



WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

ANNUAL REPORT 2024

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Executive Summary

Federal Fiscal Year 2024 (FFY2024) was a year of transition for the West Virginia Governor's Highway Safety Program (GHSP). Following successive retirements by long-time program leaders – Director Bob Tipton and Division Manager Barbara Lobert – Jack McNeely was hired Jan. 29, 2024, as the program's new Director.

Charged with the ongoing mission of reducing crashes, serious injuries, and fatalities on the Mountain State's nearly 39,000 miles of public roadways, McNeely is committed to leading the GHSP staff, the program's regional coordinators, and the many highway safety stakeholders throughout the state.

As outlined in this Annual Report, this network of highway safety professionals works in unison to address nationally identified highway safety emphasis areas such as: Impaired Driving, Distracted Driving, Occupant Protection to include Child Passenger Safety, Motorcycle Safety, Speed and Reckless Driving, Work Zone Safety, Data Collection and Reporting, Older Drivers, and Vulnerable Road Users like pedestrians and bicyclists.

The GHSP aims to support the Safe System Approach, particularly the Element of Safer Road Users, in order to create a multi-layered safety net that can prevent and mitigate crashes. The GHSP will focus on three pillars – **EDUCATION. ENGAGEMENT. ENFORCEMENT.** – to support its mission to lead the State of West Virginia in its pledge to reach zero roadway fatalities by year 2050.

The GHSP, in conjunction with its regional coordinators and law enforcement statewide, participated in the following highway safety initiatives during FFY2024:



OCTOBER 2023: Pedestrian Safety Month; *Click It. Don't Risk It* (state occupant protection campaign); National School Bus Safety Week; Halloween *Buzzed Driving is Drunk Driving*

NOVEMBER 2023: Thanksgiving Impaired Driving campaign

DECEMBER 2023: *Drive Sober or Get Pulled Over* (national campaign).

JANUARY 2024: *Drive Sober or Get Pulled Over* (a continuation of the national campaign).

FEBRUARY 2024: *Fans Don't Let Fans Drive Drunk* (Super Bowl campaign).

MARCH 2024: *Click It Or Ticket* (state occupant protection campaign)

APRIL 2024: National Distracted Driving Awareness Month; *Target Red*, which targets drivers who run red lights and stop signs. The Target Red initiative originated in Beckley, WV.

MAY 2024: Motorcycle Safety Awareness Month; National Heatstroke Awareness Prevention Day; *Click It Or Ticket*, (national occupant protection campaign)

JUNE 2024: West Virginia Day Impaired Driving campaign

JULY 2024: 4th of July Impaired Driving campaign; Speed enforcement campaign.

AUGUST 2024: School Bus/Zone Safety (Back to School campaign); *Click It Or Ticket* (state occupant protection campaign) and *Drive Sober or Get Pulled Over* (national campaign).

SEPTEMBER 2024: Speed enforcement campaign; National Child Passenger Safety Week.

In partnership with engineering safety initiatives by state teammates at the Division of Highways and the Department of Transportation, our collective efforts to change driving habits and behaviors are pushing crash, serious injury, and fatality numbers downward.

Data show that crashes, serious injuries, and fatalities are all on a downward trend in West Virginia through Calendar Year (CY) 2023.

- The five-year average for numbers of total crashes for CY 2019-2023 is down significantly from the previous five-year average (CY 2014-2018). Crashes from 2019-2023 averaged 30,573 compared to an average of 35,538 from 2014-2018. Serious injuries from 2019-2023 averaged 818 compared to an average of 1,163 from 2014-2018. Fatalities from 2019-2023 averaged 267 compared to an average of 281 from 2014-2018.
- Considering year-to-year data, total crashes in 2023 totaled 29,526, down from 30,805 in 2022. Serious injuries in 2023 totaled 801, down from 814 in 2022. Fatalities in 2023 totaled 260, down from 266 in 2022.

There were 38 motorcycle fatalities in 2023, down from 42 in 2022. However, unhelmeted motorcycle use continues to pose an outstanding safety concern. Unhelmeted fatalities increased to 16 in 2023 compared to 13 in 2022.

While pedestrian fatalities are a growing concern in West Virginia, there was a decrease in 2023, down to 15 from 21 in 2022. However, the five-year rolling average continues to exceed the State's target to reduce these deaths.

Following an increase in unrestrained fatalities in 2022 (85 versus 75 in 2021), there was a decrease in 2023, with an estimated 71 losing their lives without being properly belted. However, the annual Observational Seat Belt Survey, conducted in June 2024, revealed a statewide use rate of 91.98 percent, down slightly from 93 percent in 2023, which indicates there is still more work to do in this area.

Total grant-funded traffic arrests remained comparable in FFY2024 (3,426) as compared to FFY2023 (3,409). There was a slight decrease in impaired driving arrests (846 vs. 859).

Grant-funded citations increased by a total of 8 percent in FFY2024 and across nearly all program areas (seat belt, speeding, red light, stop sign, and yield violations). Underage alcohol citations remained mostly steady with 24 in FFY2024 compared to 26 in FFY2023.

Law enforcement statewide were recognized in September 2024 for their efforts working traffic safety enforcement in FFY2023 and CY2023. This included efforts to address dangerous driving behaviors - speed enforcement, red light and stop light enforcement, seat belt enforcement, distracted driving enforcement, and DUI / drug enforcement. We appreciate these officers for helping to keep our roadways safe.

The GHSP also partnered with the Motor Vehicle Network, which has enabled us to display key safety messages statewide on television screens located within each DMV Regional Office lobby. This initiative helped present safety knowledge to a “captive” audience as the content is shown as customers are queuing for DMV service.

Overall, traffic safety has been improving in West Virginia and the GHSP has been able to launch and sustain many successful traffic initiatives. Changing trends point to areas of need in the coming years and the new GHSP team is well-positioned to lead the Mountain State towards its ultimate goal of eliminating crashes, deaths, and injuries on our roads.

Traffic Safety Information System Improvements

The Traffic Records Program is located within the GHSP and is overseen by the Traffic Records Coordinator. The coordinator is responsible for oversight of projects that improve the collection of crash, driver, vehicle, roadway, citation/adjudication, and injury surveillance data to aid the GHSP's ongoing efforts to reduce crashes, injuries, and fatalities on West Virginia roadways. The coordinator also serves as Chair of the Traffic Records Coordinating Committee (TRCC).

West Virginia's highest priority for highway safety data improvement continues to be the implementation and use of the State's electronic crash and citation reporting system, ReportBeam, which was originally purchased in 2007.

This program can be used on mobile computers or on desktop hardware. Adoption rates of the software are such that most all crash reports submitted to the State crash repository in the Division of Highways are electronic data transmissions. ReportBeam functionality was eventually expanded to include the Electronic Uniform Citation. eCitation began its official roll out in 2015 and was established to be an electronic issuance and tracking system for West Virginia citations. The system includes adjudication information from all participating Municipal and Magistrate Courts. The adjudication information is electronically transmitted into a West Virginia Division of Motor Vehicles (DMV) queue for examination and entry into the driver's history.

As of September 30, 2024, 232 agencies were actively using eCitation in West Virginia. Agencies are counted as using eCitation only when they write their first citation in ReportBeam. Additional agencies have been set up to use it but have yet to issue any citations.

- By the end of FFY2024, 767,802 eCitations have been processed into the Electronic Citation System.
- In FFY2024, 139,120 new eCitations were written; 134,804 were traffic-related and 4,338 were criminal-related.
- Of the 139,120 new citations, 89,093 were non-warning type citations and 50,027 were warnings.
- Of the 139,120 new citations, 63,919 have been adjudicated by a Municipal Court or Magistrate Court.

West Virginia continues to offer eCitation to all law enforcement agencies statewide and offers training, technical support, and financial support to these agencies through the purchase of needed equipment. This project enables the DMV to quickly obtain conviction data and add this information to the driver's record. It also significantly enhances the DMV's ability to meet Federal Motor Carrier Safety Administration (FMCSA) standards of timeliness for reporting commercial driver's license violations to driver records.

In 2023, the GHSP purchased two Secure File Transfer Protocols (SFTP) from ReportBeam. These will send electronic crash and citation data directly to the DMV, allowing the DMV to automate many tasks that had been done manually in the past. The DMV has set up an SQL server to host this data, as well as created an eCrash/eCitation dashboard. The DMV has plans to potentially use this in the future to automatically update driver's records.

In 2024, West Virginia applied for the State Electronic Data Collection (SEDC) grant. The state was awarded the grant for \$6.4 million. This grant money will be used to perform a thorough examination of the current crash and citation system. The state will then decide if they wish to move forward with upgrading the current crash and citation system through the existing vendor or replace it with a new system from another vendor.

Training Classes Coordinated Through GHSP

Continuing education is an important aspect of the highway safety program. Law enforcement officers are encouraged to further their education and understanding of highway safety enforcement and issues to provide the best possible performance and results for those participating in High Visibility Enforcement (HVE) activities. Various classes are held throughout the year for law enforcement officers as well as child passenger safety advocates.

In FFY2024, the Traffic Safety Resource Prosecutor (TSRP) conducted training that included *Report Writing and Courtroom Testimony*, *DUI Refusal Review Hearing and CDL Masking*, and *Contact with the DMV: What to Send and How*. In FFY2025, we will continue to offer the NHTSA Impaired Driving programs, such as SFST, ARIDE, and the Drug Recognition Experts (DRE) program; *Rolling Stoned* (a Drug-Impaired Driving Training); *Testimony Labs*; *Toxicology in DUI Cases*; *Implicit Bias and Traffic Stops*; *Medical Cannabis in WV*; and *Prosecuting the Drugged Driver*. The TSRP provides for many training and educational needs of law enforcement, emergency personnel, and legal professionals in highway safety-related issues. This individual attends training events outside of the state and also provides training at out-of-state events in person and virtually, which helps to promote and expand partnerships to improve highway safety, as well as increases the variety of training opportunities that are brought back to law enforcement, prosecutors, magistrates, and other highway safety-related professionals in the state.

Statewide Law Enforcement Liaison (LEL) Program

The Law Enforcement Liaison (LEL) serves as a link between the GHSP and the law enforcement community throughout West Virginia. The LEL aids in promoting and enhancing State and National Highway Safety programs, initiatives, and campaigns. The LEL recruits and encourages state and local law enforcement agencies and officers to participate in national and state traffic safety mobilizations. The LEL works to develop a culture of sustained and effective traffic enforcement and safety programs to aid in the reduction of traffic-related fatalities and serious injuries in the state.

Table 1 **LEL Program Classes**

Child Passenger Safety	Classes	Students
CPS Technician Certification	5	78
CPS Technician Renewal	1	6
CPST Technical Update	0	0

Child Passenger Safety	Classes	Students
Law Enforcement Only Training	Classes	Students
Speed Enforcement and Radar/Lidar	2	36
LE Occupant Protection	7	123
Managing Checkpoints	1	19
DUI Refresher (Drugs and/or Alcohol)	23	640
Crash Data and Diagramming	2	80
ARIDE	12	248
Motorcycle/ATV/UTV	0	0
DMV-314 Training	0	0

During FFY2024, the LEL focused on the education of the public and law enforcement community on State and National Highway Safety programs, initiatives, and campaigns. The LEL Program either provided instruction or funded classes directed toward officer safety and enforcement issues, and programs for public education concerning children and highway safety. The LEL acted on behalf of the GHSP relating to specific matters concerning law enforcement agencies throughout the state and program issues as needed.

