), the success of paid advertising in such campaigns as "seat-belt use," suggests that it may be a considered approach for other highway safety programs. The key objective of the VIOHS' fiscal year 2021 communication initiative is to introduce a high-visibility communication and outreach plan which complements an active sustained enforcement schedule territory-wide. The VIOHS intends to implement a combination of high-visibility enforcement while maintaining sustained traffic safety messages directed towards reducing dangerous driving behaviors throughout the U.S. Virgin Islands. This would include contracting a public relations company to work directly with VIOHS to manage the five (5) media campaigns.

VIOHS began this process in FY2020 by requesting quotes from four public relations firms to create a more visible presence for VIOHS on the internet by creating a webpage linking to GVI agencies, federal partners, and relative non-profit organizations. The firms were also asked to propose plans for the Impaired Driving, Occupant Protection, Police Traffic Services, and related enforcement activities.

The selected firm in the last quarter of FY2020 will develop the media outreach for the four (4) listed campaigns using media/advertisement outlets such as LCD backlit ads at the airports on St. Thomas and on St. Croix; utilizing local celebrity group and internationally to execute television and radio commercials for airing on local radio stations, in both districts and on social media. The promotion entails the development of a mass media campaign which combines the promotion of occupant protection and denounces impaired driving targeting various segments of the population simultaneously. The contractor will be responsible for the graphics, technical components, and productions for audio and televised mediums.

#### Linkage Between Program Area

A combination of evidence-based enforcement and communications planning provides one of the greatest potential opportunities for reducing traffic crashes according to the *eight edition of A Highway Safety Countermeasure Guide for Highway Safety Offices*. The enforcement of traffic laws to include such violations as impaired driving and occupant

protection initiatives combined with repeated messages should affect the knowledge, behavior, and action of motorists on the territory's roadways. The objective should be to provide information about the program, including expected safety benefits, and to persuade motorists that detection and punishment for violations is certain. VIOHS aims to discourage impaired driving among residents, particularly youth, and visitors to the territory, and thus decrease incidences of fatality and serious injuries while experiencing increase use of restraints.

Strategies to address local traffic safety problems remains dependent upon the analyzed data and the focus of the campaign. The linkage is straightforward: the data suggests the selection of the appropriate countermeasure and program area based on the casual factors, the appropriate geographic locations to target, and the allocation of available resources. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out a countermeasure strategy that would ensure the delivery of the message and the application of improved safety measures by motorists utilizing the roadways of the Virgin Islands.

**Rationale**

Based on NCHRP research, there are no studies of any campaign's effects on driver knowledge, attitudes, or behavior (Studtts, Knipling, Pfefer, Newuman, Slack, & Hardy, 2005, Strategies C1 and D2), however, according to the *ninth edition of A Highway Safety Countermeasure Guide for Highway Safety Offices*, a combination of evidenced-based enforcement and effective communications provides one of the greatest potential opportunities for reducing traffic crashes.

An advertising approach that started on a minimized scale in FY2019 will be expanded implementing a wide-scaled media campaign would draw attention to the VIOHS, what we do, our objectives and the overall message we are delivering. Combined with community outreach efforts and the adoption of an aggressive enforcement plan, law enforcement officers will experience a sense of pride and purpose for involvement and will willingly support future enforcement efforts. This serves as the basis for selecting this countermeasure strategy, funding for which shall be appropriate and reasonable.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
21-COMMGMT-402	COMMUNICATIONS MEDIA MANAGEMENT
21-HVECOM-402	HIGH VISIBILITY ENFORCEMENT MEDIA CAMPAIGN
21-IDMMCOM-402	IMPAIRED DRIVING MASS MEDIA CAMPAIGN
21-OPMCOM-402	OCCUPANT PROTECTION MASS MEDIA CAMPAIGN

21-PTSCOM-402	POLICE TRAFFIC SERVICES/LEL MEDIA CAMPAIGN
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**Planned Activity: COMMUNICATIONS MEDIA MANAGEMENT**

Planned activity number: **21-COMMGMT-402**

**Planned Activity Description**

NHTSA’s eight edition of *A Highway Safety Countermeasure Guide for Highway Safety Offices* (Chapter # 2: Section 3.2), reported that “mass-media outreach works best when it is part of a multifaceted campaign that includes high-visibility enforcement” (NHTSA, Chapter 5 Section: 2.1, 2.2).” The key objective of the VIOHS’ fiscal year 2021 communication initiative is to introduce a high-visibility communication and outreach plan which complements an active sustained enforcement schedule territory-wide. The VIOHS intends to implement a combination of high-visibility enforcement while maintaining sustained traffic safety messages directed towards reducing dangerous driving behaviors throughout the U.S. Virgin Islands. Through various media networks, the communications media management team will work with the VIOHS Director and staff to manage the FY2021 media outreach plan to increase the awareness of VIOHS’ mission and initiatives visibility through social media, advertising outlets such as LCD backlit ads at both airports on St. Thomas and on St. Croix, utilize as much local talent as is available to execute television and radio commercials for airing on local radio and television stations, The VIOHS began seeking an established media company to manage its communication media outreach plan; and a firm was selected in FY2020.

