

WEST VIRGINIA

Annual Grant Application

Federal Fiscal Year 2024

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Governor
State of West Virginia

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Secretary
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WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

The “Infrastructure Investment and Jobs Act” (known also as the Bipartisan Infrastructure Law, or BIL), amended the highway safety grant program (Section 402) and the National Priority Safety Program grants (Section 405).

The legislation significantly changed the application structure of the grant programs by replacing the annual Highway Safety Plan (HSP), which served as both a planning and application document, with a triennial (3-year) HSP and annual grant application.

This FFY2024 annual grant application demonstrates alignment with the West Virginia’s 2024-2026 triennial HSP and provides project level information on all projects the State will implement during the fiscal year to achieve its highway safety performance targets and includes the application for grants under Sections 405 and 1906 (Racial Profiling Data Collection Grants).

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1.0 Updates to West Virginia's Triennial Highway Safety Plan

West Virginia's 2024–2026 Triennial Highway Safety Plan was submitted to the National Highway Traffic Safety Administration (NHTSA) on June 30, 2023. Due to this submission date, the State of West Virginia has made no updates to any analysis in the plan. This includes:

- No adjustments to the countermeasure strategy for programming funds because the Triennial Highway Safety Plan was submitted to NHTSA less than one month ago; and
- No changes to the Performance Plan in the 2024–2026 Triennial Highway Safety Plan and no amendments to any common performance targets developed under § 1300.11(b)(3)(ii)(C).

2.0 Project and Subrecipient Information

2.1 Regional Traffic Safety Programs

Countermeasure(s): Countermeasure strategy or strategies the project supports.

Project Name: Regional Traffic Safety Programs

Project Description: All Regional Traffic Safety Programs (RTSP) coordinate and implement traffic safety programs within their region in collaboration with the West Virginia State Police, GHSP Law Enforcement Liaison (LEL), local law enforcement agencies, Child Passenger Safety (CPS) technicians, schools, and safety stakeholders. The Regional Traffic Safety Program Coordinators support implementation of the State's *FFY2024 Strategic Occupant Protection Plan, FFY2024 Evidence-Based Enforcement Program Plan for DUI, Target Red*, and other traffic safety initiatives, coordinate and provide training, facilitate earned media activities, and create innovative ideas and activities to aid their region in meeting the State's traffic safety performance targets. New in FFY2024 will be the purchase of distracted driving simulators for each region. The Coordinators will coordinate the use of the simulators at various schools, fairs, and other public events to increase awareness of the dangers of distracted driving.

Location where Project is Performed: Each Regional location

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-\$800,000

Project Numbers: F24-HS-02, F24-HS-04, F24-HS-05, F24-HS-07, F24-HS-08, and F24-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Mercer County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: CP, PT, OP, PM, DE, SB, MC, OD, SC, DD, TSP

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.2 Occupant Protection

Proper and consistent use of seat belts and child safety seats is known to be the single most effective protection against death and a mitigating factor in the severity of traffic crashes. The GHSP has revised the comprehensive FFY2024 Strategic Occupant Protection Plan (described in this section) to reduce injuries and fatalities by increasing seat belt and child passenger restraint use. This multiyear plan is evaluated on an annual basis, with changes made as needed. This comprehensive approach utilizes city, county, and State law enforcement agencies, six Regional Traffic Safety Coordinators, community partners, and the media, and will be coordinated statewide by the GHSP Occupant Protection Coordinator with assistance from the GHSP Child Passenger Safety Coordinator Amy Boggs and the GHSP Lead LEL Dean Capehart.

A NHTSA Occupant Protection Assessment was conducted March 28–April 1, 2022. Recommendations from this report are included throughout this section, including the possibility of upgrading the child restraint law, conduct Driver Attitude and Awareness surveys, and revitalizing the CPS Committee. The plan's activities will cover the entire State in a comprehensive, sustained, and strategic manner through implementation of the following components:

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

Evidence-Based High-Visibility Enforcement Activities

Each of the RTSCs will be required to arrange a minimum of at least one seat belt enforcement activity in each of their areas no less frequently than every two weeks. The seven West Virginia State Police (WVSP) coordinators will arrange a minimum of one seat belt enforcement activity within each of their troop areas every two weeks. Nighttime enforcement is emphasized; however, some enforcement activities will occur during daylight hours. Some daylight hours during the warmer months fall within the designated nighttime timeframe. Enforcement activities will focus on roadways that produced low seat belt use rates, as determined by the annual scientific seat belt survey. The Occupant Protection Coordinator is responsible for coordinating the efforts of the regional coordinators, law enforcement projects and WVSP troops. These three groups cover 100% of the State. The GHSP is divided into eight highway safety regions (regional programs and law enforcement projects), and the WVSP is divided into seven troops. The regions are divided as shown in Table 2.1.

Table 2.1 Regional Traffic Safety Programs

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

Region	Name	Counties	2020 Population
8	West Virginia Coalfields Highway Safety Program	McDowell, Mercer, Mingo, Monroe, Summers, Wyoming	148,060
Total State Population			1,793,716

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



Table 2.2 shows the departments that participated in the FFY2022 Click It Or Ticket (CIOT) campaign. Note that the total ACS 2016–2020 5-Year Estimates Population excludes Wirt County data.

Table 2.2 Law Enforcement Agencies by County Participating in CIOT

WV Counties	ACS 2016–2020 5-Year Estimates Population	FFY2022 CIOT Participation	2020 County Population
Barbour County	16,543	●	15,465
Berkeley County	117,615	●	122,076
Boone County	21,897	●	21,809
Brooke County	22,162	●	22,559
Cabell County	93,328	●	94,350
Calhoun County	7,185	●	6,229
Clay County	8,599	●	8,051
Doddridge County	8,499	●	7,808
Fayette County	43,087	●	40,488
Greenbrier County	34,893	●	32,977

WV Counties	ACS 2016–2020 5-Year Estimates Population	FFY2022 CIOT Participation	2020 County Population
Hampshire County	23,304	●	23,093
Hancock County	29,118	●	29,095
Hardy County	13,789	●	14,299
Harrison County	67,620	●	65,921
Jackson County	28,793	●	27,791
Jefferson County	56,922	●	57,701
Kanawha County	181,014	●	180,745
Lewis County	16,024	●	17,033
Lincoln County	20,617	●	20,463
Logan County	32,593	●	32,567
McDowell County	18,083	●	19,111
Marion County	56,233	●	56,205
Marshall County	30,900	●	30,591
Mason County	26,700	●	25,453
Mercer County	59,370	●	59,664
Mineral County	27,047	●	26,938
Mingo County	23,808	●	23,568
Monongalia County	106,196	●	105,822
Monroe County	13,344	●	12,376
Morgan County	17,800	●	17,063
Nicholas County	24,857	●	24,604
Ohio County	41,875	●	42,425
Pleasants County	7,457	●	7,653
Preston County	33,610	●	34,216
Putnam County	56,604	●	57,440
Raleigh County	74,452	●	74,591
Ritchie County	9,747	●	8,444
Roane County	13,831	●	14,028
Summers County	12,710	●	11,959
Taylor County	16,817	●	16,705
Upshur County	24,451	●	23,816
Wayne County	39,952	●	38,982
Webster County	8,289	●	8,378
Wood County	84,387	●	84,296
Wyoming County	20,890	●	21,382

WV Counties	ACS 2016–2020 5-Year Estimates Population	FFY2022 CIOT Participation	2020 County Population
West Virginia	1,801,662		1,793,716
Population Served	100%		99.7%

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

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

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

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

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

Participation in the CIOT National Mobilizations. West Virginia will conduct CIOT enforcement during May 2024, in conjunction with the National CIOT campaign. West Virginia's CIOT campaign will run from May 13—May 27, 2024. Funds provided to the regional coordinators will be granted to law enforcement agencies based on a previously developed enforcement plan designed by the coordinator, law enforcement agencies, and local law enforcement liaisons in each region, as well as the WV OP Coordinator. Enforcement activities will occur daily in each region, during day and nighttime hours, with nighttime enforcement emphasized. Funds will be provided directly to the WVSP to be divided among the seven troop areas. The WVSP will be primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low manpower departments. By using WVSP in conjunction with municipal and county law enforcement agencies, enforcement and education will serve all geographic areas within the state, including the locations with at least 70% of the state's unrestrained passenger vehicle occupant fatalities and serious injuries.

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

- October 6 to 22, 2023 (to coincide with NHTSA Region 3 Operation Crash Reduction mobilization being conducted from October 6 to 9, 2023)
- March 1 to March 17, 2024
- August 2 to August 18, 2024

Within the timeframes established for each wave, law enforcement agencies will select at least four enforcement days (which may be continual days or separated). All procedures will be conducted using the same methodology as outlined in the CIOT Mobilization. The results of the 2023 annual scientific seat belt survey will be used to pinpoint low seat belt use areas, and special emphasis will be placed on, but not limited to, enforcement in those areas. Each of the regional coordinators will conduct “spot check,” non-scientific seat belt surveys following each wave to assess results of enforcement. It is recommended that pre-enforcement surveys are also conducted in order to compare data before and after enforcement.

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

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

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

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

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

Data Tracking and Support Program. The Data Tracking & Agency Support Program (DTASP) consists of motivated law enforcement agencies across the state of West Virginia who provide data in their efforts in highway safety enforcement. The reported data consists of all highway safety enforcement, not just those efforts conducted on highway safety overtime. This collected data is utilized to identify and target highway safety issues through the state, and to justify grant expenditures. The program also supports these agencies by providing highway safety-related equipment and training that might not normally be available to them. The GHSP will continue to support this successful program in FFY2024, and efforts to increase individual participation are ongoing by the Coordinator of this program.

Public Information and Education Activities

Each regional coordinator will conduct public information and education activities. The coordinator will be required to conduct at least one event each month (unless otherwise noted), and the WVSP coordinator will also conduct one activity each month (unless otherwise noted) within their troop areas. Approved examples of public information and education activities include:

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

Media Plan

CIOT Mobilization and Enforcement Waves

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

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

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

Target Audience

The primary target audience is:

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

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

Strategies and Countermeasures for Rural Residents/Road Users

The State of West Virginia is primarily rural; approximately 78% of the population lives in counties designated as rural. The largest city in West Virginia, Charleston, has 47,129 residents, and Kanawha County, the largest county in the state and home of Charleston, has approximately 175,515 residents. The second largest city in West Virginia is Huntington, with 45,746 residents, per 2022 Census estimates.

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

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

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

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

Media. A statewide media campaign is conducted every May for the CIOT mobilization. A paid television and radio campaign reaches every part of the State and will continue in FFY2024. A statewide billboard campaign also runs at the same time, with many of these located in rural areas of the State. The coordinators also conduct earned media activities in their respective areas, which include television and radio public service announcements, media talk shows, and newspaper articles. Again, all the coordinators provide services to rural areas in their region.