In addition to the LEL duties outlined above, the LEL oversees the Data Tracking and Agency Support Program (DTASP) and the WV Lifesavers Program, which employs a Coordinator. The LEL program assists the GHSP with the collection of pertinent data and research in highway safety matters.

Occupant Protection

During FFY2024, the LEL Office contributed to a limited number of programs relating to occupant protection. Programs included Child Passenger Safety (CPS) Technician Certification and Recertification; Commercial Motor Vehicle Criminal Interdiction; Crash Investigations; and Below 100. Below 100 is a program geared toward officer safety in several aspects including seat belt usage and distracted driving.

Data Tracking and Agency Support Program (DTASP) and WV Lifesavers

The DTASP collects data from law enforcement agencies across West Virginia relating to highway safety enforcement. The program began in 2017 and continues to evolve as needed to stay up to date with federal and state needs/regulations and current trends. The program helps directly facilitate the collection of data not normally submitted to the GHSP from law enforcement agencies. Data collected includes agency arrest and citation information not covered through highway safety grant funding. The collection of all traffic-related activity affords a better picture of highway safety-related problem areas to target throughout the state. The program also supports participating agencies by providing highway safety-related equipment and training that might normally be unavailable to them.

The submission of safety data is only one factor taken into consideration for justification of aid to these participating agencies. When aid is requested, the DTASP Coordinator evaluates the request to assure justification. Justification can be found through activity submitted, crash data, site surveys, and other relevant factors. West Virginia is served by 221 law enforcement agencies. At the end of the FFY2024, 191 agencies were registered with the program, up from 188 in FFY2023 and 185 in FFY2022. Thus, DTASP has achieved an 86.4 percent participation rate. However, out of the 221 agencies in West Virginia, some are small and have only part-time officers or currently have no officers. Participation in DTASP is now a prerequisite for receiving grant funding from the GHSP.

The DTASP also incorporates eCitation into its program. As described above, many agencies are still new to eCitation, and the process of data collection continues to progress. Agencies now have the discretion of submitting activity directly or having their information retrieved from the eCitation database if the agency submits 100 percent of its reports via eCitation.

The primary goal of the WV Lifesavers Program is to assist law enforcement officers in the enforcement and education of highway safety laws and programs. The program identifies officers and agencies who have shown an interest in highway safety issues through their efforts in enforcement, training, and public relations. Data collected includes both highway safety grant-funded and non-grant-funded activity.

Again, the collection of all traffic-related activity affords a better picture of highway safety-related problem areas to target. WV Lifesavers assists those officers and agencies identified by providing justified equipment and training, which would not normally be available to them, and will aid in their efforts to keep our highways and communities safe. By the end of the FFY2024, the WV Lifesavers Program had a total of 1,152 registered members, an increase from 1,124 in FFY2023. This increase was primarily due to the Program Coordinator's efforts to increase participation.

Evidence-Based Traffic Safety Enforcement

Traffic safety enforcement accounts for a large portion of West Virginia's Highway Safety grant funds awarded each year. These funds are awarded to law enforcement agencies each year through the Regional Traffic Safety Program Coordinators, the West Virginia State Police, and a few smaller law enforcement agencies. The GHSP has developed policies and procedures to ensure enforcement resources are used efficiently and effectively to support the goals of the state's highway safety program. West Virginia incorporates an evidence-based approach in its statewide traffic safety enforcement program through the following components:

Data-Driven Problem Identification

In the statewide problem identification process used in the development of the Triennial Highway Safety Plan (3HSP), data analyses are used to identify who is overinvolved in crashes and when, where, and why crashes are occurring. Key results from the problem identification are presented in the statewide and individual program area sections of the 3HSP.

All law enforcement agencies receiving grant funding must also use a data-driven approach to identify the enforcement issues in their jurisdictions. Data documenting the identified highway safety issue(s) and proven strategies that will be implemented to address the problem must be included in the funding application submitted to the GHSP.

Each Regional Traffic Safety Coordinator (RTSC) assigns enforcement activities based upon measurable data provided to them by the GHSP. The expected enforcement effort will be by written agreement and will be included as part of their grant file; the agency must address the problem detailed in the agreement. The enforcement effort and progress will be monitored by the GHSP Program Managers.

Implementation of Evidence-Based Strategies

To ensure enforcement resources are deployed effectively, law enforcement agencies are directed to implement data-driven, evidence-based strategies. The 3HSP narrative, and portions of the Annual Grant

Application (AGA), outline West Virginia's broad approach to address key problem enforcement areas and guides local jurisdictions to examine local data and develop appropriate countermeasures (using NHTSA's Countermeasures That Work and other proven resources) for their specific problem area(s).

Examples of proven strategies include targeted enforcement focusing on specific violations, such as distracted driving and speeding, or on specific times of day when more violations occur, such as nighttime-impaired driving road checks and seat belt enforcement. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, also is required. Several state-mandated enforcement mobilizations are also included. By implementing strategies that research has shown to be effective, more efficient use is made of the available resources, and the success of enforcement efforts is enhanced. Multi-jurisdictional enforcement efforts are encouraged and supported by the GHSP.

Table 2 GHSP Enforcement Citations and Arrests – FFY 2024

GHSP Grant-Funded Enforcement	FFY2023 Citations	FFY2024 Citations	Percent Change
Seat Belt Violations	8,924	9,667	+8%
Child Restraint Violations	118	78	-34%
Speeding Violations	15,384	17,450	+13%
Red Light, Stop Sign and Yield Violations	1,076	1,504	+40%
Distracted (Cell Phone) Violations	4,262	3,866	-9%
Grant-Funded Arrests	FFY2023 Arrests	FFY2024 Arrests	Percent Change
Impaired Driving Arrests	859	846	-1.5%
Misdemeanor Arrests	1,439	1,431	-0.6%
Felony Arrests	362	346	-4%
Drug Arrests	668	734	+10%
Fugitive Arrests	81	69	-15%
Other Results	FFY2023 Violations	FFY2024 Violations	Percent Change
Underage Alcohol	24	26	+8%

Continuous Monitoring

Continuous monitoring of the GHSP's enforcement grants is another important element of West Virginia's evidence-based traffic safety enforcement program. Enforcement agencies' deployment strategies are continuously evaluated and adjusted to accommodate shifts and changes in their local highway safety problems. Several methods are used to follow up on programs funded by the GHSP. The agencies receiving grant funding are required to detail program progress in their activity reports which include data on the activities conducted (e.g., areas and times worked, number of citations and arrests issued). Funding decisions for subsequent years are based on the effectiveness and performance of every enforcement project.

Enforcement grants are also monitored throughout the year by the RTSCs for the GHSP. Enforcement activities and efforts are monitored continuously, not only by the GHSP Program Managers and the RTSCs, but also by agency LELs and the State LELs. The GHSP requires each law enforcement agency that is a

recipient of highway safety funding to assign an officer to serve as the agency LEL. Contact with enforcement agencies is maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events. Enforcement deployment strategies are continuously evaluated for their impact and effectiveness, and modifications are made where warranted. A citation/arrest database is used to track and monitor enforcement efforts. Special projects are implemented as needed.

The GHSP requires all grantees to participate in formal monitoring by program staff three times during the year. The first two must be on-site or virtual, although on-site is preferred, with the third monitoring being an end-of-year monitoring and risk assessment report. During FFY2024, a combination of on-site and virtual visits was utilized for both the first and second monitoring visits.

Risk Assessments are completed on all sub-grantee agencies once per year before the end of each grant year. End-of-Year Monitoring/Risk Assessments for each grantee are completed after the previous year's grants are closed out.

The core performance measures mirror the 11 outcome and 1 behavior performance measures developed by NHTSA in collaboration with the Governors Highway Safety Association. The performance measures include the number and rate for fatalities and number for serious injuries and are consistent with the performance measures in the West Virginia Strategic Highway Safety Plan (SHSP). While the performance measures are shown in the charts on pages 9 and 10 for both FFY2022 and FFY2023, only the FFY2022 data is complete. FFY2023 data will not be finalized until early 2025.

Vision	Zero Fatalities, Saving One Life at a Time
Goal	To achieve a 50 percent reduction in fatalities by 2030, and a 66 percent reduction in serious injuries.

Strategic Highway Safety Plan



Providing West Virginia motorists with a safe transportation system is a top priority of the West Virginia Department of Transportation. As such, saving lives and reducing serious injuries occurring on the state's public streets and highways is a central focus.

Beginning in 2007, all states were required to develop a SHSP which is to be updated every five years. The SHSP is a statewide coordinated safety plan that provides a data-driven and comprehensive framework for reducing fatalities and serious injuries on all public roads.

West Virginia's current SHSP (2022–2026) was updated in 2022. The objective of the 2022-2026 West Virginia SHSP is to achieve zero fatalities and ultimately zero serious injuries on our roadways by reducing fatalities and serious injuries four percent annually over the next five years.

Emphasis Areas reflect key factors contributing to crashes for which the development of strategies could have the greatest potential to reduce fatalities and serious injuries. The establishment of Emphasis Areas provides West Virginia a means to prioritize the use of limited funds and resources and ensure that safety efforts are targeted effectively to meet the objective of the SHSP.

The SHSP identified the following Emphasis Areas:

1. Speeding and Aggressive Driving
2. Roadway Departure
3. Occupant Protection
4. Older Driver (65+) Involved
5. Alcohol and Drug-Impaired Driving
6. Intersections—Regionally-Focused
7. Pedestrians—Regionally-Focused
8. Improving Highway Safety Data

New Regulatory Requirements

Under the Infrastructure, Investment, and Jobs Act (IIJA), NHTSA imposes three new major requirements for the GHSP and other State Highway Safety Offices (SHSOs):

- Law Enforcement Community Collaboration
- Law Enforcement Data Collection and Analysis
- Public Participation and Engagement

Law Enforcement Community Collaboration

The GHSP is now required to report on community collaboration efforts of law enforcement agencies in West Virginia. Although not every agency is required to carry out community collaboration efforts, such efforts are required to be carried out in part on the local, not just state, level.

During grantee monitoring, the GHSP discussed and coached grantee law enforcement agencies on community collaboration. Most agencies regularly carry out outreach activities within their communities, but the GHSP Program Managers asked that agencies make an effort to incorporate traffic safety discussions during existing community outreach. Grantees were also asked to document the feedback received as well as any actions planned based on that feedback. Reporting on traffic safety-oriented community outreach was also included in the grantee monthly reports that each grantee uses to report on as activities that were generally conducted.

Over the last year, the GHSP Division Manager discussed a possible traffic safety outreach project with the Project Director for the City of Morgantown grant. The City has an existing Traffic Commission whose duties “shall be to receive citizen input pertaining to traffic issues and to act as an advisory to City Council on matters relating to...various traffic safety issues.” The Morgantown Police Department has a position on the Traffic Commission, and the GHSP would communicate with this person as to the goings-on of the Commission and how the GHSP may assist with outreach or further activities based on citizen feedback. The City of Morgantown also has a Pedestrian Safety Board and a Bicycle Safety Board that focus on these two traffic-related topics, both of which relate to the work of the Traffic Commission.