The contracted services will include coordinating the media outreach for Occupant Protection, Impaired Driving, High Visibility Enforcement and Police Traffic Services. It will also include creating a VIOHS website which will link the office with the VIPD and our federal partners from the US Department of Transportation. A review and update of the present logo will also be part of the tasks assigned to the communication management team. The VIOHS staff will also be trained in the best methods and practices necessary for increasing the visibility of the office through effective utilization of the media. The objective of the *Communications Media Management* project is to effectively communicate information and coordinate the involvement of law enforcement to ensure the well-being of motorists throughout the territory.

**Intended Subrecipients**

Private Media Contractor

## Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2021	FAST Act NHTSA 402		\$90,000.00

## Planned Activity: HIGH VISIBILITY ENFORCEMENT MEDIA CAMPAIGN

Planned activity number: **20-HVECOM-402**

Primary Countermeasure Strategy ID:

### Planned Activity Description

NHTSA's ninth edition of *A Highway Safety Countermeasure Guide for Highway Safety Offices* (Chapter # 2: Section 3.2), reported that "mass-media outreach works best when it is part of a multifaceted campaign that includes high-visibility enforcement" (NHTSA, Chapter 5 Section: 2.1, 2.2)." The key objective of the VIOHS' fiscal year 2021 communication initiative is to introduce a high-visibility communication and outreach plan which complements an active sustained enforcement schedule territory-wide. The VIOHS intends to implement a combination of high-visibility enforcement while maintaining sustained traffic safety messages directed towards reducing dangerous driving behaviors throughout the U.S. Virgin Islands. Strong communication between the VIOHS, VIPD and the motoring public of the Virgin Islands is necessary to ensure the coordination and consistency of effective enforcement and deterrence efforts throughout the territory. Through various media networks, the PTS Coordinator will communicate information and coordinate the involvement of law enforcement to accomplish VIOHS' high-visibility enforcement plan. Additionally, this planned activity will publicize any planned enforcement while encouraging safe driving behaviors and compliance with the laws of the U.S. Virgin Islands. This objective of the *High-Visibility Media Campaign* is to utilize this countermeasure strategy to ensure the well-being of motorists throughout the Virgin Islands, funding for which shall be appropriate and reasonable.

### Intended Subrecipients

PRIVATE MEDIA CONTRACTOR

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2021	FAST Act NHTSA 402	Yes	\$40,000.00

### Planned Activity: IMPAIRED DRIVING MASS MEDIA CAMPAIGN

Planned activity number: **20-IDMMCOM-402**

#### Planned Activity Description

The backlit airport campaign continued during FY2020 because of the delayed start in FY2019. The impact of COVID-19 resulted in the vendor agreeing to extend the VIOHS displays until November 2020. The displays can be updated in FY2021 and a new agreement negotiated through the media communication management contractor.

VIOHS' top priorities for the FY2021 highway safety program includes mitigating **Alcohol Impaired Driving Fatalities**. NHTSA's eight edition of *A Highway Safety Countermeasure Guide for Highway Safety Offices* (Chapter # 5: Section 5.2), reported that effectively delivered mass-media campaigns "were associated with a 13% reduction in alcohol-related crashes." The publication further states that intensive communications and outreach activities regarding alcohol-impaired efforts should use radio, television, print and other media outlets (NHTSA, Chapter #5: Section: 5.2). The objective of the *Impaired Driving Media Campaign* is to utilize this countermeasure strategy to positively affect the selected performance measures.

#### Intended Subrecipients

PRIVATE MEDIA CONTRACTOR

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2021	FAST Act NHTSA 402	Yes	\$100,000.00

### Planned Activity: OCCUPANT PROTECTION MASS MEDIA CAMPAIGN

Planned activity number: **20-OPMMCOM-402**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

The backlit airport campaign continued during FY2020 because of the delayed start in FY2019. The impact of COVID-19 resulted in the vendor agreeing to extend the VIOHS displays until November 2020. The displays can be updated in FY2021 and a new agreement negotiated through the media communication management contractor.