The media plan also includes a social media aspect. Five regions (2, 4, 5, 7 and 8) and the GHSP have Facebook pages; the State office, as well as Region 4, also actively manage Twitter accounts. All social media pages cross-promote the CIOT message, as well as share related messages from NHTSA and other organizations across the country. In addition to regular social media posts in FFY2024, the GHSP will

explore various digital advertising venues to best reach the targeted audience, including social media. By boosting posts on Facebook, GHSP has greatly increased page likes, reach and public interaction.

Training Activities

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

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

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

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

Age Group Activities

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

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

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

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

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

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

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

Child Passenger Safety (CPS)

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

Keeping children safe on West Virginia’s roadways is a priority for the GHSP, and CPS will continue to be an integral part of the GHSP Occupant Protection Program. West Virginia’s CPS Program provides educational materials, training, and supplies needed to fulfill this mission. In addition, Regional Coordinators will continue to host local events, such as car seat checkup events, support existing fitting stations, and develop additional fitting stations, as well as implement earned media opportunities. The GHSP will place special emphasis on national events, such as National CPS Week in September, and paid media. West Virginia currently has 168 certified CPSTs and 8 CPST Instructors (176 total), which is an overall increase of 23 from last year.

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

The GHSP, with assistance from the LEL Office, conducted a small statewide nonscientific CPS use rate survey in FFY2023 to more adequately determine the needs of West Virginia’s children. Observational surveys were conducted by a CPST Instructor twice in each of the following locations: Beckley, Charleston, Clarksburg, Huntington, Martinsburg, Morgantown, Parkersburg, Princeton, and Wheeling. Correct usage of child safety seats across the nine locations was 66.67%. The single largest issue was children riding in the front seat who did not appear to be old enough to be in the front nor old enough to be restrained with a seat belt only. The seemingly correct usage rates are as follows:

Beckley	42.86%	Morgantown	89.47%
Charleston	53.33%	Parkersburg	75.00%
Clarksburg	69.23%	Princeton	11.76%
Huntington	71.43%	Wheeling	88.00%
Martinsburg	73.91%		

West Virginia currently has 45 permanent fitting stations that are monitored and supplied by the six Regional Coordinators and the GHSP CPS Coordinator. Each fitting station is staffed by one or more current nationally certified CPS Technicians. Each Regional Coordinator (and most regional assistants) routinely installs and inspects cars seats in their regions. The listing of fitting stations can be found on the GHSP website at

<https://www.dmv.wv.gov/ghsp>, as well as on the National Highway Traffic Safety Administration (NHTSA) website, www.nhtsa.gov.

The GHSP's goal is to maintain at least one fitting station in each of the State's 55 counties. By continuing to train new technicians and recertify current technicians, the GHSP will be able to meet that goal. The CPS Program will continue to train and educate on CPS topics even after the goal of one fitting station in each county is attained.

Currently, there is at least one certified technician or fitting station in 40 of the 55 counties, directly serving 89.4 percent of the State's population. When factoring in the counties with access to a fitting station in a bordering county (15 counties), 100 percent of the State's population is served. Many residents in rural counties regularly receive services and goods from bordering counties, so it would not be uncommon for them to also receive CPS services in a neighboring county. It is estimated that 78 percent of the State's counties are rural, and 58 percent of the State's counties have poverty rates higher than the State poverty rate. With the current number of fitting stations and technicians, the CPS program is directly serving 53 percent of all counties above the state poverty level, and 100 percent of the counties above the state poverty level are served indirectly. The CPS program is also serving 65 percent of all rural counties directly, 100 percent of rural counties indirectly.

In trying to reach at-risk populations—those less likely to use proper child restraint devices correctly, or at all—the GHSP believes that in reaching rural counties and counties with higher poverty levels, these at-risk populations will also be reached. Populations at risk for no child restraint use or inaccurate child restraint use tend to live in rural areas, be less educated, from a minority population, or even speak English as a second language. According to 2022 U.S. Census estimates, WV's minority population is approximately 8.5% of the overall state population. Minority populations tend to live in more urban areas, and in WV, every county with the urban designation has at least one fitting station, with the exception of Marshall County. Those less likely to wear a seat belt are also less likely to use child restraint devices. The state's Click It or Ticket (CIOT) campaign targets drivers who do not wear seat belts, especially in rural areas. During education and enforcement of the state's seat belt laws, education and enforcement of child restraint use is also highly encouraged.

In FFY2024, the CPS Program will strive to reach all counties directly by establishing fitting stations in each county. By establishing fitting stations in all counties, all rural and urban residents will be served, including all residents who fall below the Federal poverty guidelines. The CPS Program will also strive to host informational sessions or booths and seat check events in every county with a fitting station, and until fitting stations are established in all counties, the program will also attempt to host informational booths at community events in counties NOT served directly by a fitting station.

Table 4.7 shows the number of inspection stations that service the rural and urban areas of the State and the at-risk populations. For the "Planned CPS Events for FFY2024" column, "I" identifies information sessions and "SC" identifies seat check events.

Table 2.3 West Virginia CPS Fitting Stations and Technicians

County	Population Estimate 2022 Census	Fitting Stations	Certified Technicians	Proposed FFY2024 CPS Info (I) Sessions/Seat Check (SC) Events ¹	Rural versus Urban ²	Percent Below Poverty Level ³
Barbour County	15,414	1	0 Techs based in other counties	I = 1 SC = 1	Rural	19.7
Berkeley County	129,490	1	29	I = 2 SC = 2	Urban	9.9
Boone County	20,968	Can be served by Kanawha, Raleigh, Wyoming	1	I = 2	Rural	24.7
Braxton County	12,185	1	2	I = 1 SC = 1	Rural	21.3
Brooke County	21,733	1	0 Techs based in another county	I = 1 SC = 1	Urban	13.0
Cabell County	92,730	4	20	I = 4 SC = 4	Urban	19.0
Calhoun County	6,068	1	6	I = 1 SC = 1	Rural	23.8
Clay County	7,814	Can be served by Braxton, Calhoun, Kanawha	0	I = 1	Rural	22.3
Doddridge County	7,698	1	2	I = 1 SC = 1	Rural	18.1
Fayette County	39,487	Can be served by Kanawha, Raleigh, Summers	1	I = 2	Rural	19.9
Gilmer County	7,325	Can be served by Braxton, Calhoun, Doddridge, Lewis	0	I = 1	Rural	25.3
Grant County	10,968	Can be served by Mineral, Preston, Tucker	0	I = 1	Rural	15.2
Greenbrier County	32,435	Can be served by Monroe, Summers	4	I = 2	Rural	18.9
Hampshire County	23,468	Can be served by Mineral, Morgan	0	I = 2	Rural	15.9
Hancock County	28,172	1 Fitting station is in Brooke AND Hancock	6	I = 1 SC = 1	Urban	14.9
Hardy County	14,192	Can be served by Mineral	0	I = 1	Rural	17.5

County	Population Estimate 2022 Census	Fitting Stations	Certified Technicians	Proposed FFY2024 CPS Info (I) Sessions/Seat Check (SC) Events ¹	Rural versus Urban ²	Percent Below Poverty Level ³
Harrison County	64,915	4	15	I = 2 SC = 4	Rural	14.6
Jackson County	27,716	1	2	I = 2 SC = 1	Rural	15.4
Jefferson County	58,979	1	7	I = 1 SC = 1	Urban	9.7
Kanawha County	175,515	4 One fitting station is in Putnam AND Kanawha	22	I = 4 SC = 4	Urban	15.9
Lewis County	16,767	1	1	I = 1 SC = 1	Rural	17.9
Lincoln County	19,901	Can be served by Cabell, Kanawha, Putnam, Wayne	0	I = 2	Rural	20.3
Logan County	31,316	Can be served by Wyoming	1	I = 2	Rural	23.5
Marion County	55,952	2	10	I = 2 SC = 2	Rural	15.1
Marshall County	29,752	Can be served by Ohio, Wetzel	3	I = 2	Urban	16.4
Mason County	25,000	Can be served by Cabell, Jackson, Putnam	1	I = 2	Rural	18.6
McDowell County	17,850	1	1	I = 1 SC = 1	Rural	31.7
Mercer County	58,700	4	10	I = 2 SC = 4	Rural	18.1
Mineral County	26,855	1	2	I = 1 SC = 1	Urban	13.5
Mingo County	22,573	Can be served by McDowell, Wayne, Wyoming	2	I = 2	Rural	31.1
Monongalia County	106,869	2	23	I = 3 SC = 2	Rural	18.3
Monroe County	12,296	1	2	I = 1 SC = 1	Rural	15.3
Morgan County	17,430	1	5	I = 1 SC = 1	Rural	12.8
Nicholas County	24,335	Can be served by Braxton, Kanawha	0	I = 2	Rural	19.8
Ohio County	41,447	1	14	I = 2 SC = 2	Urban	14.7

County	Population Estimate 2022 Census	Fitting Stations	Certified Technicians	Proposed FFY2024 CPS Info (I) Sessions/Seat Check (SC) Events ¹	Rural versus Urban ²	Percent Below Poverty Level ³
Pendleton County	6,011	Can be served by Randolph, Tucker	0	I = 1	Rural	16.0
Pleasants County	7,586	Can be served by Wood	0	I = 1	Rural	14.3
Pocahontas County	7,819	Can be served by Randolph	1	I = 2	Rural	16.2
Preston County	34,172	1	1	I = 2 SC = 1	Rural	14.3
Putnam County	57,015	2	8	I = 1 SC = 2	Urban	10.1
Raleigh County	72,882	1	13	I = 3 SC = 2	Rural	22.0
Randolph County	27,600	1	1	I = 2	Rural	17.6
Ritchie County	8,207	Can be served by Calhoun, Doddridge, Wood	0	I = 1	Rural	19.2
Roane County	13,834	Can be served by Calhoun, Jackson, Kanawha	0	I = 2	Rural	18.2
Summers County	11,762	1	2	I = 1 SC = 1	Rural	24.8
Taylor County	16,342	Can be served by Barbour, Harrison, Marion, Monongalia, Preston	4	I = 2	Rural	16.0
Tucker County	6,568	1	3	I = 1 SC = 1	Rural	14.7
Tyler County	8,183	Can be served by Doddridge, Wetzel	0	I = 1	Rural	14.0
Upshur County	23,712	Can be served by Barbour, Harrison, Lewis, Randolph	0	I = 2	Rural	18.6
Wayne County	37,998	1	3	I = 2 SC = 1	Urban	16.2
Webster County	8,167	Can be served by Braxton, Lewis, Randolph	0	I = 1	Rural	25.2
Wetzel County	14,025	1	4	I = 1 SC = 1	Rural	16.4
Wirt County	5,091	Can be served by Calhoun, Jackson, Wood	0	I = 1	Rural	17.7

County	Population Estimate 2022 Census	Fitting Stations	Certified Technicians	Proposed FFY2024 CPS Info (I) Sessions/Seat Check (SC) Events ¹	Rural versus Urban ²	Percent Below Poverty Level ³
Wood County	83,340	2	9	I = 3 SC = 2	Urban	14.7
Wyoming County	20,527	1	9	I = 1 SC = 1	Rural	25.0
West Virginia	1,775,156	45	250	139 Total Events I = 90 SC = 49	43 of 55 Counties (78%) are Rural	(16.8%) 29 of 55 Counties are above State rate 53% above State poverty level 95% above U.S. poverty level of 11.6%
Population Served by fitting Station/Tech in County	1,586,362	89.4% Directly Served by Fitting Station/CPST in County		28 of 43 (65%) Rural Counties Directly Served		19 of 29 (66%) Counties above State poverty level are served
Population Served by Fitting Station/ Tech in bordering County	1,775,156	100% Directly and Indirectly Served by Fitting Station/CPST in bordering County		43 of 43 (100%) Rural Counties Directly and Indirectly Served		32 of 32 (100%) above State poverty level

Source: West Virginia GHSP, 2023.