Other examples of law enforcement community collaboration around the state include:

- Child Safety Seat Fitting Stations allow law enforcement agencies to interact with the public on the topic of child safety seats and vehicle occupant protection, as well as engage with the community on other traffic safety topics and issues. Several law enforcement agencies have certified Child Passenger Safety Technicians and host fitting stations, including:
 - Berkeley County Sheriff’s Office (Region 6)
 - Weirton Police Department (Brooke County, Region 4)
 - Huntington Police Department (Cabell County, Region 2)
 - Ranson Police Department (Jefferson County, Region 6)
 - Charleston Police Department (Kanawha County, Region 1 Highway Safety Office)
 - Fairmont Police Department (Marion County, Region 5)

- Mercer County Sheriff's Department (Region 8 Highway Safety Office)
- Monongalia County Sheriff's Office (Region 5)
- Nitro Police Department (Kanawha/Putnam Counties, Region 2)
- Beckley Police Department (Raleigh County, Region 7 Highway Safety Office)
- Kenova Police Department (Wayne County, Region 2)

- City of Huntington Bicycle Pedestrian Advisory Committee: The City concluded that there was a need for this Committee based on traffic and crash data. The Committee is comprised of representatives from City staff, the Huntington Police Department, Marshall University, and advocates for bicyclists, pedestrians, unhoused populations, and health. The Committee works to improve pedestrian and bicycle safety within the City limits and provides an ongoing opportunity for the City of Huntington and its police department to directly interact with community members and leaders to discuss the role of the police department in traffic safety efforts .



- Monongalia County Sheriff's Office: Officers attend meetings at county community centers to meet with citizens and discuss issues, traffic-related or not. The agency also attends monthly meetings with County business leaders. The agency participates in a Conversation with Cops event each month with West Virginia University to discuss police and community issues with students and the community.



Law Enforcement Engagement at the 2024 Big Creek People In Action's Community Baby Shower In Mercer County

- West Virginia University Police Department: The agency conducts many student community activities, including safety walks each semester where members of student government and the agency walk each campus to identify safety concerns as well as assess sidewalks, lighting, roadways, and road crossings.
- Charles Town Police Department and Jefferson County Sheriff's Office: Both agencies host coffee events to initiate casual conversations with the community to discuss issues and share information.
- West Virginia State Police: The state's lead law enforcement agency has worked with the GHSP to identify officers in each troop who would be willing to attend community events. Those officers were encouraged to get involved in the community activities in their local areas. The WVSP has also worked to include more school activities in their community outreach efforts.

These efforts provided law enforcement agencies opportunities to truly connect with the communities they serve and to elicit feedback related to their enforcement efforts and traffic safety as a whole. Some of the feedback included ideas on how to better reach other sectors of the community that may not typically get reached and suggestions for traffic safety activities to better reach younger community members. Law enforcement grantees are encouraged to take this input into consideration when planning traffic safety activities, and to reach out to the GHSP should they want to partner on any activities.

Many of the PP&E efforts discussed below also involved law enforcement in some capacity.

Law Enforcement Data Collection and Analysis

The GHSP has taken steps to meet the requirement to support law enforcement data collection and analysis to ensure transparency, identify disparities in traffic enforcement, and inform traffic enforcement policies, procedures, and activities. The GHSP is working closely with the Division of Highways (DOH)/Department of Transportation to ensure transparency in safety data collection and analysis. The DOH has contracted with AASHTOWare to create crash data dashboards that once complete, will be available to the public. The dashboards may also include other relevant data, including Census tract data and eCitation data.

The State is not currently able to identify most demographic information for citations and crashes, aside from fatal crashes via death certificates from the Medical Examiner's Office. West Virginia applied for, and was recently awarded, NHTSA SEDC grant funding in order to update the statewide crash data repository. Transparency is one focus area for this project. The GHSP will work to develop a project to better determine how it might measure law enforcement disparities by other means and through other data sources. The project may include targeted outreach to underrepresented communities to discuss perceptions of law enforcement agencies and traffic safety enforcement in their communities.

The GHSP has also awarded a grant to the West Virginia Office of Emergency Medical Services to provide partial funding to update the state trauma registry software. This is one area where the GHSP can glean demographic data from non-fatal motor vehicle crashes. It is hoped that this project will be one step toward improving data collection and sharing across the six core systems: crash, vehicle, driver, roadway, citation & adjudication, and injury surveillance.

Public Participation & Engagement

Although community outreach has been a long-standing tenet in statewide and regional programming with the GHSP, the GHSP began to conduct more meaningful, focused engagement within various communities throughout the state, oftentimes with the assistance of its regional coordinators.

Although the state has attained a seat belt usage rate above 90 percent for four of the last five survey years, the GHSP has maintained that 100 percent seat belt usage rate is the ultimate goal. As such, it was decided that seat belt usage would be the main focus of Public Participation & Engagement (PP&E) activities in the initial phases. It has continued to remain a focus of PP&E activities, with regional programs and the GHSP office branching their efforts out into other possible program areas as time goes on.

Region 5 Lincoln High School Event

The first regional PP&E effort took place in Region 5 on March 28, 2024, at Lincoln High School in Shinnston, Harrison County. The high school meets ADA requirements. The Region 5 Coordinator, Pat McCarty, along with the school's Public Resource Officer (PRO), Harrison County Sheriff's Deputy Coty

Shingleton, met with driver education students and instructors at the high school to discuss seat belt and child safety seat usage. The group consisted of 26 individuals with the following demographics:

Age		Race	
17-19	22	Black	1
22-25	1	Hispanic	2
Approximately 30 years old	3	White	23
Gender			
Male	16		
Female	10		

When the discussion began, all students stated they would not ride in a vehicle without using their seat belt. Almost all students admitted they had family or friends who do not wear seat belts. The responses for not wearing a seat belt involved things like the vehicle landing in water or catching on fire, or that the seat belt is uncomfortable. The coordinator provided personal stories of his time in law enforcement for the water and fire examples, along with extenuating circumstances. He also used visual aids and personal stories to show students the importance of seat belt usage.



High School Educational Traffic Safety Presentation

The discussion ended with a brief overview of child safety seats and correct installation. The students then took a post-activity survey, with the results provided below. Based on feedback from the students, the regional program may opt to create media messaging to refute myths that seat belts impose risks for fire and submergence.

How often do you wear a seat belt?	Always: 18 students
	50% of the time or more: 4 students
Do your parents wear seat belts?	Always: 18 students
	50% of the time or more: 4 students
Do your siblings less than nine years old wear child restraints? (Siblings also meant friends and family.)	Always: 14 students
After these instructions, do you believe your siblings were properly restrained? (Siblings also meant friends and family)	Yes: 7 students
	No: 7 students
Do you feel confident enough to tell a person placing a child in a seat that they are doing it incorrectly? Explain to	Yes: 19 students
	No: 3 students

them why and how to find out for themselves the proper way to secure the child?

Will you wear your seat belt more because of what you heard or learned today?	Yes: 20 students
	No: 2 students

Region 2 Huntington City Hall Event

The second regional PP&E effort took place in Region 2 on April 8, 2024, in Huntington City Hall, Huntington, WV. The building is ADA-compliant. No virtual attendance option was provided. The activity was conducted during a meeting of the Neighborhood Institute of Huntington (NloH). The NloH is a non-profit that provides training and oversight for the 12 neighborhood associations. This group was chosen due to its diverse range of neighborhood member organizations that represent community members. The activity was conducted in Huntington, as it is the most populated area in the region where most traffic-related fatalities occur.

Age		Race	
20-29	4	White/Caucasian: 12	12
30-39	3	Black/African American: 4	4
40-49	4	American Indian/Alaska Native: 1	1
50-59	2	Occupational Summary	
60-69	3	Elected Official, First Responder, Medical Field, Business Owner, Private Sector, Other	1 each
70-79	1	Higher Education	2
Gender		Government Entity	3
Male	10	Retired	3
Female	7		

Community members identified male drivers, motorcyclists, and non-motorized modes of transportation as topics of concern related to occupant protection. The Region 2 Coordinator presented on the state's occupant protection programs, including fatality rates of unrestrained drivers, observed seat belt usage rate over the last five survey years, media campaigns, enforcement, child passenger safety, and the importance of helmets (motorcycle and bicycle). The group also provided helpful insight for program planning:

Why don't people in Cabell County wear seat belts?	• Not comfortable
	• Close to home/going a short distance
	• Slower speeds
	• My right to not wear one
	• It won't happen to me.
How can the program better reach those not wearing seat belts?	• Better convincing messages
	• More first-hand accounts
	• More targeted ads to men
	• Incentives such as lower insurance rates
	• Enforcement is always a need
	• Increasing confidence of individuals to teach others about why seat belts are important
	• Targeting younger age groups to make a difference in the future

	<ul style="list-style-type: none"> • Show people wearing a seat belt isn't just about them but also for the people they care about • Better convincing messages
Do you think enforcement, education, or media would be helpful in reaching non-users?	<ul style="list-style-type: none"> • All of the above are great. Enforcement/getting a ticket is a good motivator, but it can't be the only thing conducted. • Current efforts in the community are positive towards enforcement and media, but it can always be expanded. Find new ways that are not traditional for media outreach • Partner with local media outlets to get the message out loud and clear • Due to COVID, the lack of motivation has really taken hold, so it is a real challenge to be able to change behaviors, even without considering the impact of COVID. • Expanding enforcement, education, and media efforts. Possibly increasing the fine for seat belt citations • Safety Town – if there were expanded hours and other events there, people could benefit from it, not just the kids who can go during the day while in school
Other thoughts on seat belt usage or lack thereof?	<ul style="list-style-type: none"> • Looking at GDL and ensuring proper steps are followed by youth when learning to drive • We need to start thinking of this as our own problem that we have to find a solution for. We should not rely on others to fix it for us, and we cannot just pass the buck and say it does not impact me in any way.
Additional notes and discussion	<ul style="list-style-type: none"> • Distracted driving is a huge issue in the City. Enforcement and stricter penalties are possibly needed. • Speeding is an issue. We need a way to report those issues and create an active enforcement strategy to cover areas throughout the city with as much enforcement effort as possible. • Pedestrians and bicyclists: walking without looking, riding against traffic instead of with traffic or in bike lane, plus many other issues. People want to ride to the park and play but cannot due to infrastructure and safety concerns. • Changing roadway designs and what other things could be done to curb these issues; automatic enforcement like in other states

Region 1 Charleston Police Department Event

The third PP&E effort took place in Region 1 on April 11, 2024, in Charleston, WV. This meeting was conducted at the Charleston Police Department Training Division. The building is ADA-compliant. The group targeted by this effort was the Charleston Police Department Citizens Police Academy, a 10-week class to educate community members on the department and its specialized unit and hopefully build a better working relationship between the community and the agency. There were 11 individuals in the class from Charleston with the following demographics that also provided helpful insights:

Age		Gender	
41-50	2	Male	4
51-50	9	Female	7

Race	
White	11

Why do you think people aren't wearing their seat belts?	<ul style="list-style-type: none"> • Forget to put it on • Lazy • Confining
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	<ul style="list-style-type: none"> • Don't want to be told what to do
How do you think we could better reach these people and convince them to wear seat belts?	<ul style="list-style-type: none"> • Emergency room visits of injuries • CIOT commercials
Do you think enforcement, education, or media would be helpful in reaching the non-users?	<ul style="list-style-type: none"> • Yes (unanimously)
	<ul style="list-style-type: none"> • You should have to wear it. Just that simple. • Some people are defiant. • Should probably show stats

Region 8 Princeton Children's Home Society Event

The fourth PP&E effort took place in Region 8 on April 22, 2024, at the Children's Home Society in Princeton, Mercer County. The building is handicap accessible, and the entrance is on street level. Parking is in the rear of the building, but the entrance was still accessible by a sidewalk and ramp to the parking lot. A virtual meeting option was provided for this in-person meeting. The meeting involved the Mercer County Coalition for Healthy Communities, which is comprised of several different organizations, including, but not limited to: family resource services, child resource services, Mercer County schools, Women, Infants, and Children (WIC) offices, drug rehabilitation, court advocates, and law enforcement. It is primarily organized by Community Connections, Inc. This avenue was chosen because of some of the organizational parallels with highway safety and because it is the only prevention organization with multiple agency involvement. Mercer County was chosen because it has the highest number of crashes and fatalities in the six-county region.