Historically, seat belt usage rates throughout the territory have been low compared to many States' that have a seat belt usage rate of 90% or above. The *Observed Seatbelt use for Passenger Vehicle Front Outboard Occupants* (Seatbelt Survey) results of the calendar year 2019 survey indicated a usage rate of 71.1%. The low seat belt usage rate demonstrates a lack of a safety culture throughout the U.S. Virgin Islands.

VIOHS' top priorities for the FY2021 highway safety program includes mitigating increases in ***Unrestrained Passenger Vehicle Occupant Fatalities***. NHTSA's ninth edition of *A Highway Safety Countermeasure Guide for Highway Safety Offices* (Chapter # 2: Section 3.2), reported that "communications and outreach campaigns directed at low-belt -use groups have been demonstrated to be effective for targeted programs that support, and are supported by, enforcement (NHTSA, Section: 3.2)." The publication further states that high-visibility enforcement programs generally have been effective in increasing belt use (NHTSA, Chapter #2: Section: 2.1) through targeted publicity messages directed at specific lower-belt use groups. The objective of the *Occupant Protection Media Campaign* is to generate an increase in awareness of seat belt usage based sustained on seat belt enforcement activities, combined with a targeted campaign to ensure the well-being of motorists throughout the Virgin Islands.

#### Intended Subrecipients

PRIVATE MEDIA CONTRACTOR

Countermeasure Strategy
Communication Campaign

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2021	FAST Act NHTSA 402	Yes	\$100,000.00

### Planned Activity: POLICE TRAFFIC SERVICES/LEL MEDIA CAMPAIGN

Planned activity number: **20-PTSCOM-402**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

Strong communication between the VIOHS, VIPD and the motoring public of the Virgin Islands is necessary to ensure the coordination and consistency of effective enforcement and deterrence efforts throughout the territory. Through various media networks, the PTS Coordinator will communicate information and coordinate the involvement of law enforcement to accomplish VIOHS' enforcement plan. Additionally, this planned activity would encourage the involvement of law enforcement in public outreach efforts that educate the public and raise awareness of the dangers of such behavior as distracted, engaged, and aggressive driving while encouraging safe driving behaviors and compliance with the laws of the U.S. Virgin Islands. The objective of the *Police Traffic Services Media Campaign* is to utilize this countermeasure strategy to ensure that informative notices surrounding planned enforcement, public service announcements and safety issues supporting the well-being of motorists throughout the Virgin Islands will be properly communicated. Funding for this activity shall be appropriate and reasonable.

#### Intended Subrecipients

PRIVATE MEDIA CONTRACTOR

Countermeasure Strategy
Communication Campaign

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2021	FAST Act NHTSA 402	Yes	\$40,000.00

## AWARDED FUNDS CARRIED FORWARD

FY2020 - VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY as of 07/29/2020			
Funding Section	Source Fiscal Year	Fain	Carry Forward Funds
<b>FAST Act 405b OP Low</b>			
	2018	69A3751830000405BVIL	\$ 94,612.98
<b>FAST Act NHTSA 402</b>			
	2017	18X9204020VI17	\$ 148,010.80
	2018	69A37518300004020VIO	\$ 695,744.12
	2019	69A37519300004020VIO	\$ 582,706.00
	2020	69A37520300004020VIO	\$ 740,638.62
<b>MAP 21 405b Occupant Protection Low Belt Use</b>			
	2016	18X920405bVI16	\$ 116,073.60
<b>MAP 21 405c Data Program</b>			
	2016	18X920405cVI16	\$ 101,610.96
<b>NHTSA 402</b>			
	2016	18X9204020VI16	\$ 431,360.55
<b>TOTAL</b>			<b>\$ 2,910,757.63</b>