¹ Including future, planned events in FFY2024.

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

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

To summarize, in FFY2024 West Virginia expects to have:

- 184 planned inspection stations and/or events in the state (45 fitting stations + 139 events)
- 62 planned inspection stations and/or events serving urban populations (17 fitting stations + 45 events)
- 122 planned inspection stations and/or events serving rural populations (28 fitting stations + 94 Rural events)
- 184 planned inspection stations and/or events serving at-risk populations (45 fitting stations + 139 events)

The Regional Coordinators work to increase the number of certified technicians in their region, as well as encourage current technicians to maintain their certification past the first 2-year certification cycle. The overall goal is to obtain a 100 percent recertification rate, but due to changes in employment and lack of interest, a 100 percent recertification rate may not be attainable. A more realistic goal is to maintain a

recertification rate higher than the national rate. In FFY2022, West Virginia's recertification rate was 30.8 percent, well below the national recertification rate of 52.0 percent. So far in FFY2023, West Virginia has a recertification rate of 60.0 percent (through December 2022, the most current rates received), slightly lower than the national rate of 62.7 percent during the same timeframe. Although there is always a need for new technicians, by encouraging current technicians to maintain their certification and recertify every two years, the availability of certified technicians in every community will become more prevalent and the children of West Virginia will be better served. Due to losing so many CPSTs in 2020 and 2021 during the COVID-19 pandemic, a continued focus to get former CPSTs recertified and to train new CPSTs will remain.

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

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

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

Six-Hour CPST Technical Updates (three to five per fiscal year). Upon completion of this course, the technician earns all six CEUs needed to meet the education requirement to renew their CPST certification with Safe Kids. Due to the pandemic, the GHSP has not hosted any CPST Technical Updates, but with the assistance of the CPS Committee, the GHSP plans to get back to creating continuing education opportunities for WV CPSTs.

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

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

The number of CPS training courses and estimated number of students needed to ensure coverage of CPS inspection stations and events is provided in [Table 2.4](#).

Table 2.4 Potential CPS Training Courses for FFY2024

Type of Class	Tentative Location	Tentative Date	Estimated Students
CPST Certification Course	Charleston	October 2023	15
CPST Renewal Course	Charleston	October 2023	5
CPST Technical Update	Parkersburg	March 2024	15
CPST Technical Update	Charleston	March 2024	15
CPST Technical Update	Martinsburg	March 2024	15
CPST Certification Course	Logan	April 2024	20
CPST Renewal Course	Beckley	April 2024	5
CPST Technical Update	Huntington	April 2024	15
CPST Technical Update	Clarksburg	April 2024	15
CPST Certification Course	Charles Town	May 2024	15
CPST Technical Update	Beckley	May 2024	15
CPST Certification Course	Clarksburg	July 2024	10
CPST Renewal Course	Morgantown	July 2024	5
CPST Certification Course	Ripley	July 2024	10
CPST Certification Course	Wheeling	August 2024	10
15 Total Classes for FFY2024			185



Occupant Protection Task Force

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

- **Sgt. Adam Ballard**, Region 8 Traffic Safety Coordinator, Mercer CSO
- **Ian Barrett**, Senior Health and Safety Specialist, WV American Water
- **Amy Boggs**, Child Passenger Safety Coordinator, WV Governors Highway Safety Program (GHSP); Task Force Co-Chair
- **Aimee Cantrell**, Public Information Specialist II, WV GHSP
- **Dean Capehart**, Lead Law Enforcement Liaison, WV GHSP; CPST Lead Instructor
- **Jeb Corey**, CEO, C&H Taxi
- **Beau Evans**, Region 2 Traffic Safety Coordinator, City of Huntington
- **Vacant**, EMS-C Coordinator, WV Department of Health and Human Resources
- **Jim Garrity**, Public and Legislative Affairs Manager, AAA East Coast
- **Lt. John Garten**, Region 1&3 Traffic Safety Coordinator, Charleston PD
- **Joshua Grant**, Driver Education Coordinator, WV Department of Education
- **Donna Hardy**, Highway Engineer, WV Division of Highways
- **Mary Jarrell**, Motorcycle Safety Training Coordinator, WV GHSP
- **Thomas Judy**, Safety and Loss Control Manager, Office of the Insurance Commissioner
- **Heather Kessel**, Impaired Driving Coordinator, WV GHSP
- **Robin Lassak**, Grant Coordinator, WV Public Service Commission
- **Barbara Lobert**, Division Manager, WV GHSP
- **Pat McCarty**, Region 5 Traffic Safety Coordinator, City of Clarksburg
- **Jenifer Moore**, Public Affairs Specialist, AAA
- **Brett Pickens**, Law Enforcement Liaison, WV GHSP; CPST Lead Instructor
- **Theresa Podguski**, Director of Legislative Affairs, AAA East Coast
- **Vacant**, Occupant Protection Coordinator, WV GHSP; Task Force Co-Chair
- **Sean Snyder**, Region 4 Traffic Safety Coordinator and CPST Lead Instructor, City of Wheeling
- **Peggy Stone**, Director of Transportation Services, Lincoln County Schools
- **Bob Tipton**, Division Director, WV Governors Highway Safety Program, CPST Instructor
- **Sgt. Jamie Wilhite**, Region 7 Traffic Safety Coordinator, Beckley PD
- **Kenny Yoakum**, Director, WV Fleet Management Office

Legislation

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

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

FY24 Projects

Countermeasure: Occupant Protection

Project Name: West Virginia State Police—Occupant Protection



Project Description: West Virginia's lead law enforcement agency supports the FFY2024 Strategic Occupant Protection Plan through overtime enforcement, including directed patrols, saturation patrols, and seat belt informational checkpoints. The seven West Virginia State Police Troop Coordinators work in collaboration with the Regional Traffic Safety Program Coordinators, law enforcement agencies, local LELs in the region, and the GHSP LELs during the seat belt enforcement campaigns and CIOT. The State Police is primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments. Enforcement is focused on roadways that produced low seat belt use rates, as determined by the annual scientific seat belt survey. The State Police coordinators also conduct earned media activities, with at least two media activities per month, and PI&E events.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18–64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-\$150,000

Project Number: F24-HS-10

Subrecipient(s): West Virginia State Police (State law enforcement agency)

Eligible Use of Funds: M1*PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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

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

Location where Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s): 402-\$180,000

Project Number: F24-HS-15

Subrecipient(s): City of Beckley (City Government)

Eligible Use of Funds: PT, CP, OP

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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



Project Description: The GHSP LEL, along with the GHSP OP Coordinator, is responsible for oversight and coordination of the efforts of the RTSC and West Virginia State Police coordinators in implementation of the *FFY2024 Strategic Occupant Protection Plan*. The LEL serves on the Occupant Protection Task Force, coordinates the presentation of the NHTSA Traffic Occupant Protection and Strategies Course for each law enforcement agency LEL receiving Federal Highway Safety grant funds, and attends the NHTSA Occupant Protection Course. Funding also pays for an assistant LEL.

Location where Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 402-\$125,000

Project Number: F24-HS-09

Subrecipient(s): City of Beckley (City Government)

Eligible Use of Funds: OP, PT, CP

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Regional Traffic Safety Programs—Occupant Protection

Project Description: The six Regional Traffic Safety Program Coordinators implement the *FFY2024 Strategic Occupant Protection Plan* within their region in collaboration with the seven West Virginia State Police Troops, law enforcement agencies, local LELs in the region, and the GHSP LEL. Each region conducts seat belt enforcement activity and participates in the CIOT mobilization and State-mandated mobilizations. Enforcement is focused on roadways that produced low seat belt use rates as determined by the annual scientific seat belt survey. Regional coordinators conduct earned media activities, with at least two media activities per month, PI&E events, age group activities, and attends the NHTSA Occupant Protection Course.

Location where Project is Performed: Each Regional location

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-\$250,000; 402-\$30,000

Project Numbers: F24-HS-02, F24-HS-04, F24-HS-05, F24-HS-07, F24-HS-08, and F24-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Mercer County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: OP, PM, CP, DE, M1*OP, M1*CP

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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



Project Description: This project provides funds to the Monongalia County Sheriff's Department to conduct CIOT and seat belt overtime enforcement in support of the *FFY2024 Strategic Occupant Protection Plan*. They also provide funds to the West Virginia University Police Department.

Location where Project is Performed: Monongalia County

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-\$25,000

Project Number: F24-HS-17

Subrecipient(s): Monongalia County Commission (County Government)

Eligible Use of Funds: M1*PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: City of Morgantown—Occupant Protection



Project Description: This project provides funds for the Morgantown Police Department to conduct CIOT and seat belt overtime enforcement in support of the *FFY2024 Strategic Occupant Protection Plan*.

Location where Project is Performed: Morgantown

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-\$20,000

Project Number: F24-HS-18

Subrecipient(s): City of Morgantown (City Government)

Eligible Use of Funds: M1*PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Public Service Commission—Occupant Protection



Project Description: This project provides funds to the Public Service Commission to conduct seat belt overtime enforcement specific to commercial drivers during CIOT and in support of the *FFY2024 Strategic Occupant Protection Plan*.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-\$12,000

Project Number: F24-HS-16

Subrecipient(s): Public Service Commission (State CMV enforcement agency)

Eligible Use of Funds: M1*PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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



Project Description: This project provides funds to the Morgan County Sheriff's Department, as well as agencies in Hampshire and Mineral Counties, to conduct CIOT mobilization enforcement and additional seat belt overtime enforcement in support of the *FFY2024 Strategic Occupant Protection Plan* throughout the year.

Location where Project is Performed: Morgan County

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-\$20,000

Project Number: F24-HS-19

Subrecipient(s): Morgan County Commission (County Government)

Eligible Use of Funds: M1*PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Kanawha County Commission—Occupant Protection



Project Description: This project provides funds to the Kanawha County Sheriff's Department to conduct CIOT mobilization enforcement and additional seat belt overtime enforcement in support of the *FFY2024 Strategic Occupant Protection Plan* throughout the year.