The Region 8 Coordinator requested to be added to the agenda to discuss seat belts. There were 14 in attendance in person and virtually. This specific meeting was an anomaly, as most people typically attend in person, but during this meeting, more attended virtually. The group demographics and insights are as follows:

Age:		Gender	
20-29	2 (1 in person, 1 virtual)	Male	2 (1 in person, 1 virtual)
30-39	4 (1 in person, 3 virtual)	Female	12 (5 in person, 7 virtual)
40-49	6 (3 in person, 3 virtual)	Race	
50-59	2 (1 in person, 1 virtual)	White, non-Hispanic	14

Why do you think people aren't wearing their seat belt?	<ul style="list-style-type: none"> • A friend of the family said they knew someone who would have lived if they had not worn a seat belt. • Uncomfortable – rides on neck • Only taking short trips • 50/50 change of being injured in crash • If it is ok for motorcycles and ATVs not to have a seat belt, why do you need it in a car?
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How do you think we could better reach these people not wearing their seat belt?	<ul style="list-style-type: none"> • Media (radio, billboard, etc.) • Provide info in schools • Positive reinforcement <ul style="list-style-type: none"> – “Positive reinforcement, whatever that would be” as quoted – Free reward items <ul style="list-style-type: none"> » One person referenced the free ice cream McDonald’s promotion from several years ago for wearing seat belt when they came through the drive-thru » Other freebies
Do you think enforcement, education, or media would be helpful in spreading the word, reaching non-users?	<ul style="list-style-type: none"> • All of above as the unanimous response
Any other thoughts or comments on seat belt usage?	<ul style="list-style-type: none"> • No new responses were given

In the regions where PP&E activities were conducted in FFY2024, the GHSP coordinators are able to potentially make a difference by directly applying the seat belt use feedback provided to highway safety programming due to their positions, with one being a City employee, one being a City police officer, one being a County deputy, and one being a retired County deputy with long-standing contacts. The regional programs and the state office will continue to conduct meaningful engagement activities throughout the state to garner feedback from more community members. Local jurisdictions can use feedback on enforcement to better target enforcement activities. The regional and state offices will continue to evaluate seat belt media and education efforts to better reach key groups.

Virtual PP&E Events

The fifth, sixth, and seventh PP&E efforts were implemented to reach older road user audiences. The GHSP hosted three virtual town hall-style meetings to encourage more participation statewide. Closed captioning was used for accessibility purposes. Older road users are overrepresented in crash fatalities, so the town halls were set up to elicit feedback on what the target audience thinks are the factors contributing to these trends. The three meetings were set on different days of the week, including a weekend day, as well as different times throughout the day to provide options for attendance. Promotion of the meetings occurred via social media as well as in the bi-weekly WV AARP e-newsletter.

Unfortunately though, none of the three meetings attracted public participation.

- The first session was conducted on Tuesday, September 17, 2024, at 6:00pm. Though there was no public participation, a state AARP volunteer attended as well as an associate of hers. Both are female, 65+, and white. Both were willing to discuss their opinions on older road users, and the ensuing discussion identified the following for the GHSP to consider in planning: work zone speeding, driving errors, automated enforcement.
- The second session was conducted on Thursday, September 19, 2024, at 12:00pm. There was no public participation during this session.
- The third session was conducted on Saturday, September 21, 2024, at 9:00am. Though there was no public participation during this session, our state LEL joined the session and provided input on the topic. He is male, 65+, and white. He felt education was an issue and suggested the GHSP create a handout that law enforcement agencies can pass out to older drivers. He also provided suggestions on the role of law enforcement and the DMV to help manage drivers with medical risk. He suggested that the DMV

should follow up with the law enforcement officer who submitted medical forms regarding potentially at-risk drivers, letting the officer know what actions, if any, were taken.

While these three sessions were unsuccessful in garnering public participation, two quality conversations occurred. This group of sessions was an initial step that showed that virtual meetings are not effective at reaching this target audience and the GHSP will need to determine different approaches to engage this risk group. The GHSP Older Driver Program Manager is developing this strategy, which may include partnership with senior centers in targeted counties.

Community Surveys

The GHSP has engaged its consultant, Cambridge Systematics, Inc., to provide analysis of the responses from its most recent Traffic Safety Community Needs Assessment and the Attitudes and Awareness surveys that were conducted. Once analysis is complete, this information will hopefully help identify more program areas, regions, and audiences to target with further PP&E activities.

Core Performance Measures and Targets

While many of West Virginia's Core Measures appear to be trending in the right direction in FFY2023, several of the goals established using five-year averages are still not being met.

Because FFY 2024 data is still pending, this analysis focuses on FFY 2023.

In FFY2023, West Virginia met targets established for Serious Traffic Injuries, Fatalities per 100M VMT, Drivers Aged 20 and Younger, Bicyclist Fatalities, and Observed Seat Belt Use Rate from the State survey. Targets were not met (from 2016-2020 averages to 2019-2023) for the following Performance Measures:

- Fatalities
- Unrestrained Passenger Vehicle Occupant Fatalities
- Alcohol-Impaired Driving Fatalities
- Speed-Related Fatalities
- Motorcycle Fatalities
- Unhelmeted Motorcycle Fatalities
- Pedestrian Fatalities

Table 3 FFY 2023 Core Performance Measures and Targets

Performance Measure/Data Source		Baseline (2016-2020 Average)	Target (2019-2023 Average)	Actual (2019-2023 Average)	Met Target Yes or No (On Track)
C-1	Decrease Fatalities/FARS	279	262.1	267	No
C-2	Reduce Serious Traffic Injuries/WV DOH	992	855	818	Yes
C-3	Reduce Fatalities per 100M VMT/FARS ¹	1.5	1.692	1.63	Yes
C-4	Reduce Unrestrained Passenger Vehicle Occupant Fatalities/FARS	81	75	78	No
C-5	Reduce Alcohol-Impaired Driving Fatalities/FARS	66	59	63	No
C-6	Reduce Speed-Related Fatalities/FARS	75	65	73	No
C-7	Reduce Motorcycle Fatalities/FARS	32	25	35	No
C-8	Reduce Unhelmeted Motorcycle Fatalities/FARS	13	7	14	No
C-9	Reduce Fatalities Drivers Aged 20 and Younger/FARS	30	24	24	Yes
C-10	Decrease Pedestrian Fatalities/FARS	24	18	24	No
C-11	Reduce Bicycle Fatalities/FARS	3	2	2	Yes
B-1	Increase Observed Seat Belt Use Rate from State survey	90.3% ²	90.2% ²	90.2 ²	Yes

¹ This goal was determined by the WVDOH. Although this is an increase, the target assumes low VMT with improved fatalities and is consistent with making the 262 Fatality performance measure target. The WVDOH believes strongly that this increase in the Fatality/VMT target was needed due to the anticipated increase in Fatality/VMT that is predicted.

² These values are not Averages, but rather represent the actual observed seat belt rate for the years at the end of the periods listed, i.e. 2020 and 2023.

The GHSP will continue to fund targeted overtime enforcement/mobilizations, promote highway safety-related public information and education through various programs, and continue its multiple media campaigns through a variety of means (television, radio, social media, billboards, etc.) to improve our results. We will also take a closer look at the goals we have set to determine if they may be over-ambitious.

Core Performance Measures Review

We will adjust our FFY2025 Highway Safety Plan to better meet performance targets as follows:

Fatalities and Fatality Rate per MVMT

Though crashes and injuries have declined, the five-year moving average is still impacted by the COVID-19 pandemic, which led to an increase in risky driving behaviors and a national increase in roadway fatalities. During COVID-19, law enforcement had lower presence because of restricted enforcement policies. Further, another ongoing issue is the fact that many law enforcement officers can find opportunities to work overtime in less stressful situations and for much more money than their allowed overtime rate for grant-funded activity. NHTSA does not allow law enforcement officers to be reimbursed more than the standard time and one-half rate of their hourly rate for highway safety grant-funded projects. Officers are not impeded by this rule for opportunities in the private sector. In order to continue the momentum, the GHSP will continue to provide overtime enforcement opportunities for law enforcement agencies statewide, and we will continue our aggressive media campaigns to bring highway safety awareness to the public.

Unrestrained Passenger Vehicle Occupant Fatalities

Although the absolute number of unrestrained passenger vehicle occupant fatalities has decreased, the observed seat belt use rate decreased slightly in 2024 to 91.98 percent (not reflected in Tables 3 and 4). The five-year moving averages for these metrics are also likely still impacted by the COVID-19 pandemic. The GHSP will continue High-Visibility Enforcement Click It or Ticket campaigns and other Occupant Protection countermeasures (described in greater detail below) to sustain positive momentum.

Alcohol-Impaired Driving Fatalities

Although the absolute number of alcohol impaired driving fatalities slightly declined in 2023, the five-year moving average (2019-2023) still exceeds the target. This metrics is also likely still impacted by the COVID-19 pandemic. The GHSP's FFY 2024 Impaired Driving Strategic Plan (discussed in greater detail below) outlines comprehensive investments in youth outreach, enforcement, media and communications, training, and underage driving enforcement. The GHSP's new Traffic Safety Resource Prosecutor (TSRP) has already resumed intensive training for criminal justice partners.

Speed-Related Fatalities

Speed fatalities have increased in West Virginia over the last ten years (66 in 2014 compared to 85 in 2023). The GHSP will continue to provide enforcement funds to law enforcement agencies throughout the state, particularly in those areas where speed-related fatalities are highest. Two dedicated speed mobilizations were created during months with high fatalities, historically July and September. A paid media campaign will

also be included as part of these mobilizations. Our plan is to continue this project in FFY2026. We believe having dedicated speed mobilizations will help drive down speed-related fatalities over time.