FY2021 - VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

Funding Section	Source Fiscal Year	Fain	PLANNED PROJECT	PLANNED PROJECT AMOUNT
			21-P&A-402	\$ 356,067.00
FAST Act NHTSA 402	2018	69A37518300004020VIO	21-TRMAN-402	\$ 180,000.00
FAST Act NHTSA 402	2018	69A37518300004020VIO	21-TRSP-402	\$ 100,000.00
FAST Act NHTSA 402	2018	69A37518300004020VIO	21-TRDCC-402	\$ 340,000.00
FAST Act NHTSA 402	2019	69A37519300004020VIO	21-TRAUMA-402	\$ 100,000.00
FAST Act NHTSA 402	2019	69A37519300004020VIO	21-TrIntegr-402	\$ 100,000.00
FAST Act NHTSA 402	2019	69A37519300004020VIO	21-BMVIVS-402	\$ 75,000.00
FAST Act NHTSA 402	2019	69A37519300004020VIO	21-BMVPSM-402	\$ 75,000.00
FAST Act NHTSA 402	2019	69A37519300004020VIO	21-DPWTC-402	\$ 150,000.00
FAST Act NHTSA 402	2019	69A37519300004020VIO	21-OPSMGR-402	\$ 150,000.00
FAST Act NHTSA 402	2020	69A37520300004020VIO	21-IDMAN-402	\$ 100,000.00
FAST Act NHTSA 402	2020	69A37520300004020VIO	21-IDYAP-402	\$ 50,000.00
FAST Act NHTSA 402	2020	69A37520300004020VIO	21-IDYAPLC-402	\$ 50,000.00
FAST Act NHTSA 402	2020	69A37520300004020VIO	21-STJENF-402PTS	\$ 10,000.00
FAST Act NHTSA 402	2020	69A37520300004020VIO	21-STTENF-402PTS	\$ 50,000.00
FAST Act NHTSA 402	2020	69A37520300004020VIO	21-STXENF-402PTS	\$ 50,000.00
FAST Act NHTSA 402	2020	69A37520300004020VIO	21-IDESTT/STL-402PTS	\$ 60,000.00
FAST Act NHTSA 402	2020	69A37520300004020VIO	21-IDESTX-402PTS	\$ 60,000.00
FAST Act NHTSA 402	2020	69A37520300004020VIO	21-OPESTT/STJ-402PTS	\$ 45,000.00
FAST Act NHTSA 402	2020	69A37520300004020VIO	21-PTSMAN-402	\$ 125,000.00
FAST Act NHTSA 402	2021		21-OPESTX-402PTS	\$ 45,000.00
FAST Act NHTSA 402	2021		21-PTSFST-402PTS	\$ 50,000.00
FAST Act NHTSA 402	2021		21-PTSTRNG-402PTS	\$ 80,000.00
FAST Act NHTSA 402	2021		21-COMMGMT-402	\$ 90,000.00
FAST Act NHTSA 402	2021		21-HVECOM-402	\$ 40,000.00
FAST Act NHTSA 402	2021		21-IDMCOM-402	\$ 100,000.00
FAST Act NHTSA 402	2021		21-OPMCOM-402	\$ 100,000.00
FAST Act NHTSA 402	2021		21-PTSCOM-402	\$ 40,000.00
<b>TOTAL PLANNED PROJECTS 402</b>				<b>\$ 2,771,067.00</b>

FY2021 - VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY				
Funding Section	Source Fiscal Year	Fain	PLANNED PROJECT	PLANNED PROJECT AMOUNT
FAST Act NHTSA 405(b) Low	2018	69A3751830000405BVIL	21-OPCPS-FIT-405(b)	\$ 25,000.00
FAST Act NHTSA 405(b) Low	2018	69A3751830000405BVIL	21-OPCSTr-405(b)	\$ 25,000.00
FAST Act NHTSA 405(b) Low	2021		21-OPSSBS-405(b)	\$ 80,000.00
FAST Act NHTSA 405(b) Low	2021		21-OPHRP-NSBE-405(b)	\$ 90,000.00
FAST Act NHTSA 405(b) Low	2021		21-OPHRP-TD-405(b)	\$ 50,000.00
				<b>\$ 270,000.00</b>

FY2021 - VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY				
Funding Section	Source Fiscal Year	Fain	PLANNED PROJECT	PLANNED PROJECT AMOUNT
NHTSA 402	2016	18X9204020VI16	21-eCITE-402	\$ 250,000.00
FAST Act NHTSA 405(c)	2021		21-eCITE-405(c)	\$ 100,000.00
				<b>\$ 350,000.00</b>
<b>TOTAL PLANNED PROJECTS</b>				<b>\$ 3,391,067.00</b>

## APPENDIX

### **A – Letters of Support**

- LGO-GIS
- St. Thomas/St. John Traffic Unit Commander

### **B – Traffic Records Strategic Plan**

### **C – NHTSA Traffic Records Assessment**

### **D – Howard University Transportation Research & Data Center**

### **E – Citation Fees**

### **F – DPW Average Daily Traffic Counts (2009)**