Location where Project is Performed: Kanawha County

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-\$20,000

Project Number: F24-HS-20

Subrecipient(s): Kanawha County Commission (County Government)

Eligible Use of Funds: M1*PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Jefferson County Commission—Occupant Protection



Project Description: This project provides funds to Jefferson County, as well as agencies in Hardy, Grant, Berkeley, and Pendleton Counties, to conduct CIOT mobilization enforcement and additional seat belt overtime enforcement in support of the *FFY2024 Strategic Occupant Protection Plan* throughout the year.

Location where Project is Performed: Jefferson, Hardy, Grant, Berkeley, and Pendleton Counties

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-\$20,000

Project Number: F24-HS-06

Subrecipient(s): Jefferson County Commission (County Government)

Eligible Use of Funds: M1*PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: GHSP—Occupant Protection Paid Media

Project Description: This project funds purchase of paid media by the GHSP during CIOT and in support of the *FFY2024 Strategic Occupant Protection Plan*. The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia’s comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The West Virginia GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2024. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media boosts.

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

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 402-\$310,000

Project Number: F24-HS-01

Subrecipient(s): WV Division of Motor Vehicles/GHSP (state agency)

Eligible Use of Funds: PM

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Regional Traffic Safety Programs—CPS Program

Project Description: The six Regional Traffic Safety Program Coordinators implement the *FFY2024 Strategic Occupant Protection Plan* CPS activities within their region. The Coordinators sponsor the NHTSA 32-Hour CPS Technician Course, host local events, such as car seat check events and support existing/develop additional child safety seat fitting stations, and implement earned media opportunities.

Location where Project is Performed: Each Regional location

Affected Communities (if applicable): Rural Communities

Federal Funding Source(s)/Amount: 405b-\$75,000

Project Numbers: F24-HS-02, F24-HS-04, F24-HS-05, F24-HS-07, F24-HS-08, and F-21-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Mercer County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: M1*CR, M1*PM, M1*CP, M1*DE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: GHSP—CPS Program

Project Description: The GHSP oversees all aspects of West Virginia's CPS program and implementation of the CPS activities identified in the *FFY2024 Strategic Occupant Protection Plan*.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Rural Communities

Federal Funding Source(s)/Amount: 402-\$15,000; 405b-\$25,000

Project Number: F24-HS-01

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

Eligible Use of Funds: M1* PM, M1*DE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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



Project Description: This project funds the position (contractual) of a statewide LEL and is an extension of the GHSP. Coordinates with all six Regional Traffic Safety Programs to provide law enforcement training in TOPS, Speed Enforcement—Radar Training, Instructor Development, SFST Updates, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other law enforcement training. The GHSP Law Enforcement Liaison is a member of the Occupant Protection Task Force and assists in implementing the *FFY2024 Strategic Occupant Protection Plan* CPS activities.

Location where Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405b-\$15,000

Project Number: F24-HS-09

Subrecipient(s): Name and Type of Organization: City of Beckley (City Government)

Eligible Use of Funds: M1*CP, M1*CR

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.3 Impaired Driving

Distracted Driving and Hands Free Law Summary

In the 2023 Legislative Session, the West Virginia Legislature passed House Bill 2218 which rewrote W.Va. Code §17C-14-15 with a new title of Electronically Distracted Driving Act and with several amendments known collectively as the Robin W. Ames Memorial Act. The new law is effective June 9, 2023, and includes additional prohibitions against distracted driving, increases penalties for distracted driving offenses and closes loopholes in the prior law. Under the new law no person operating a vehicle may (1) physically hold or support any wireless communication device or stand-alone electronic device; (2) write, send, or read any electronic communication; (3) make any communication involving a wireless telecommunications device

except for hands-free voice activated communication; (4) engage in any form of data retrieval;(5) manually enter letters, numbers or symbols on any wireless telecommunications device or stand-alone electronic device; (6) watch, record, post, send or broadcast a video, movie or video conference on a wireless telecommunications device or stand-alone electronic device; or (7) actively play any game on a wireless telecommunications device or stand-alone electronic device. Importantly, drivers are no longer permitted to dial or enter a phone number on a push pad or screen to initiate a call. Drivers are limited to activating a voice-operated or hands-free function if it can be accomplished with a single touch or single swipe. Violations of the law are a primary offense and are no longer exempt from court costs and fees. In addition, the Legislature authorized courts to order a 90-day license suspension for a 3rd offense within a 24-month period. The Legislature added new criminal penalties for any person who damages property while in violation of the Electronically Distracted Driving Act (up to 30 days in jail or a fine of \$100 to \$500), for any person who injures another while in violation of the Act (up to 120 days in jail and/or a fine of \$500 to \$1000, and a mandatory one year license revocation) and for any person who kills another while in violation of the Act (up to one year in jail and/or a fine of \$100 to \$1000, and a mandatory one year license revocation).

West Virginia Code §17C-14-15

AN ACT to amend and reenact §17C-14-15 of the Code of West Virginia, 1931, as amended, relating to distracted driving; modifying the scope of prohibitions on distracted driving by establishing the Electronically Distracted Driving Act; defining terms; providing limitations for the use of wireless telecommunications devices and stand-alone electronic devices; prohibiting certain actions by all drivers; prohibiting certain actions by school bus drivers and commercial motor vehicle drivers; providing that each violation constitutes a separate offense; providing for penalties for violations, including criminal penalties, fines, driver's license suspension and revocation, and points on the driver's record maintained by the Division of Motor Vehicles; providing exceptions; and providing a name for certain amendments.

Be it enacted by the Legislature of West Virginia:

ARTICLE 14. MISCELLANEOUS RULES.

§17C-14-15. Electronically Distracted Driving Act.

(a) *Definitions*—As used in this section:

- (1) “Smartwatch” means a wearable computer that provides a local touchscreen for daily use, associated with applications, and connected to a cellular or Wi-Fi network;
- (2) “Stand-alone electronic device” means a portable device other than a wireless telecommunications device which stores audio or video data files to be retrieved on demand by a user;
- (3) “Utility services” means and includes electric, natural gas, water, wastewater, cable, telephone, or telecommunications services, or the repair, location, relocation, improvement, or maintenance of utility poles, transmission structures, pipes, wires, fibers, cables, easements, rights-of-way, or associated infrastructure;
- (4) “Wireless telecommunications device” means one of the following portable devices:
 - (A) A cellular telephone;
 - (B) A portable telephone;
 - (C) A text-messaging device;
 - (D) A personal digital assistant;

- (E) A stand-alone computer including, but not limited to, a tablet, laptop, or notebook computer;
- (F) A handheld global positioning system receiver;
- (G) A device capable of displaying a video, movie, broadcast television image, or visual image;
- (H) Any substantially similar portable wireless device that is used to initiate or receive communication, information, or data;
- (I) "Wireless telecommunications device" does not include a smartwatch, any type of radio including but not limited to, radios used by first responders or school bus operators; citizens band radio or radio hybrid; commercial two-way radio communication device or its functional equivalent; subscription-based emergency communication device; prescribed medical device; amateur or ham radio device, or any built-in vehicle equipment for security, navigation, communications, or remote diagnostics; and
- (5) "Voice-operated or hands-free feature or function" means a feature or function that allows a person to use a wireless telecommunications device without the use of either hand, except to activate, deactivate, or initiate the feature or function with a single touch or single swipe.
- (b) The driver of a school bus shall not use or operate a wireless telecommunications device or two-way radio while loading or unloading passengers.
- (c) The driver of a school bus shall not use or operate a wireless telecommunications device while the bus is in motion nor while stationary in traffic nor at a traffic control signal, unless that device is being used in a similar manner as a two-way radio to allow live communication between the driver and school officials or public safety officials.
- (d) A driver shall exercise due care in operating a motor vehicle on the highways of this state and shall not engage in any actions involving any stand-alone electronic device or wireless telecommunications device that distracts such driver from the safe operation of the vehicle.
- (e) While operating a motor vehicle on any street, highway, or property open to the public for vehicular traffic in this state, no driver may:
- (1) Physically hold or support, with any part of his or her body, a wireless communication device or stand-alone electronic device: *Provided*, That such prohibition shall not apply to the wearing of a smartwatch;
 - (2) Write, send, or read any text-based communication including, but not limited to, a text message, instant message, email, or social media interaction on a wireless telecommunications device or stand-alone electronic device: *Provided*, That such prohibition shall not apply to a voice-operated or hands-free communication feature which is automatically converted by such device to be sent as a message in a written form;
 - (3) Make any communication involving a wireless telecommunications device, including a phone call, voice message, or one-way voice communication: *Provided*, That such prohibition shall not apply to a voice operated or hands-free communication feature or function;
 - (4) Engage in any form of electronic data retrieval or electronic data communication on a wireless telecommunications device or stand-alone electronic device;
 - (5) Manually enter letters, numbers, or symbols into any website, search engine, or application on a wireless telecommunications device or stand-alone electronic device;
 - (6) Watch a video or movie on a wireless telecommunications device or standalone electronic device other than watching data related to the navigation of such vehicle;

(7) Record, post, send, or broadcast video, including a video conference on a wireless telecommunications device or stand-alone electronic device: *Provided*, That such prohibition does not apply to electronic devices used for the sole purpose of continuously recording or broadcasting video within or outside of the motor vehicle; or

(8) Actively play any game on a wireless telecommunications device or stand-alone electronic device.

(f) While operating a commercial motor vehicle on any highway of this state, no driver may:

(1) Use more than a single button on a wireless telecommunications device to initiate or terminate a voice communication; or

(2) Reach for a wireless telecommunications device or stand-alone electronic device in such a manner that requires the driver to:

(A) No longer be in a seated driving position; or

(B) No longer be properly restrained by a safety belt.

(g) Each violation of this section shall constitute a separate offense.

(h) It is a misdemeanor for any driver to violate any of the provisions of this section. Every driver convicted of a misdemeanor for a violation of any of the provisions of this section shall be punished as follows:

(1) For a first conviction with no prior conviction of and no plea of no contest accepted to a charge of violating this section within the previous 24-month period, as measured from the date of any prior conviction or plea, a fine of not more than \$100;

(2) For a second conviction within a 24-month period, as measured from the date of any prior conviction or plea, a fine of not more than \$200;

(3) For a third or subsequent conviction within a 24-month period, as measured from the date of any prior conviction or plea:

(A) A fine of not more than \$350;

(B) Three points on the driver's record maintained by the Division of Motor Vehicles; and

(C) At the court's discretion, suspension of the driver's license for a period of 90 days;

(4) Any driver who causes physical harm to property as the proximate result of committing a violation of this section is guilty of a misdemeanor punishable up to 30 days in jail or a fine not less than \$100 and not more than \$500;

(5) Any driver who causes serious physical harm to another person as the proximate result of committing a violation of this section is guilty of a misdemeanor and shall be fined not less than \$500 nor more than \$1,000, or confined in jail up to 120 days, or both fined and confined, and such driver shall have his or her license to operate a motor vehicle revoked by the Commissioner of the Division of Motor Vehicles for a period of one year; and

(6) Any driver who causes the death of another as the proximate result of committing a violation of this section is guilty of negligent homicide and shall be punished in accordance with §17C-5-1 of this code.