Motorcycle Fatalities and Unhelmeted Motorcycle Fatalities

The number of motorcycle fatalities per year for the past ten years has remained somewhat consistent. Although West Virginia experienced a 45 percent increase from CY2021 to CY2022, CY2023 shows a decrease to 38.

The GHSP will continue paid media focusing on both the motorcycle rider and drivers of other vehicles. Using state motorcycle safety funds, emphasis will also be placed on the importance of motorcyclists obtaining an "F" Class endorsement on their driver's license by completing a Basic Rider Course. For two years, the GHSP was able to include an insert in motorcycle registration renewal notices that an "F" Class endorsement is required by State law to operate a motorcycle. However, due to a change in how the renewal notices are mailed out (using a postcard instead of an envelope), this is no longer possible. The GHSP has plans to conduct a Motorcycle Safety Program Assessment in February 2025, with hopes to find ways to improve the program as well as determine other non-traditional avenues to emphasize the importance of getting a motorcycle F endorsement.

Motorcycle Safety courses continue to be popular with more student interest than available classes.

Unhelmeted Motorcycle Fatalities remained fairly steady since CY2021, with fatalities at 14, 13, and 16 in CY2021, CY2022, and CY2023, respectively. There was evidence that in many cases, the investigating officer was erroneously checking "unhelmeted" on the crash report without being certain (the victim was already removed from the scene prior to the officer completing the report). This led to a significant number of motorcycle fatalities being reported as unhelmeted. We will continue to monitor each motorcycle fatality closely to get a more accurate accounting.

Pedestrian and Bicycle Fatalities

There was a 29 percent decrease in pedestrian fatalities from CY2022 to CY2023 (36 to 15), and bicycle fatalities doubled from CY2022 to CY2023 (2 to 4). The RTSCs will be encouraged to boost local education aimed at pedestrians and bicyclists (emphasis on pedestrians), while the GHSP will continue to evaluate the need for additional paid media efforts, as well as pedestrian and bicyclist-focused PP&E efforts.

Table 4 West Virginia Traffic Safety Trends

Performance Measure/Data Source		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
C-1	Decrease Fatalities/FARS	332	272	268	269	304	294	260	267	282	266	260
C-2	Reduce Serious Traffic Injuries/WV DOH	1,465	1,344	1,233	1,180	1,063	993	906	802	766	814	801
C-3	Reduce Fatalities per 100M VMT/FARS	1.73	1.42	1.35	1.38	1.59	1.51	1.36	1.66	1.75	1.74	1.64
C-4	Reduce Unrestrained Passenger Vehicle Occupant Fatalities/FARS	113	93	99	80	98	70	73	84	75	85	71

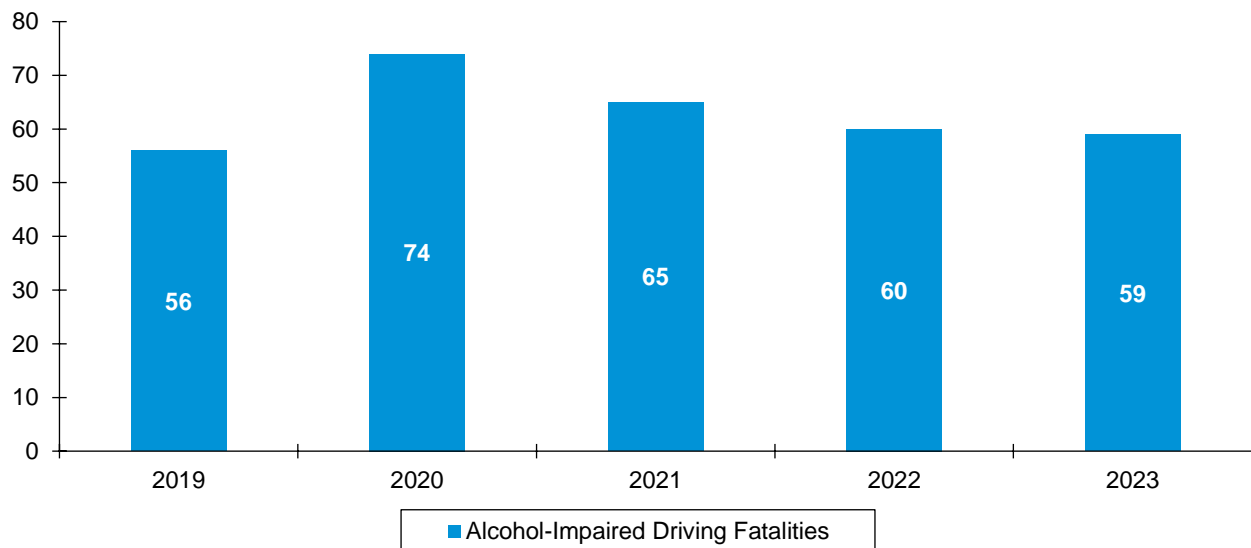
Performance Measure/Data Source		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
C-5	Reduce Alcohol-Impaired Driving Fatalities/FARS	91	84	72	68	72	58	56	74	65	60	59
C-6	Reduce Speed-Related Fatalities/FARS	130	66	66	60	84	88	85	60	64	72	85
C-7	Reduce Motorcycle Fatalities/FARS	24	26	32	29	26	39	28	38	29	42	38
C-8	Reduce Unhelmeted Motorcycle Fatalities/FARS	8	7	7	10	10	14	9	20	14	13	16
C-9	Reduce Fatalities Drivers Aged 20 and Younger/FARS	33	34	28	32	35	33	24	24	18	19	34
C-10	Decrease Pedestrian Fatalities/FARS	28	19	19	24	26	22	31	18	36	21	15
C-11	Reduce Bicycle Fatalities/FARS		2	1	1	3	5	3	3	0	2	4
B-1	Increase Observed Seat Belt Use Rate from State survey	82.2%	87.8%	89.0%	86.8%	89.7%	90.5%	90.2%	90.2%	88.1%	92.5%	93.0%

Source: NHTSA FARS, NHTSA STSI, West Virginia GHSP, and 2023 West Virginia Observational Survey of Seat Belt Use.

Impaired Driving Program

West Virginia and the GHSP are perpetually focused on reducing impaired driving, and this focus continued in FFY2024. Impaired driving programs have always been and continue to be a priority, striving to reduce motor vehicle fatalities, injuries, and crashes resulting from alcohol and drug-impaired driving. Using municipal, county, and state law enforcement agencies, along with collaboration from RTSCs, community partners, and the media, the GHSP Impaired Driving Program directly aligns with the West Virginia Impaired Driving Plan.

Figure 1 Alcohol-Impaired Fatalities (.08+ BAC)



West Virginia has had a continued focus on reducing impaired driving over the past two decades. Alcohol-impaired driving fatalities continued to decrease in 2023 from 60 to 59. Impaired driving arrests made using Highway Safety grant funds have been declining for years, but in FFY2024, there was a 1.5 percent decrease from 859 to 846.

Prior to becoming a Drug Evaluation and Classification (DEC) state in 2013, the drug-related percentage (drug only and drug/alcohol combined) of statewide impaired driving arrests was less than 10 percent. At the end of 2023, the percentage was 34.07 percent. This increase is the result of the use of DREs to properly identify drug-impaired drivers.

West Virginia Impaired Driving Plan

The FFY2024 West Virginia Impaired Driving Plan was developed to reduce DUI-related crashes, injuries, and fatalities by using a sustained enforcement effort. It is a continual, multi-year plan that is evaluated annually, with changes made as evidenced.

The FFY2024 plan was developed and guided by GHSP's Impaired Driving Coordinator, a representative of the West Virginia State Police, the state Law Enforcement Liaison, and the state DRE Coordinator. The plan utilizes a comprehensive approach exercising city, county, and state law enforcement agencies, RTSCs, the enforcement agents of the West Virginia Alcohol Beverage Control Administration (ABCA), community

agencies, schools, colleges and universities, and various media. The plan covers all 55 counties via a comprehensive and sustained manner using the following categories:

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

The plan also includes the GHSP's efforts to enhance the effectiveness of its impaired driving program by equipping the criminal justice community and law enforcement officials with requisite knowledge and skills to detect, arrest, and prosecute impaired drivers.

Specific sustained DUI Enforcement tactics that were utilized in FFY2024 are listed in the DUI Enforcement Tactic table.

Table 5 DUI Enforcement Tactics 2024

Impaired Driving Tactics	Activities
High Visibility Enforcement Activities	Sobriety checkpoints, saturation patrols, directed patrols, and media events occurred throughout FFY2024.
Public Information and Education Activities (Age and Audience-Specific)	<p>Educational brochures with impaired driving laws and consequences were provided to DMV Regional offices for display, at sobriety checkpoints, and for use in other informational settings.</p> <p>Educational brochures were updated and distributed to RTSCs. They will be distributed to the DMV Regional Offices as needed.</p> <p>The GHSP RTSCs presented impaired driving prevention information to groups such as school classes, civic groups, and in public forums.</p> <p>The six GHSP RTSCs and the seven WVSP Troop Coordinators arranged DUI enforcement activities in each of their areas every month on high-risk days and times for DUI crashes.</p>
Impaired Driving Training Classes	<p>The following impaired driving-related trainings were hosted in FFY2024:</p> <ul style="list-style-type: none"> • DRE School (in conjunction with North Carolina) • ARIDE • DITEP • Several trainings were provided to Prosecutors, Law Enforcement, and Magistrates on alcohol/drug impairment laws.
DRE Program	In FFY2024, there were 37 DREs available to conduct drug-impaired driving evaluations. The DRE school in August 2024 added an additional 9 DREs to the program.
Law Enforcement Recognition and Awareness	<p>In FFY2024, Regions 1, 2, and 8 held in-person law enforcement recognition events, and the GHSP partnered with the WV LEL Office to host a statewide recognition event.</p> <p>The DTASP continued to provide agencies with in-service tools to equip officers for GHSP enforcement.</p>

Impaired Driving Tactics	Activities
Community Outreach	In FFY2024, community outreach efforts continued to increase post-pandemic. 13 Sobriety Checkpoints were conducted using Highway Safety funds in FFY2024 to spread awareness to the general public on the dangers and consequences of impaired driving and to remove impaired drivers from West Virginia roadways. An additional 139 sobriety checkpoints were funded through the CDDP.
National and Statewide Enforcement Initiatives	Drive Sober or Get Pulled Over (DSOGPO) HVE Campaigns were held in December 2023 and August/September 2024 (national mobilizations). West Virginia also conducted DSOGPO enforcement over the West Virginia Day (June 2024), Thanksgiving, and July 4th holidays.
Legislation	Senate Bill 130 eliminated the administrative hearing process for revocation or suspension of a person's license to operate a motor vehicle while under the influence of alcohol, controlled substances, or drugs. This bill was enacted by the West Virginia Legislature in FFY2020 and went into effect July 1, 2020. After this legislation was enacted, the GHSP and the DMV began actively tracking DUI adjudication rates in more detail to determine if this bill would have a negative impact on DUI penalties. Details tracked include conviction rates (not pled down to a non-DUI charge), dismissal rates, and lesser charges individuals were allowed to plead down to. This change in legislation has created a greater focus by the GHSP to educate magistrates and prosecutors on the necessity of appropriate penalties for those arrested for DUIs.
Media Activities	Community outreach and media activities were conducted throughout FFY2024. RTSCs distributed press releases and garnered earned media through one-on-one interviews with local media outlets. The GHSP also distributed press releases ahead of national and statewide mobilization efforts. Social media was relied upon to promote DSOGPO messages, especially during National HVE periods. Grant funding also provided paid media including TV, radio, digital ads, and billboards.