(i) The Department of Transportation shall cause to be erected signs upon any highway entering the state of West Virginia on which a welcome to West Virginia sign is posted, and any other highway where the Division of Highways deems appropriate, posted at a distance of not more than one mile from each border crossing, each sign to bear an inscription clearly communicating to motorists entering the state that texting, or the use of a wireless communication device without hands-free equipment, is illegal within this state.

(j) Nothing contained in this section shall be construed to authorize seizure of a cell phone or electronic device by any law-enforcement agency.

(k) No policy providing liability coverage for personal lines insurance shall contain a provision which may be used to deny coverage or exclude payment of any legal damages recoverable by law for injuries proximately caused by a violation of this section, as long as such amounts are within the coverage limits of the insured.

(l) This section shall not apply to:

(1) Drivers reporting to state, county, or local authorities a traffic accident, medical emergency, fire, an actual or potential criminal or delinquent act, or a road condition that causes an immediate and serious traffic or safety hazard;

(2) An employee or contractor of a utility services provider acting within the scope of his or her employment while responding to a utility emergency;

(3) A driver operating a commercial vehicle while using a mobile data terminal that transmits and receives data;

(4) A law-enforcement officer, firefighter, emergency medical services personnel, ambulance driver, or other similarly employed public safety first responder during the performance of his or her official duties; or

(5) While in a motor vehicle that is lawfully parked.

(m) This section does not supersede the provisions of §17B-2-3a of this code, or any more restrictive provisions for drivers of commercial motor vehicles prescribed either by the provisions of §17E-1-1 *et seq.* of this code or by Federal law or rule.

(n) The amendments to this section adopted during the regular session of the Legislature in 2023, shall be known as the Robin W. Ames Memorial Act.

The Clerk of the House of Delegates and the Clerk of the Senate hereby certify that the foregoing bill is correctly enrolled.

FY24 Impaired Driving Projects

Project Name: Regional Traffic Safety Programs—Impaired Driving

Project Description: The seven Regional Traffic Safety Programs coordinate the enforcement effort detailed in the *FFY2024 West Virginia Impaired Driving Plan* in collaboration with the seven West Virginia State Police Troops. Each region is responsible for weekly enforcement, earned media, public information, and education events. There also is a training component in place to upgrade law enforcement's ability to be more effective in dealing with the impaired driving problem.

Location where Project is Performed: Each Regional Location

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-\$600,000

Project Numbers: F24-HS-02, F24-HS-04, F24-HS-05, F24-HS-06, F24-HS-07, F24-HS-08, and F24-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Mercer County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: M5PEM, M5IS, B5PEM, M5HVE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: City of Huntington—DRE



Project Description: This project provides funds to the City of Huntington to support the statewide DRE program in support of the *FFY2024 West Virginia Impaired Driving Plan*.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-\$200,000

Project Number: F24-HS-02

Subrecipient(s): City of Huntington (City Government)

Eligible Use of Funds: M5PEM, B5BAC, B5TST, M5IDC

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Jefferson County—Impaired Driving



Project Description: This project provides funds to Jefferson, Grant, Hardy, Pendleton, and Berkeley counties to participate in Drive Sober or Get Pulled Over mobilization enforcement and additional impaired driving overtime enforcement in support of the *FFY2024 West Virginia Impaired Driving Plan*.

Location where Project is Performed: Jefferson, Grant, Hardy, Pendleton, and Berkeley counties

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-\$20,000

Project Number: F24-HS-06

Subrecipient(s): Jefferson County Commission (County Government)

Eligible Use of Funds: M5HVE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Kanawha County Commission—Impaired Driving



Project Description: This project provides funds to the Kanawha County Sheriff's Department to participate in Drive Sober or Get Pulled Over mobilization enforcement and additional impaired driving overtime enforcement in support of the *FFY2024 West Virginia Impaired Driving Plan*.

Location where Project is Performed: Kanawha County

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-\$40,000

Project Number: F24-HS-11

Subrecipient(s): Kanawha County Commission (County Government)

Eligible Use of Funds: M5HVE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Morgan County Commission—Impaired Driving



Project Description: This project provides funds to Morgan, Hampshire, and Mineral Counties to participate in Drive Sober or Get Pulled Over mobilization enforcement and additional impaired driving overtime enforcement in support of the *FFY2024 West Virginia Impaired Driving Plan*.

Location where Project is Performed: Morgan, Hampshire, and Mineral Counties

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-\$15,000

Project Number: F24-HS-19

Subrecipient(s): Morgan County Commission (County Government)

Eligible Use of Funds: M5HVE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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



Project Description: This project funds the contractual position of a statewide LEL and is an extension of the GHSP. Coordinates with all seven Regional Traffic Safety Programs to provide law enforcement training in TOPS, Speed Enforcement—Radar Training, Instructor Development, SFST Updates, partial funding of the HSP, H2E conference, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other Law enforcement training. The GHSP LEL implements activities in the *FFY2024 West Virginia Impaired Driving Plan* activities.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amounts: 402-\$125,000; 405d-\$25,000

Project Number: F24-HS-09

Subrecipient(s): City of Beckley (City Government)

Eligible Use of Funds: CP, AL, PT, B5PEM

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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

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

Location where Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 402-\$180,000

Project Number: F24-HS-15

Subrecipient(s): City of Beckley (City Government)

Eligible Use of Funds: CP

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: West Virginia State Police—Impaired Driving



Project Description: The lead law enforcement agency in the State supports the *FFY2024 West Virginia Impaired Driving Plan* through overtime enforcement, including directed patrols, saturation patrols, and sobriety checkpoints. The seven West Virginia State Police Troop Coordinators coordinate with all the Regional Traffic Safety Program Coordinators and the GHSP LEL during the impaired driving campaigns and the national mobilization. The State Police are primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments. Each troop is responsible for weekly enforcement, earned media, public information, and education events.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-\$ 275,000

Project Number: F24-HS-10

Subrecipient(s): West Virginia State Police (State Law Enforcement agency)

Eligible Use of Funds: M5HVE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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

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

Location where Project is Performed: Statewide

Affected Communities (if applicable): Teen Drivers

Federal Funding Source(s)/Amount: 405d-\$75,000

Project Number: F24-HS-12

Subrecipient(s): WV Alcohol Beverage Control Administration (State Agency)

Eligible Use of Funds: M5PEM

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: WV Division of Motor Vehicles—Traffic Safety Resource Prosecutor (TSRP)

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

Location where Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 402-\$225,000

Project Number: F24-HS-11

Subrecipient(s): WV Division of Motor Vehicles (State Agency)

Eligible Use of Funds: AL, PRT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Monongalia County Commission—Impaired Driving



Project Description: This project provides funds to the Monongalia County Sheriff's Department and West Virginia University Police Department to conduct directed patrols, saturation patrols, sobriety checkpoints, and underage alcohol enforcement in support of the *FFY2024 West Virginia Impaired Driving Plan*.

Location where Project is Performed: Monongalia County

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-\$75,000

Project Number: F24-HS-17

Subrecipient(s): Monongalia County Commission (County Government)

Eligible Use of Funds: M5HVE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: City of Morgantown—Impaired Driving



Project Description: This project provides overtime DUI Enforcement funds for the Morgantown Police Department to conduct directed patrols, saturation patrols, sobriety checkpoints, and underage alcohol enforcement in support of the *FFY2024 West Virginia Impaired Driving Plan*.

Location where Project is Performed: Morgantown

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-\$30,000

Project Number: F24-HS-18

Subrecipient(s): City of Morgantown (City Government)

Eligible Use of Funds: M5HVE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: GHSP—Impaired Driving Paid Media

Project Description: This project funds purchase of paid media by the GHSP during DSGPO and in support of the *FFY2024 Strategic Impaired Driving Plan*. The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia’s comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The West Virginia GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2024. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media boosts.

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

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-\$342,000

Project Number: F24-HS-01

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

Eligible Use of Funds: M5PEM

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.4 **Motorcycle Safety**

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

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

Location where Project is Performed: Statewide

Affected Communities (if applicable): Motorcyclists

Federal Funding Source(s)/Amount: 405f-\$5,000

Project Number: F24-HS-09

Subrecipient(s): City of Beckley (State Government)

Eligible Use of Funds: M11MT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: GHSP—Motorcycle Safety Paid Media

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

The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The West Virginia GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2024. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media boosts.

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

Location where Project is Performed: Statewide

Affected Communities (if applicable): Motorcyclists

Federal Funding Source(s)/Amount: 405f-\$40,000

Project Number: F24-HS-01

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

Eligible Use of Funds: M11MA

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: GHSP—Motorcycle Safety Public Information and Education

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

Location where Project is Performed: Statewide

Affected Communities (if applicable): Motorcyclists

Federal Funding Source(s)/Amount: 402-\$20,000

Project Number: F24-HS-01

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

Eligible Use of Funds: M11MA

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.5 Speed Enforcement

Project Name: Regional Traffic Safety Programs—Speed Enforcement



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

Location where Project is Performed: Each Regional location

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-\$225,000

Project Numbers: F24-HS-02, F24-HS-04, F24-HS-05, F24-HS-07, F24-HS0-08, and F24-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Mercer County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Jefferson County—Speed Enforcement



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

Location where Project is Performed: Jefferson, Grant, Hardy, Pendleton, and Berkeley counties

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-\$25,000

Project Number: F24-HS-06

Subrecipient(s): Jefferson County Commission (County Government)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: West Virginia State Police—Speed Enforcement



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

Location where Project is Performed: Statewide

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-\$120,000

Project Number: F24-HS-10

Subrecipient(s): West Virginia State Police (State Law Enforcement Agency)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Monongalia County Commission—Speed Enforcement 

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

Location where Project is Performed: Monongalia County

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-\$25,000

Project Number: F24-HS-17

Subrecipient(s): Name and Type of Organization: Monongalia County Commission (County Government)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: City of Morgantown—Speed Enforcement 

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

Location where Project is Performed: Morgantown

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-10,000

Project Number: F24-HS-18

Subrecipient(s): City of Morgantown (City Government)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Morgan County Commission—Speed Enforcement 

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

Location where Project is Performed: Morgan, Hampshire, and Mineral counties

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-\$10,000

Project Number: F24-HS-19

Subrecipient(s): Morgan County Commission (County Government)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Kanawha County Commission—Speed Enforcement 

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

Location where Project is Performed: Kanawha County

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-\$30,000

Project Number: F24-HS-20

Subrecipient(s): Kanawha County Commission (County Government)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Public Service Commission—Speed Enforcement 

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

Location where Project is Performed: Statewide

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-\$10,000

Project Number: F24-HS-16

Subrecipient(s): Public Service Commission (State CMV enforcement agency)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Regional Traffic Safety Programs—Speed Enforcement Mobilization 

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

Location where Project is Performed: Each Regional Location

Affected Communities (if applicable): All

Funding Source(s)/Amount: 402- \$75,000

Project Numbers: F24-HS 02, F24-HS 04, F24-HS 05, F24-HS-07, F24-HS0-08, and F24-HS-14**Federal**

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Mercer County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: West Virginia State Police—Speed Enforcement Mobilization



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

Location where Project is Performed: Statewide

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402—\$20,000

Project Number: F24-HS-10

Subrecipient(s): West Virginia State Police (State Law Enforcement agency)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Jefferson County Commission—Speed Enforcement Mobilization



Project Description: This project provides funds to Jefferson, Berkeley, Grant, Hardy, and Pendleton Counties to participate in the statewide speed enforcement mobilization in July and September 2023 on top speed crash roadways in Region 6.

Location where Project is Performed: Jefferson, Berkeley, Grant, Hardy, and Pendleton Counties

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402—\$20,000

Project Number: F24-HS-06

Subrecipient(s): Berkeley County Commission (County Government)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Kanawha County Commission—Speed Enforcement Mobilization



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

Location where Project is Performed: Kanawha County

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402—\$5,000

Project Number: F24-HS-20

Subrecipient(s): Kanawha County Commission (County Government)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Monongalia County Commission—Speed Enforcement Mobilization



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

Location where Project is Performed: Monongalia County

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402—\$5,000

Project Number: F24-HS-17

Subrecipient(s): Monongalia County Commission (County Government)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: City of Morgantown—Speed Enforcement Mobilization



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

Location where Project is Performed: Morgantown

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402—\$3,000

Project Number: F24-HS-18

Subrecipient(s): City of Morgantown (City Government)

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Public Service Commission—Speed Enforcement Mobilization



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

Location where Project is Performed: Statewide

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402—\$15,000

Project Number: F24-HS-16

Subrecipient(s): Public Service Commission, State CMV law enforcement agency

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: GHSP—Speed Enforcement Paid Media



Project Description: This project funds purchase of paid media by the GHSP to support law enforcement's targeted enforcement focusing on speed violations. The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The West Virginia GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2024. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media boosts.

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

Location where Project is Performed: Statewide

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402—\$100,000

Project Number: F24-HS-01

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

Eligible Use of Funds: PM

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.6 Traffic Safety Information System Improvements

Quantitative Improvement Over the Preceding Year

State: West Virginia

Report Date: 05/10/2023

Submitted by: Tyler Thaxton

Regional Reviewer:

System to be Impacted	<input checked="" type="checkbox"/> CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> VEHICLE <input type="checkbox"/> ROADWAY <input type="checkbox"/> CITATION/ADJUDICATION <input type="checkbox"/> EMS/INJURY OTHER specify:
Performance Area(s) to be Impacted	<input type="checkbox"/> ACCURACY <input checked="" type="checkbox"/> TIMELINESS <input type="checkbox"/> COMPLETENESS <input type="checkbox"/> ACCESSIBILITY <input type="checkbox"/> UNIFORMITY <input type="checkbox"/> INTEGRATION OTHER specify:
Performance Measure used to track Improvement(s)	Narrative Description of the Measure C-T-1: The median or mean number of days from (a) the crash date to (b) the date the crash report is entered into the database.
Relevant Project(s) in the State's Strategic Plan	Title, number, and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates Crash System Project #1: Page 24 and 25.
Improvement(s) Achieved or Anticipated	Narrative of the Improvement(s) The average number of days has improved from 7.042 in 2022 to 6.269 in 2023. Which is a 10.98 percent improvement in the number of days between crash date and submission date.
Specification of how the Measure is calculated / estimated	Narrative Description of Calculation / Estimation Method <ul style="list-style-type: none"> - Each record is electronically examined. - The average number of days is then calculated for each record. - The percent difference is then calculated and the average number of days it took to submit between 4/1/21-3/31/22 and 4/1/2022-3/31/2023. - A Random 20 record list is extracted/shown for each timeframe sample.
Date and Baseline Value for the Measure	For 4/1/2021-3/31/2022, the average number of days to submit a report was 7.042.
Date and Current Value for the Measure	For 4/1/2022-3/31/2023, the average number of days to submit a report was 6.269.
Regional Reviewer's Conclusion	Check one <input type="checkbox"/> Quantitative performance improvement <i>has</i> been documented. <input type="checkbox"/> Quantitative performance improvement has <i>not</i> been documented. <input type="checkbox"/> Not sure.
If "has not" or "not sure": What remedial guidance have you given the State?	
Comments	

Screenshot of the Interim Progress Report Data

	Data Year 2022	Data Year 2023		
				DCRS = Days Between Date of Crash and Report Submission
				YRR = Yearly Records Reviewed
DCRS	7.042	6.269	-10.98%	Change in DCRS in Data Year 2023
YRR	33190	32024	-3.51%	Difference in Total Records submitted

20 Record Random Sample

Twenty Random Records Pulled From Each Reporting Timeframe

Random Sample 2022				Random Sample 2023			
Report Number	Date Of Crash	Date Of Submission	Days Between	Report Number	Date Of Crash	Date Of Submission	Days Between
202123627	10/2/2021 0:00	10/7/2021	5	202305673	3/17/2023 0:00	3/17/2023	0
202113926	6/7/2021 0:00	6/20/2021	13	202211107	5/21/2022 0:00	5/21/2022	0
202120924	9/4/2021 0:00	9/7/2021	3	202230396	12/21/2022 0:00	12/21/2022	0
202113465	6/18/2021 0:00	6/18/2021	0	202303048	2/5/2023 0:00	2/6/2023	1
202128842	11/30/2021 0:00	11/30/2021	0	202217739	7/30/2022 0:00	7/30/2022	0
202202514	2/1/2022 0:00	2/2/2022	1	202231045	12/28/2022 0:00	12/29/2022	1
202126345	7/26/2021 0:00	7/28/2021	2	202212223	5/31/2022 0:00	6/6/2022	6
202203814	2/18/2022 0:00	2/18/2022	0	202214435	6/17/2022 0:00	6/17/2022	0
202116045	7/16/2021 0:00	7/17/2021	1	202306451	3/25/2023 0:00	3/28/2023	3
202126353	11/2/2021 0:00	11/2/2021	0	202215336	7/2/2022 0:00	7/8/2022	6
202119711	8/7/2021 0:00	8/11/2021	4	202225970	11/2/2022 0:00	11/7/2022	5
202202088	1/29/2022 0:00	1/31/2022	2	202218438	8/4/2022 0:00	8/4/2022	0
202201405	1/6/2022 0:00	1/18/2022	12	202225681	10/23/2022 0:00	10/25/2022	2
202124480	10/5/2021 0:00	10/11/2021	6	202210307	5/11/2022 0:00	5/11/2022	0
202203747	2/20/2022 0:00	2/20/2022	0	202304136	2/27/2023 0:00	2/28/2023	1
202108676	4/22/2021 0:00	4/26/2021	4	202303113	2/8/2023 0:00	2/15/2023	7
202124797	10/18/2021 0:00	10/18/2021	0	202210329	4/28/2022 0:00	5/7/2022	9
202204550	2/18/2022 0:00	3/1/2022	11	202306639	3/29/2023 0:00	3/31/2023	2
202201989	1/27/2022 0:00	1/28/2022	1	202301085	1/19/2023 0:00	1/20/2023	1
202114621	6/26/2021 0:00	6/27/2021	1	202300437	1/4/2023 0:00	1/11/2023	7

State: West Virginia
Regional Reviewer:

Report Date: 05/10/2023

Submitted by: Tyler Thaxton

System to be Impacted	<input type="checkbox"/> CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> VEHICLE <input type="checkbox"/> ROADWAY <input checked="" type="checkbox"/> CITATION/ADJUDICATION <input type="checkbox"/> EMS/INJURY OTHER specify:
Performance Area(s) to be Impacted	<input type="checkbox"/> ACCURACY <input type="checkbox"/> TIMELINESS <input type="checkbox"/> COMPLETENESS <input type="checkbox"/> ACCESSIBILITY <input checked="" type="checkbox"/> UNIFORMITY <input type="checkbox"/> INTEGRATION OTHER specify:
Performance Measure used to track Improvement(s)	Narrative Description of the Measure C/A-U-2: The percentage of citation records entered into the database with common uniform statewide violation codes.
Relevant Project(s) in the State's Strategic Plan	Title, number, and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates Citation/Adjudication System Project #1: E-Citation: Page 21-23.
Improvement(s) Achieved or Anticipated	Narrative of the Improvement(s) Examine the first eCitation incident date created by an agency as the "first use date/year." Use that MIN date to see which agencies fall into each BASE_YEAR examined. This allows us to calculate the number of agencies using eCitation as an uniformity measure based on increasing rollouts and use of ReportBeam by law enforcement across the state for the capturing, submission and analysis of citations that all contain common uniform statewide violation codes. An additional 5 law enforcement agencies began using ReportBeam in the base year of 2023.

Specification of how the Measure is calculated / estimated	<p>Narrative Description of Calculation / Estimation Method</p> <ul style="list-style-type: none"> – Each eCitation record is electronically examined. – The MIN incident date for each law enforcement agency is determined and used as the “First Use Date.” – The “First Use Date” is calculated into a BASE_YEAR that is based on being between 04/01/PREVIOUS-YEAR and 03/31/CURRENT-YEAR and then stepping backwards to the very first eCitation incident date. – The BASE_TOTAL is calculated from SUM(BASE_YEAR) Excluding the CURRENT_YEAR. – A sample of each BASE_YEAR, BASE_TOTAL & CURRENT_YEAR count is shown.
Date and Baseline Value for the Measure	For BASE_TOTAL = 4/1/2011-3/31/2022 (Gives Total Law Enforcement Agencies Using eCitation by SUMMING all previous BASE-YEAR)
Date and Current Value for the Measure	For CURRENT_YEAR = 4/1/2022-3/31/2023 (Gives a Total Law Enforcement Agencies that started using eCitation in the currently measured year)
Regional Reviewer’s Conclusion	<p>Check one</p> <p><input type="checkbox"/> Quantitative performance improvement has been documented.</p> <p><input type="checkbox"/> Quantitative performance improvement has not been documented.</p> <p><input type="checkbox"/> Not sure.</p>
If “has not” or “not sure”: What remedial guidance have you given the State?	