Drive Sober or Get Pulled Over

West Virginia participates in NHTSA's National Drive Sober or Get Pulled Over (DSOGPO) campaign during the Christmas and Labor Day holiday periods. Additionally, the GHSP has designated High Visibility Enforcement periods established as State Mandated Mobilization periods, which take place around West Virginia Day (June 20), Thanksgiving Day, and Fourth of July weekends.

High Visibility Enforcement (HVE)

Each of the six RTSCs are required to coordinate DUI enforcement activity in each of their respective areas, and the seven West Virginia State Police Troop Coordinators organize enforcement activity in their target areas, focusing on high-risk days and times for DUI crashes. High-visibility enforcement activities include:

- Directed Patrols
- Low-Manpower Sobriety Checkpoints
- Participation in National and State Mobilizations
- Saturation Patrols
- Sobriety Checkpoints
- Underage Alcohol Compliance Checks

Media

In FFY2024, the holiday campaign was split into a Thanksgiving campaign (November 2023) and a Christmas holiday DSOGPO campaign (December 13, 2023, through January 1, 2024).

The 2023 Thanksgiving campaign was split into digital and traditional terrestrial radio. The digital buy garnered 658,238 impressions at a cost of \$2,300.33. The radio buy included 269 spots at a cost of \$5,539.08.

The Christmas holiday DSOGPO campaign utilized \$139,499.48 for the following paid media:

- Billboards
- Facebook
- Google
- Terrestrial radio
- Snapchat
- The Trade Desk
- Cable television

Digital advertising garnered 24,124,661 impressions. Traditional media buys, including billboards (16 panels), terrestrial radio (2,338 spots), and cable television (37,363 spots). Billboards garnered an estimated 3,312,417 impressions at a cost of \$12,858. There were 2,338 radio spots at a cost of \$44,963.28, with 362 added value spots worth \$6,149.12. Cable television buys cost \$21,411 with a reach of 62.1 percent. There were also \$28,275 worth of make-good spots from a previous campaign that did not air as it was supposed to.

During the Labor Day FFY2024 campaign, the GHSP shifted its focus to highlight the dangers of driving impaired by drugs, not only alcohol. The Labor Day media campaign utilized \$140,320.75 of Section 405d funds for billboards, terrestrial radio, digital advertising, gas station advertising, and in-bar advertising. Digital advertising included Facebook, Google, The Trade Desk, and Reddit.

The digital portion of the media buy utilized \$58,897.95 which garnered 7,149,697 impressions.

Additionally, there were 3,465 radio spots, at a cost of \$46,464.80, as well as 437 added value spots worth \$4,795.72. Billboards garnered 2,515,508 impressions at a cost of \$10,958, with an additional \$2,928.60 in added value. Gas station advertising cost \$10,000 and earned 370,385 impressions, with an additional 66,672 added value impressions, across 868 screens at 107 stations. In-bar advertising elicited 2,174,654 impressions, including 849,654 impressions, at a cost of \$14,000.

Other FFY2024 impaired driving paid media campaigns to mention are:

- The Halloween 2023 campaign, resulting in 494,989 impressions via Google and Facebook at a cost of \$1,460.28
- The Super Bowl 2024 campaign, resulting in 342,698 impressions at a cost of \$757.28 via Facebook
- The St. Patrick's Day weekend 2024 campaign, resulting in 334,122 impressions at a cost of \$1,621 via Facebook

- 420 Drugged Driving, April 20, 2024, resulted in 158,154 impressions at a cost of \$757
- West Virginia Day (June 20) from June 19-23, 2024, resulted in 410,320 impressions at a cost of \$757
- The 4th of July campaign, from July 3-7, 2024, resulting in:
 - 1,443,413 digital impressions at a cost of \$6,680.60
 - 581 terrestrial radio spots at a cost of \$12,458.73 with a net reach of 175,400, and 67 added value spots worth \$1,007.71
 - Advertising during the Charleston Sternwheel Regatta festival, with one spot each of the five nights, at a cost of \$2,500. The event had 235,000 attendees.

RTSCs used paid media to generate 1,326 ads and 3,506,823 impressions.



Paid Media: Halloween 2023 Campaign

Earned media was also generated year-round by the GHSP and RTSCs presenting impaired driving prevention information through media outlets such as television, radio, newspaper, and digital sites. RTSCs also used community-based events to provide information and gain earned media in FFY2024. Earned media from RTSCs garnered 3,048,474 additional impressions through free television and radio spots, as well as billboard ride-overs, at an estimated value of \$12,625.

Social media was also utilized heavily to promote awareness messages and to share news articles that focus on the DSOGPO message.

Funding

The Federal funding sources for impaired driving initiatives are Section 402 and Section 405d. Additional funds are also generated by the state through a six percent excise tax on the sale of liquor and wine. Access

to these funds is available through the Commission on Drunk Driving Prevention (CDDP) via a quarterly application process by any West Virginia law enforcement agency.

State-Specific Impaired Driving Prevention

Commission on Drunk Driving Prevention

The GHSP partners with the CDDP to combat impaired driving in West Virginia. The CDDP is a state-funded program addressing drunk driving and receives its funding from a dedicated state tax on alcoholic beverages. In FFY2024, the CDDP awarded \$608,776 to local law enforcement agencies and West Virginia State Police detachments throughout the state for DUI enforcement activities.

The CDDP also provides funds for the maintenance and purchase of the GHSP-approved Intoximeter evidentiary breath testing devices, preliminary portable breath testing devices (PBTs), Mobile Breath Alcohol Test Vehicles (BAT Mobiles), and some expenses incurred by the blood testing lab, in addition to the funding granted to enforcement. Law enforcement agencies use these machines, without cost, to prosecute all persons who are arrested in West Virginia for driving under the influence.

Drug Evaluation Classification (DEC) Program

West Virginia was granted DEC status with the International Association of Chiefs of Police (IACP) in 2013 to establish a statewide DEC Program. Since that time, the GHSP has provided funding for a State DRE Coordinator who has developed a DEC Program designed to remove alcohol and drug-impaired drivers from West Virginia roadways.

The strategic approach of the DEC Program is to train law enforcement officers how to detect drug-impaired drivers affected by seven major drug categories via a twelve-step process. Once the law enforcement officers complete the training, they become DREs.

At the end of FFY2024 there were 42 DREs. Of these 42 DREs, 15 are Sheriff Department Deputies, 21 are Municipal Police Officers, and 6 are State Police Troopers. In FFY2024, 42 DREs in West Virginia conducted 191 drug evaluations throughout the state, with 24 stopped or refused by the defendant. This was an average of 4.5 evaluations per DRE. National DRE statistics are based on calendar year (CY). The national average of evaluations per DRE in CY2023 was 2.9, while the state average for the same time period was 5.0.

In FY2024, the GHSP hosted a DRE School in Huntington, WV, covering Phase I and Phase II while partnering with the NC DRE Program to cover Phase III. Phases I and II were held in August 2024, with Phase III completed in September 2024. This added 9 new DREs to the Program.

The following impaired driving training was conducted in FFY2024:

- DITEP
 - 1 class, 25 students
 - 4 classes, 80 students
- ARIDE
 - 12 classes, 243 students
- DRE In-service
 - 1 class, 11 students
- DRE Phase I, II, III (Huntington & Winston-Salem)
- DRE Phase III (Winston-Salem)

- 1 class, 2 students
- IACP DRE Traffic Safety Conference
 - 1 class, 13 students
- IACP DWI Detection & SFST Class
 - 6 classes, 179 students
- IACP SFST Drugs That Impair
 - 1 class, 16 students
- IACP SFST Drugs That Impair
- 2 classes, 28 students
- MADD Region 3 Conference
 - 1 class, 5 students
- Magistrate DUI Training
 - 2 classes, 160 students
- Other Impaired Driving Training
 - 3 classes, 121 students

Alcohol Advisory Board

For many years, the GHSP maintained an Alcohol Advisory Board, which met quarterly, to establish the expectations and standards for the law enforcement officers who work under GHSP grants. They also aided in determining the type of training, as well as the content of the training, for these law enforcement officers. These directives are outlined in the West Virginia Impaired Driving Plan.

In FFY2020, the Alcohol Advisory Board was discontinued, as many members had retired or moved to other positions and had not been replaced. However, its function was incorporated with the Commission on Drunk Driving Prevention (CDDP) Board of Directors for the immediate future. The CDDP Board is comprised of eight members established by West Virginia Legislative Code representing law enforcement, prosecution, the ABCA, a lay citizen, the Governor's Representative for Highway Safety, and the Director of the GHSP. The Board met three times during FFY2024: October 2023, February 2024, and June 2024. In FFY2024, the Board agreed to expand its membership solely for a dedicated Impaired Driving Advisory Board, to include membership positions recommended by NHTSA's Highway Safety Guideline No. 8, Impaired Driving. Additional members would not be voting members of the CDDP Board, whose membership is set in WV Code.

Traffic Safety Resource Prosecutor

The GHSP fully supports a Traffic Safety Resource Prosecutor (TSRP), allowing for consistent and effective training opportunities statewide. The TSRP works toward providing training for prosecutors, magistrates, and law enforcement officers. The TSRP also attends continuing education opportunities to stay up to date on current practices and training techniques.

The TSRP regularly participates in law enforcement training including DRE in-service training on legal updates, direct and cross examination, discovery and *voir dire*, as well as SFST Impaired Driving Week at the West Virginia State Police Academy, providing training on various aspects of impaired driving cases, including recognition and investigation, note taking and report writing, and courtroom preparation and testimony. The TSRP also assisted with ARIDE courses conducted in FFY2024.

Drug impairment training topics included:

- Drugged Driving Offenses
- Marijuana Impaired Driving
- Implicit Bias and Traffic Stops
- Medical Cannabis in WV

- NHTSA Impaired Driving Programs (including SFST, ARIDE, and DRE programs)
- Pleas and Diversions for Impaired Driving Cases
- Rolling Stoned (a drug-impaired driving training)
- Testimony Labs
- Types of Evidence in DUI Cases
- Updates to DUI Code
- Use of Social Media in Impaired Driving Cases
- West Virginia Prosecuting the Drugged Driver (prosecutors and DREs)

The TSRP coordinates traffic safety efforts between prosecutors, magistrates, and law enforcement. Prior to the TSRP program, no consistent statewide training on traffic-related issues existed between prosecutors and law enforcement. With medical marijuana becoming legal in West Virginia in 2019, a continued focus has been placed on training prosecutors on how to prosecute the drug-impaired driver.

The following additional TSRP trainings were conducted in FFY2024:

- Report Writing & Courtroom Testimony
 - 2 classes, 40 students/attendees
- DUI Refusal Review Hearing & CDL Masking
 - 1 class, 60 students/attendees
- Contact with DMV: What to Send and How
 - 1 class, 70 students/attendees
- DUI Refusal & Deferral Process & DMV Contact
 - 2 classes, 240 students/attendees

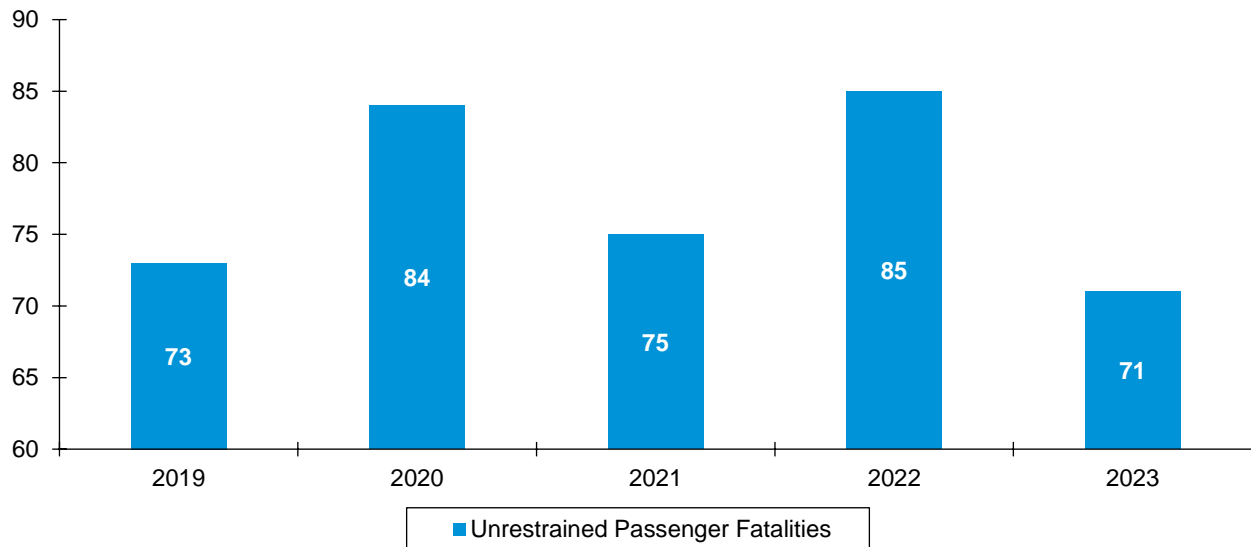
Occupant Protection Program

The GHSP's Occupant Protection (OP) Plan is designed to reduce injuries and fatalities through increasing seat belt use. It is a continual, multi-year plan that is evaluated annually with changes made as needed.

The GHSP approach utilizes city, county, and state law enforcement agencies, as well as the six RTSCs, statewide community partners, and the media.

Unrestrained fatalities decreased from 85 in 2022 to 71 in 2023. Of all passenger vehicle fatalities, unrestrained fatalities accounted for 49 percent in 2022 and 40 percent in 2023.

Figure 2 Unrestrained Passenger Fatalities



Strategic occupant protection tactics that were utilized in FFY2024 are listed in Table 5 below.

Occupant Protection High-Visibility Enforcement: Click It or Ticket

The RTSCs and sub-grantees continually used the local media markets and public information and education systems to get the message out to West Virginians to buckle up.

The GHSP has also utilized the *Click It or Ticket* (CIOT) campaign to spread OP awareness and enforcement messages in West Virginia.

During May of each year, an intensive CIOT campaign is launched statewide, with a month-long enforcement and media mobilization, in conjunction with the National CIOT campaign. In FFY2024, West Virginia also participated in the Border-to-Border enforcement initiative during this timeframe.

West Virginia also conducts three state CIOT enforcement mobilizations throughout the state: October 2023, March 2024, and August 2024.

Throughout FFY2024, on CIOT and other seat belt enforcement, the following was accomplished:

- 6,150 Seat belt citations
- 14 DUI arrests
- 395 Driving suspended violations
- 91 Driving revoked violations
- 686 Speed citations
- 520 Cell phone/texting citations
- 27 Child safety seat violations
- 38 Felony arrests
- 13 Fugitives apprehended

These were accomplished through patrols and checkpoints by 124 law enforcement agencies, including 54 West Virginia State Police detachments.

Paid media for all CIOT enforcement was as follows:

Columbus Day—NHTSA Region 3 Operation Crash Reduction/October CIOT

The October 2024 CIOT campaign included the Columbus Day holiday weekend, in order to coincide with the NHTSA Region 3 Operation Crash Reduction, as Columbus Day weekend is one of the deadliest holiday weekends in the region. The campaign buy included digital advertising as well as terrestrial radio. Digital ads on The Trade Desk and Facebook resulted in 2,596,258 impressions at a cost of \$4,861.03. The radio component of the buy consisted of 740 spots at a cost of \$12,154.02.

March CIOT

The March 2024 CIOT campaign consisted of digital advertising and terrestrial radio, at a total cost of \$17,322.04. The digital advertising included Facebook and The Trade Desk, resulting in 2,458,541 impressions. The radio component included 632 spots, with 128 added value spots worth \$1,472.92.

May National CIOT

The May 2024 National CIOT campaign consisted of digital advertising, terrestrial radio, billboard, cable television, and high school sports advertising. Digital advertising through The Trade Desk, Spotify, Google, and Facebook cost \$99,753.30 and earned 30,838,181 impressions.

Traditional media efforts consisted of:

- Radio: 2,445 spots at a cost of \$40,380.74, with 336 added value spots worth \$5,952.12
- Billboards: 10 boards, at a cost of \$13,608, earning 1,738,264 impressions
- Cable television: 37,100 spots at a cost of \$61,217.50, earning 95 percent reach



A Harrison County Sheriff's Deputy Participates in the Local Heroes Production

The GHSP also had the opportunity to partner with MetroNews to advertise CIOT messaging during the West Virginia Secondary School Activity Commission (WVSSAC) state baseball and softball tournaments. In-stadium video, live game streaming, display ads, and radio spots were used at a cost of \$18,113. In-stadium video consisted of 27 spots across 9 games. Live game streaming including 27 spots during the baseball tournament and 57 spots during the softball tournament. Display ads guaranteed at least 200,000 impressions. Twenty-seven radio spots played across 20 stations.

Throughout the campaign, the Local Heroes materials created in October 2021 were reworked and continue to be used in conjunction with other CIOT materials.

August CIOT

The August 2024 CIOT campaign spread messaging across digital platforms and radio. The digital buy with The Trade Desk and Facebook cost \$3,838.67 and earned 1,214,783 impressions. The terrestrial radio buy consisted of 737 spots at a cost of \$12,800, with 52 added value spots worth \$1,174.



Paid Media: Billboard for the May Click It or Ticket Campaign

Earned media value was gained through the local efforts of the six RTSCs wherein stories were aired and/or printed covering CIOT campaign activities.

Additionally, throughout the four CIOT campaigns in FFY2024, RTSCs spent \$34,010 on regional media buys, using television, radio, print, billboards, and digital advertising. Impressions totaled 4,239,009.

The RTSCs were also provided with free advertising space, earning nearly \$19,000 in earned media through television spots (\$2,450), radio spots (\$12,220) and billboard rideovers (\$4,000), totaling 1,825,566 impressions.

Seat Belt Survey

In FFY2024, the annual seat belt survey was conducted at 116 observation sites in 14 counties throughout the state, following the Uniform Criteria for State Observational Surveys of Safety Belt Use.

The seat belt use rate decreased from 93.0 percent in CY2023 to 91.98 percent in CY2024.



Paid Media: Digital Ads for Social Media for Statewide Click It or Ticket HVE Mobilizations Throughout the Year

Table 6 Occupant Protection Tactics 2024

OP Tactics	Activities
High Visibility Enforcement Activities	Informational checkpoints, saturation patrols, and media events were used to provide a strong presence of HVE activities in FFY2024.
Public Information and Education Activities (Age and Audience-Specific)	<p>The GHSP's OP brochure was updated during spring 2022. Materials such as brochures, flyers, posters, coloring books, and informational cards with OP messages were mailed out or distributed at various events to promote OP safety.</p> <p>Most OP and CPS activities are hosted in spring and summer. Typical events where OP and CPS PI&E are shared include community events, community baby showers, fairs, and in schools.</p> <p>RTSCs also utilized local task force groups and social media to spread OP awareness.</p>
OP Training Classes	<p>The GHSP was able to host five CPS Technician Certification Courses and one CPS Technician Renewal Course during the year.</p> <p>Law Enforcement Officers who participate in GHSP grant-funded activities are required to adhere to their department's OP regulations.</p>
Child Passenger Safety Program Technicians	<p>46 Permanent Child Safety Seat Fitting Stations were maintained in 32 of 55 counties to ensure parents and caregivers have one-on-one assistance on how child safety seats are properly installed. The GHSP continues to increase its roster of certified Child Passenger Safety Technicians (CPSTs) and get closer to pre-pandemic levels. In FFY2024, there were 225 CPSTs in 41 counties.</p> <p>49 Child Safety Seat Education Events were hosted in FFY2024 to reach large public segments and spread awareness.</p> <p>Additionally, regional activities included partnerships with community agencies for providing Child Safety Seats to low income qualifying families in need, with many families being located in rural areas.</p>
Law Enforcement Recognition and Awareness	<p>Three (Regions 1, 2, and 8) regional recognition events were held in FFY2024. A statewide recognition event was also held, in partnership with the WV LEL Office.</p> <p>The DTASP continued to provide agencies with in-service tools to equip officers for GHSP enforcement.</p>
Community Outreach	Community outreach events continued to increase, with 49 child passenger safety events conducted in FFY2024.
National and Statewide Enforcement Initiatives	<p>Statewide CIOT HVE campaigns were held in October, March, and August with law enforcement agencies statewide.</p> <p>The National CIOT Enforcement Mobilization and associated Border-to-Border initiative were conducted in May 2024.</p>
Participation in OP Legislation	<p>There have not been any occupant protection-related legislative changes since FFY2013.</p> <p>A Primary Seat Belt Law went into effect July 9, 2013. The law carries a \$25 fine, with no points or associated court fees. Back Seat passengers over the age of 18 are not required to wear seat belts.</p> <p>West Virginia's Child Passenger Safety Law requires children up to the age of eight and less than 4'9" to be secured in a child safety device.</p>
Media Activities	<p>RTSCs used a variety of events to partner with schools and community groups to spread safety messages that generated news media attention.</p> <p>Paid and earned media were utilized during state and national CIOT mobilizations.</p> <p>During National CPS Week, social media, digital advertising, and billboards in rural locations were used to draw attention to the importance of child passenger safety and the challenges of properly installing car seats.</p>

Child Passenger Safety (CPS) Program

To combat the non-use and misuse of child safety seats, 46 permanent fitting stations were available across the State. FFY2024 ended with 225 CPS Technicians statewide, including 10 CPST Instructors.

CPS programs in FFY2024, primarily funded with Section 405b funds, were utilized for fitting station supplies, clinics, courses, and child safety seats. Approximately 217 child safety seats were purchased in FFY2024, with 196 seats provided to qualified low-income families.