Comments

Screenshot of the Interim Progress Report Data

Base Year	New eCitation Agencies Added	Total Agencies Using eCitation	Agencies Added Improvement over Previous Base Year
BASE YEAR 2011	3	3	0.00%
BASE YEAR 2012	2	5	66.67%
BASE YEAR 2013	17	22	340.00%
BASE YEAR 2014	12	34	54.55%
BASE YEAR 2015	5	39	14.71%
BASE YEAR 2016	12	51	30.77%
BASE YEAR 2017	46	97	90.20%
BASE YEAR 2018	56	153	57.73%
BASE YEAR 2019	29	182	18.95%
BASE YEAR 2020	19	201	10.44%
BASE YEAR 2021	8	209	3.98%
BASE YEAR 2022	10	219	4.78%
BASE YEAR 2023	5	224	2.28%

Base Record Sample

Agency Name	First eCitation	Base Year
Monroe Co SD	4/27/2017 7:56	BASE YEAR 2018
Elkins PD	4/29/2017 12:33	BASE YEAR 2018
WVSP - Ripley	12/8/2010 10:32	BASE YEAR 2011
Wyoming Co SD	10/30/2016 2:45	BASE YEAR 2017
WVSP - Summerville	1/15/2014 18:05	BASE YEAR 2014
Gilbert PD	5/8/2017 19:07	BASE YEAR 2018
WVSP - Grantsville	8/26/2015 8:43	BASE YEAR 2016
Webster Springs PD	5/8/2017 12:01	BASE YEAR 2018
Ripley PD	5/6/2022 15:51	BASE YEAR 2023
Cabell Co SD	5/3/2017 8:42	BASE YEAR 2018
Belle PD	2/1/2019 23:51	BASE YEAR 2019
Jefferson Co SD	2/1/2017 10:35	BASE YEAR 2017
Ronceverte PD	2/21/2017 13:13	BASE YEAR 2017
Winfield PD	10/30/2017 16:45	BASE YEAR 2018
Jackson Co SD	2/12/2018 2:18	BASE YEAR 2018
Nutter Fort PD	8/14/2019 7:08	BASE YEAR 2020
Stonewood PD	9/9/2019 17:22	BASE YEAR 2020
West Union PD	12/20/2019 20:40	BASE YEAR 2020
Spencer PD	3/21/2017 15:59	BASE YEAR 2017
Kingwood PD	12/14/2021 17:25	BASE YEAR 2022

FY24 Grant Projects

Project Name: Regional Traffic Safety Programs—Traffic Records

Project Description: All Regional Traffic Safety Program Coordinators assist the TRCC in implementation of the *FFY2024 Traffic Records Strategic Plan* within their region. The Coordinators support efforts to convert law enforcement agencies in their region to electronic reporting and provide training to enforcement personnel in their region on electronic crash and citation reporting.

Location where the Project is Performed: Each Regional Location

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405c-\$ 300,000

Project Numbers: F24-HS-02, F24-HS-04, F24-HS-05, F24-HS-07, F24-HS-08, and F24-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Mercer County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: B3T

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Law Enforcement Liaison Office—Traffic Records

Project Description: The GHSP LEL assists the TRCC in implementation of the *FFY2024 Traffic Records Strategic Plan* by working with State and local law enforcement agencies throughout the State. The GHSP LEL coordinates and supports Regional Traffic Safety Coordinators and LELs' efforts to convert law enforcement agencies to electronic reporting and provide training to enforcement personnel in their region on electronic crash and citation reporting.

Location where the Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405c-\$50,000

Project Number: F24-HS-09

Subrecipient(s): City of Beckley (City Government)

Eligible Use of Funds: B3T

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: GHSP—Traffic Records

Project Description: The GHSP provides support to the TRCC in implementation of the *FFY2024 Traffic Records Strategic Plan*. The GHSP's Traffic Records Coordinator serves as the champion for safety data initiatives and markets the traffic records ideal throughout the State, is chairperson of the TRCC, and administers the daily business of the committee. All aspects of the Strategic Plan are maintained and managed by the Coordinator, as well as providing regular progress reports to Federal sponsors about its implementation. The GHSP Director and Federal Programs Administrator also serve on the Traffic Records Coordinating Committee.

Location where the Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405c-\$90,000

Project Number: F24-HS-01

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

Eligible Use of Funds: B3TRP

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Jefferson County—Traffic Records

Project Description: Funds will be provided to Jefferson County and Berkeley County to support the TRCC in implementation of the *FFY2024 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports, citations, and training.

Location where the Project is Performed: Jefferson, Berkeley, Grant, Hardy, and Pendleton Counties

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405c-\$20,000

Project Number: F24-HS-06

Subrecipient(s): Jefferson County Commission

Eligible Use of Funds: B3T

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Morgan County Commission—Traffic Records

Project Description: Funds will be provided to Morgan County to support the TRCC in implementation of the *FFY2024 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports, citations, and training.

Location where the Project is Performed: Morgan, Hampshire, and Mineral Counties

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405c-\$10,000

Project Number: F24-HS-19

Subrecipient(s): Morgan County Commission (County Government)

Eligible Use of Funds: B3T

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Kanawha County Commission—Traffic Records

Project Description: Funds will be provided to Kanawha County Sheriff's Department to support the TRCC in implementation of the *FFY2024 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports, citations, and training.

Location where the Project is Performed: Kanawha County

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405c-\$10,000

Project Number: F24-HS-20

Subrecipient(s): Kanawha County Commission (County Government)

Eligible Use of Funds: B3T

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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

Project Description: Funds will be provided to Jefferson County to support the TRCC in implementation of the *FFY2024 Traffic Records Strategic Plan*. This project will fund the establishment of a regionwide Crash Reconstruction Team in Jefferson, Berkeley, and Morgan Counties.

Location where the Project is Performed: Jefferson, Berkeley, and Morgan Counties

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 402-\$50,000

Project Number: F24-HS-06

Subrecipient(s): Jefferson County Commission (County Government)

Eligible Use of Funds: AI

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.7 Distracted Driving

Distracted Driving Questions on State's License Examination

1. Who is not considered in violation of the law regarding handheld cell phone use/texting prohibition while driving?
 - a. Law enforcement officers
 - b. Paramedics
 - c. Firefighters
 - d. All of the above
2. How many points can be assessed against a driving record for violation of this law on the second offense?
 - a. 0
 - b. 1
 - c. 2
 - d. 3
3. Use of an electronic communications device while operating a motor vehicle on a public highway or road is illegal unless:
 - a. A parent says it's okay
 - b. You are at a stop sign
 - c. You are stopped in traffic
 - d. You are using hands free enabled technology
4. It's okay to use a cell phone to talk or text when you are the driver if:
 - a. It's in your lap
 - b. It's in the seat beside you
 - c. If you are stopped at a traffic signal or sign
 - d. None of the above
5. If you receive a call or text message while driving you should:
 - a. Hand it to a passenger behind you
 - b. Ignore it

- c. Stop what you are doing and turn the device off
 - d. Answer it
6. It's okay to answer a text when driving if:
- a. You limit it to 15 seconds
 - b. It's an emergency
 - c. You are stopped in traffic on a public highway
 - d. None of the above
7. If you are 16 and operating a motor vehicle, you may answer your phone or send a text message:
- a. Only when your parents call or text
 - b. Never
 - c. If you need to let someone know you are running late
 - d. If you need to call your school
8. While operating a motor vehicle, you may use your handheld device to place a call:
- a. If someone else is in the vehicle with you and holds the steering wheel
 - b. If you plan to be using the device for one minute or less
 - c. If there is an emergency you need to report, like a traffic accident
 - d. If you need to cancel plans with friends

FY2024 Projects

Project Name: Regional Traffic Safety Programs—Distracted Driving

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

Location where the Project is Performed: Each Regional Location

Affected Communities (if applicable): Older Road Users, Men 18-64, Teen Drivers, Rural Communities

Federal Funding Source(s)/Amount: 405e-\$600,000

Project Numbers: F24-HS-02, F24-HS-04, F24-HS-05, F24-HS-07, F24-HS-08, and F24-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Mercer County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: B8LPE, B8LDDLE, B8LTS

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: West Virginia State Police—Distracted Driving Enforcement



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

Location where the Project is Performed: Statewide

Affected Communities (if applicable): Older Road Users, Men 18-64, Teen Drivers, Rural Communities

Federal Funding Source(s)/Amount: 405e-\$150,000

Project Number: F24-HS-10

Subrecipient(s): West Virginia State Police (State Law Enforcement Agency)

Eligible Use of Funds: B8LDDLE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Monongalia County Commission—Distracted Driving



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

Location where the Project is Performed: Monongalia County

Affected Communities (if applicable): Older Road Users, Men 18-64, Teen Drivers, Rural Communities

Federal Funding Source(s)/Amount: 405e-\$50,000

Project Number: F24-HS-17

Subrecipient(s): Monongalia County Commission (County Government)

Eligible Use of Funds: B8LDDLE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: City of Morgantown—Distracted Driving



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

Location where the Project is Performed: Morgantown

Affected Communities (if applicable): Older Road Users, Men 18-64, Teen Drivers, Rural Communities

Federal Funding Source(s)/Amount: 405e-\$20,000

Project Number: F24-HS-18

Subrecipient(s): City of Morgantown (City Government)

Eligible Use of Funds: B8LDDLE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Jefferson County Commission—Distracted Driving



Project Description: This project provides funds for Jefferson County Sheriff's Department to conduct distracted driving overtime enforcement. The Department also will provide funds to local area law enforcement agencies in the counties of Berkeley, Grant, Hardy, and Pendleton. Each agency also is responsible for conducting focused distracted driving enforcement during distracted driving month (April).

Location where the Project is Performed: Jefferson, Berkeley, Grant, Hardy, and Pendleton Counties

Affected Communities (if applicable): Older Road Users, Men 18-64, Teen Drivers, Rural Communities

Federal Funding Source(s)/Amount: 405e-\$50,000

Project Number: F24-HS-06

Subrecipient(s): Jefferson County Commission (County Government)

Eligible Use of Funds: B8LDDLE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Morgan County Commission—Distracted Driving



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

Location where the Project is Performed: Morgan County

Affected Communities (if applicable): Older Road Users, Men 18-64, Teen Drivers, Rural Communities

Federal Funding Source(s)/Amount: 405e-\$20,000

Project Number: F24-HS-19

Subrecipient(s): Morgan County Commission (County Government)

Eligible Use of Funds: B8LDDLE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Kanawha County Commission—Distracted Driving



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

Location where the Project is Performed: Kanawha County

Affected Communities (if applicable): Older Road Users, Men 18-64, Teen Drivers, Rural Communities

Federal Funding Source(s)/Amount: 405e-\$50,000

Project Number: F24-HS-20

Subrecipient(s): Kanawha County Commission (County Government)

Eligible Use of Funds: B8LDDLE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: GHSP—Distracted Driving Paid Media

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

The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia’s comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The West Virginia GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2024. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media boosts.

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

Location where the Project is Performed: Statewide

Affected Communities (if applicable): Older Road Users, Men 18-64, Teen Drivers, Rural Communities

Federal Funding Source(s)/Amount: 405e-\$1,300,000

Project Number: F24-HS-01

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

Eligible Use of Funds: B8LPE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: GHSP—Distracted Driving Survey

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

Location where the Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405e-\$100,000

Project Number: F24-HS-01

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

Eligible Use of Funds: B8L*DD

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.8 Pedestrian and Bicyclist Safety

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

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

Location where the Project is Performed: Each Regional Location

Affected Communities (if applicable): Pedestrians

Federal Funding Source(s)/Amount: 402-\$30,000

Project Numbers: F24-HS-02, F24-HS-04, F24-HS-05, F24-HS-07, F24-HS-08, and F24-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Mercer County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: PS

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.9 Older Road Users

Project Name: Regional Traffic Safety Programs—Older Road User Safety

Project Description: Regional Traffic Safety Programs will conduct older road user safety programs. Throughout the year, safety presentations will be given to various age groups, including older road users ages 65+, addressing a variety of traffic safety topics, including driver, pedestrian and bicycle safety. Depending on the audience, presentations incorporate both aspects of driving and pedestrian and bicycle safety for individuals ages 65+. RTSCs will also establish CarFit programs in their regions.

Location where the Project is Performed: Each Regional Location

Affected Communities (if applicable): Older Road Users 65+

Federal Funding Source(s)/Amount: 402-\$100,000

Project Numbers: F24-HS-02, F24-HS-04, F24-HS-05, F24-HS-07, F24-HS-08, and F24-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Mercer County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: OD

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: GHSP—Older Road User Paid Media

Project Description: This project funds purchase of paid media by the GHSP to support the Regional Traffic Safety Programs' activities on older road user safety and/or Older Driver Safety Awareness Week (December 6 to 10, 2023).

The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The West Virginia GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2024. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media boosts.

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

Location where the Project is Performed: Statewide

Affected Communities (if applicable): Older Road Users 65+

Federal Funding Source(s)/Amount: 405e-\$100,000

Project Number: F24-HS-01

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

Eligible Use of Funds: PE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: GHSP—Older Road User Survey

Project Description: Older road user safety is a new countermeasure and program area for West Virginia. A scientific-based survey would assist in determining the issues older road users face when using various modes of transportation, how to best reach this demographic, and establish a baseline to determine progress.

Location where the Project is Performed: Statewide

Affected Communities (if applicable): Older Road Users 65+

Federal Funding Source(s)/Amount: 405e-\$100,000

Project Number: F24-HS-01

Subrecipient(s): Division of Motor Vehicles

Eligible Use of Funds: B8L*OD

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.10 Planning and Administration

Countermeasure(s): Implementation of all countermeasures in areas of impaired driving, occupant protection, speeding, distracted driving, motorcycles, older and younger drivers, pedestrians, bicyclists, and roadside safety, found in the 10th Edition of Countermeasures That Work, cannot occur without the proper operation, management, and evaluation of these programs by GHSP staff.

Project Name: GHSP Operations

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

Project Number: F24-HS-01

Federal Funding Source(s)/Amount: 402-\$650,000

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

Eligible Use of Funds: PA, CP

Planning and Administration Costs: Yes **Amount:** \$250,000

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Contractor Support

Project Description: Contractual services for a consultant to provide support to the GHSP in development and update of the Triennial Highway Safety Plan and Annual Grant Application, update the regional highway safety data overview PowerPoint presentations, annual seat belt survey analysis, traffic records support, development of a GHSP Procedural Manual, assist with potential program area assessments, distracted driving analysis and report, and other tasks as needed.

Project Number: F24-HS-01

Federal Funding Source(s)/Amount: 402-\$350,000

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

Eligible Use of Funds: CP, TR, DD

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.11 Paid Advertising

Countermeasure(s): Countermeasure strategy or strategies the project supports.

Project Name: GHSP—Paid Media and Advertising

Project Description: The GHSP will purchase paid media and advertising in FFY2024 for:

- Occupant Protection (CIOT Campaign)—\$310,000 (Section 402)
 - Pedestrian Safety Month and National Teen Driver Safety Week Media—\$2,000 (Section 402)
-

- Speed Enforcement (Media Campaign)—\$100,000 (Section 402)
- Occupant Protection (CPS Campaign)—\$25,000 (Section 405b)
- Impaired Driving (DSOGPO Campaign)—\$342,000 (Section 405d)
- Distracted Driving (Cell Phones and Texting Campaign)—\$1,255,000 (Section 405e)
- Motorcycle Safety (Motorcycle Safety Campaign)—\$40,000 (Section 405f)
- Older Drivers (Media Campaign)—\$100,000 (Section 405e)

The Regional Traffic Safety Programs also have funding available for local terrestrial radio, billboards, online advertising, and broadcast television spots which is identified in each appropriate RTSP countermeasure strategy project.

The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia’s comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The West Virginia GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2024. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media boosts.

The GHSP utilizes social media accounts with Facebook at <https://www.facebook.com/wvghsp/> and Twitter at <https://www.twitter.com/WVhighwaysafety>. Paid advertising is purchased on other platforms such as Instagram, YouTube, and TikTok when the campaign, budget, and audience are appropriate to do so. In addition to social norming, these accounts will be utilized to purchase targeted advertising promoting NHTSA messages concerning occupant protection, impaired driving, and other FFY2024 countermeasure strategies.

Location where the Project is Performed: Statewide

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount:/Amount: 402-\$412,000; 405b-\$25,000; 405d-\$342,000; 405e-\$1,355,000; and 405f-\$40,000

Project Agreement Number: F24-HS-01

Subrecipient(s): Division of Motor Vehicles

Eligible Use of Funds: PM, M1*PM, B5*PM, B8LPE, M11MA, B8L*OD, M12BPE

Planning and Administration Costs: No **Amount:**

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.12 Roadside Safety

Problem ID the Strategy Addresses

Though all 50 States have a “Move Over” law, according to NHTSA, one-third of the public is not aware of these laws, and traffic-related incidents continue to be the number one cause of death among on-duty law enforcement officers, first responders, and tow truck operators. A query of NHTSA’s Fatality and Injury Reporting System Tool (FIRST) for fatal crashes involving a pedestrian off roadway/shoulder or off roadway/median indicated the following for the last five years of available data:

2017	2018	2019	2020	2021	Total
4	4	5	1	2	16

An additional more detailed query of FIRST was also conducted to determine the fatal crashes involving a pedestrian off roadway/shoulder or off roadway/median in a work, construction, or maintenance zone and indicated there were four fatal crash fatalities from 2017-2021 in the state.

Countermeasure Strategy

The GHSP will apply for Preventing Roadside Deaths (405h) grant funding starting in FFY2024. The GHSP will build our plan to focus on better and more accurate data collection, public education, and enforcement of West Virginia's Move Over law.

In FFY2024, we plan to use 405h funds to enhance the conspicuity for pedestrians off of the roadway. Specifically for pedestrians working in and around work, construction, and maintenance zones. Some of these efforts would include the use of reflective vests, hats, leg bands, and tape to enhance these individuals conspicuity when they are outside of a vehicle on the side of a roadway. According to Countermeasures that Work 9th edition the “purpose of enhancing conspicuity for pedestrians is to increase the opportunity for drivers to see and avoid pedestrians, particularly when it is dark, since this is when 74% of pedestrian fatalities occur nationally (NCSA, 2017a). Pedestrians who are more visible are less likely to be struck.” Based on this evidence based countermeasure the GHSP will provide retroreflective materials (that is materials that reflect light – such as from car headlights – back toward the source), to reduce these roadside crashes.

The campaign will encompass education of the public about West Virginia's Move Over law and keeping first responders including law enforcement officers, firefighters, EMS, and other crash responders such as tow truck operators, as safe as possible. The campaign will primarily focus on educating and distributing reflective materials to first responders as they are more frequently involved in work on the side of roadways outside of a vehicle. A secondary focus will be on providing education and reflective materials to the motoring public when they are outside of their vehicle off of the roadway due to a flat tire or other unforeseen circumstance.

Roadside deaths of first responders will be monitored annually using crash data to determine the annual number of fatalities among first responders. Additionally, the aforementioned data pulled from NHTSA's FIRST will be conducted each year to track the performance of reducing these roadside fatalities as well as tracking specific locations where these crashes appear to continually occur.

The GHSP will also work closely with our DOH and Traffic Records Coordinating Committee to identify the data related to roadside worker crashes (work zone, first responders, tow truck operators, etc.) and near-miss incidents, or how to capture this data if it is not presently available. In addition, we will work to expand our working group, public education efforts, and enforcement of West Virginia's Move Over law in FFY2025 and FFY2026.

Citation: CTW, Chapter: 8 Section 4.3, Conspicuity Enhancement

Performance Targets the Strategy Addresses

1. Reduce roadside pedestrian fatalities from a five-year moving average of 6 to 5 by December 31, 2026.

Roadside Safety—Move Over Law

Decrease roadside pedestrian fatalities in the state

2024	6
2025	6
2026	5

Rationale: GHSP anticipates receiving and utilizing 405h funding to educate and inform the motoring public on the State's Move Over law and to promote the conspicuity of pedestrians to help prevent roadside deaths. This would be a new program focus area and GHSP believes a robust education and promotion of reflective materials can increase motorists' awareness of the law each and the dangers of not being seen when on the roadside every year from 2024 to 2026 based on the attitudinal telephone survey results.

Federal Funds the State Plans to Use

Funding Source: 405h **Estimated Allocation:** \$55,000 in FFY2024.

Project Number: F24-HS-01

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

Eligible Use of Funds: M12BPE

Planning and Administration Costs: No **Amount:** N/A

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the GHSP will consider analysis of West Virginia's traffic safety data, affected communities and impacted locations, and input received from our public engagement efforts.

How the Countermeasure Strategy was informed by NHTSA's Uniform Guidelines

The GHSP reviewed Highway Safety Program Guideline No. 21—Roadway Safety to identify countermeasure strategies that could be addressed over the three years of this plan and selected strategies to begin work in this area that were attainable to accomplish.

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

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

NOTE: The complete Appendix A to Part 1300—Certification and Assurances for Highway Safety Grants was submitted electronically to NHTSA.

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

For FFY2024, West Virginia is applying for the following 405 incentive grants programs:

- Part 1—Occupant Protection (23 CFR 1300.21).
- Part 2—State Traffic Safety Information System Improvements (23 CFR 1300.22).
- Part 3—Impaired Driving Countermeasures (23 CFR 1300.23).
- Part 6—Distracted Driving (23 CFR 1300.24).
- Part 7—Motorcyclist Safety (23 CFR 1300.25).
- Part 9—Preventing Roadside Deaths (23 CFR 1300.27).

APPENDIX B TO PART 1300—APPLICATION REQUIREMENTS FOR SECTION 405 AND SECTION 1906 GRANTS.

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