Several CPS trainings were conducted during the grant year. Five CPST Certification Courses and one CPST Renewal Course were held with only two classes canceled in FFY2024. Between the six courses, 78 new CPSTs were certified and 6 former CPSTs were recertified. In past years, the CPS Program created a continuing education course for current CPSTs to complete their six required CEUs for recertification. No continuing education classes were created or conducted in FFY2024, but plans are being made to create in-state continuing education opportunities in FFY2025 with a CPS track planned for the Highway Safety Conference in May 2025. West Virginia's CPST recertification rate in CY2024 was 31.0 percent, which is significantly lower than the CY2023 rate of 34.0 percent. The GHSP continues to work to increase the number of CPSTs and retain existing CPSTs into FFY2025.

Checks and Installations

Approximately 1,229 child safety devices were checked in FFY2024, and another 196 car seats were provided to qualified low-income families.

Approximately 49 events were held throughout the year to educate or provide hands-on instruction to parents and caregivers, either through seat check events or educational/ informational sessions. Six seat check events were held during National CPS Week, September 15-21, 2024.

CPS Media

Advertising for the 2024 National CPS Week consisted of digital advertising (\$12,692.47) and billboards (\$8,375) using Section 405b funds. Digital advertising utilized The Trade Desk, Reddit, and Facebook and earned 2,682,794 impressions. The billboard buy consisted of 11 locations at a cost of \$8,375, earning 1,095,109 impressions. Billboards also earned \$3,791.76 worth of added value. Billboards focused on populated areas as well as harder to reach rural areas.



Child Safety Seat Check Events

The GHSP also utilized 402 funds to spread awareness of pediatric heatstroke. At a cost of \$734.41, Facebook advertising earned 53,057 impressions.



Paid Media: Child Passenger Safety Education

Non-promoted posts on Facebook and Twitter were also utilized to promote awareness throughout the year and during National CPS Week.

RTSCs also paid for child passenger safety media in September 2024, including television, terrestrial radio, and digital. The regional media buys garnered 1,435,418 impressions through 187 ads at a cost of \$4,750.

Earned media value was significant through the local efforts of the GHSP and the six RTSCs who helped create stories that were aired and/or printed covering CPS and seat belt activities.

Free advertising space was also provided to RTSCs, earning more than \$4,000 in earned media through television and radio spots, totaling 812,140 impressions.

CPS Fitting Stations

The CPS Program was able to maintain 46 fitting stations through the end of FFY2024, with plans for additional stations to be added in early FFY2025.

Traffic Safety Programs

Red Light and Stop Sign High Visibility Enforcement Campaigns

To combat the traffic safety issue of red light and stop sign violations, the GHSP traditionally conducts its annual Target Red campaign in August (August 1-15, 2024). With intersections being a regional focus area in the SHSP, the GHSP determined it necessary to add additional Target Red enforcement, as most issues involving intersection-involved crashes also involve red lights, stop signs, or yield signs. Through data analysis, it was determined that April was another top month for crash fatalities in West Virginia. A second Target Red enforcement period was added in FFY2024.

During both campaigns, the GHSP, primarily through its Regional Traffic Safety Programs, funded enforcement patrols, public information and education materials, and media.

A total of 91 officers and 33 agencies worked 772.5 hours of Target Red enforcement during the two enforcement periods and at varying times throughout the grant year. During Target Red enforcement, the following arrests and citations were made:

- Red light citations: 243
- Stop sign citations: 466
- Speed citations: 76
- Seat belt citations: 125
- Cell phone/texting citations: 50
- Driving suspended or revoked: 43
- Felony arrests: 8
- Drug arrests: 5
- Misdemeanor arrests: 4
- DUI arrests: 1
- Other citations: 399

Paid media for Target Red included digital advertising, billboards, and terrestrial radio. Digital advertising included Facebook, Google and The Trade Desk, at a cost of \$17,970.45, and garnering 4,020,532 impressions. Billboards earned 1,203,524 impressions, at a cost of \$7,976, as well as an additional added value of \$3,840.33. Radio spots were purchased at a cost of \$16,786.40 for 576 spots, with 85 added value spots worth \$905. Target Red paid media only occurred in August. In FFY2025, paid media will occur during both mobilizations in April and August.

RTSCs participated in localized media opportunities to share the *Target Red* message and the dangers of speeding. The regional programs purchased a total of \$7,590 worth of Target Red advertising, utilizing television and radio spots, garnering 1,487,770 impressions.

In addition, RTSCs utilized press releases and social media to acquire earned media. Regional programs earned 370 free television and radio spots, garnering 1,017,014 impressions, with a value of \$8,135.



Paid Media: Target Red Campaign

Speeding/Aggressive Driving High Visibility Enforcement Campaigns

In 2023, speed-related fatalities comprised 32 percent of all motor vehicle fatalities in West Virginia; 85 of the state's motor vehicle fatalities were a direct result of speeding. This is up from 20 percent in 2022.

In FFY2024, the GHSP funded enforcement and saturation patrols for speed/aggressive driving efforts to reduce speed-related crash fatalities; 136 law enforcement agencies participated, including 51 West Virginia State Police detachments, logging 10,757.48 hours, and issuing 12,543 speed citations.

Speed/aggressive driving enforcement increased from FFY2023 to FFY2024, with an increase in the number of hours worked and the number of speed citations written. This may be due, in part, to creating two designated speed enforcement mobilizations statewide: July 12-28, 2024, and September 6-22, 2024.

Highway Safety grant funds were also used to purchase 42 radars or lidars for law enforcement agencies throughout West Virginia.

In FFY2024, 67 law enforcement agencies, including 48 West Virginia State Police detachments, participated in Work Zone Safety enforcement, working 3,772.75 hours at a cost of \$167,790.80 in grant funds issued to the GHSP by the West Virginia Division of Highways.

Two speed enforcement media buys occurred, one in July 2024 and one in September 2024 to coincide with statewide Speed Mobilizations. In July, billboards and digital advertising were utilized at a cost of \$44,545.16, resulting in 4,222,509 impressions for billboards (and an added value of \$5,132.42) and 8,368,976 impressions via The Trade Desk, Facebook, and Google. In September, digital advertising and terrestrial radio were utilized at a cost of \$44,460.40, resulting in 5,572,578 digital impressions and a reach of 127,300 via 1,438 radio spots. Radio also provided 194 added value spots at a value of \$3,433.44. Digital advertising consisted of The Trade Desk, Facebook, and Google.

The RTSCs also purchased speed-related advertising during the fiscal year. More than \$11,000 was spent on television, radio, and digital spots. These spots accumulated 2,983,670 impressions. Earned media was also utilized by the RTSCs, with 745 free television and radio spots provided, generating 1,878,623 impressions, at an estimated value of \$16,010.



Paid Media: Statewide Speed Mobilizations

Additional Traffic Safety Media

The Teen Driver Safety Week media buy in October 2023 cost \$757.10. Ads placed on Google resulted in 293,688 impressions.

RTSCs purchased media for school bus safety messaging. A total of \$3,000 was spent on billboards and digital advertising, garnering 399,033 impressions. In addition, Region 5 earned four billboard ride-overs, at an estimated value of \$2,500, with impressions totaling 187,734. One media advisory was sent out in Region 2.



Paid Media: School Zone Safety

Region 2 tracks all unpaid social media posts throughout the year to track earned media value. A variety of program messages were shared, at an estimated value of \$2,935 via 258 posts, garnering an estimated 5,988 impressions. One media advisory was sent out regarding the regional awards luncheon.

The GHSP no longer employs an in-house, full-time Public Information Specialist. The DOT Public Relations division absorbed that position and hired a staff member who worked on media for several DOT divisions. When that staff member left, the GHSP was unable to maintain consistent, timely social media posts, so we worked with our assigned advertising agency, Digital Relativity, for assistance bolstering the agency's social media presence and consistency of posts. After a few months, DOT Public Relations opted to use some of their in-house staff for this purpose. With the addition of a new staff member in the Public Relations division in FFY2025, non-paid social media posts have become more consistent with timeliness and branding.

Distracted Driving Program

Although West Virginia has primary cell phone and texting laws, distracted driving is still a problem across the state. While detailed distracted driving crash data is currently not available, the GHSP's citation data, as well as observations of this behavior noted during the annual seat belt surveys, strongly support the critical need to address distracted driving in West Virginia.

In FFY2024, 2,737 distracted driving citations were issued under GHSP grant-funded distracted driving enforcement. This constituted a 35.43 percent increase from FFY2023 totals. The GHSP provided \$227,650 in grant funding to law enforcement throughout the state for distracted driving-specific enforcement, and 101 agencies (including 39 West Virginia State Police detachments) logged 5,357 hours.

In FFY2024, West Virginia participated in the National Distracted Driving Awareness Month and Connect-to-Disconnect initiatives in April 2024. These statewide high-visibility enforcement and media campaigns were very successful, with the following results achieved:

- 647 cell phone and texting citations
- 275 seat belt or child restraint violations
- 232 speeding citations
- 19 DUI and drug arrests
- 87 driving revoked or suspended violations
- 23 red light or stop sign citations
- 56 total arrests made

These results were accomplished through patrols conducted by 65 law enforcement agencies and 155 participating officers, accounting for 1,295 hours of directed patrols.

Cell phone use while driving is one form of distracted driving. During the GHSP's annual seat belt surveys, observers were asked to capture cell phone use as well. The table below shows the number of observations of driver cell phone use and no cell phone use, as well as gender and whether a seat belt was in use. Males had an observed cell phone use of 2.1 percent, whereas females had a slightly higher observed use of 2.5 percent. Of drivers using a cell phone, 90.8 percent were using a seat belt, and drivers not using a cell phone were observed using a seat belt 95.9 percent of the time. This is consistent with other national findings that many risky drivers engage in a wide range of dangerous behaviors, including cell phone use and riding unbelted.

Table 7 Observed Cell Phone Use by Gender and Seat Belt Use

	Cell Phone Use Number	Percent	No Cell Phone Use Number	Percent
Gender of Driver				
Male	310	60.5%	14,533	65.3%
Female	202	39.5%	7,730	34.7%
Seat Belt Use				
Use	464	90.8%	21,350	95.9%
No Use	47	9.2%	917	4.1%

While cell phone use was not the primary focus of the seat belt surveys, and the data from the survey was minimal, these observations further support the need to make educating the public on the dangers of distracted driving a priority in West Virginia. With this goal in mind, in FFY2022, the GHSP began allocating

Federal funds to Regional Traffic Safety Coordinators (RTSCs) to purchase distracted driving simulators for use in educational community events. Most RTSCs now have simulators or access to one.

The GHSP had planned to conduct a scientific survey focused solely on cell phone use in FFY2024, but were unable to do so; however, we are hopeful to conduct that survey in FFY2025.

Distracted Driving Media

Distracted driving paid media used several avenues to share messaging: year-round media, college athletics, and high school athletics. There was also a separate campaign for National Distracted Driving Awareness Month in April 2024.

The year-round campaign consisted of the following:

- Billboards at a cost of \$360,570, earning 143,809,410 impressions
- Digital advertising via The Trade Desk, Facebook, and Google, at a cost of \$30,908.89, earning 24,218,941 impressions
- Terrestrial radio: 2,514 spots at a cost of \$45,796.46, with 535 added value spots worth \$6,109.07
- Cable television: 43,131 spots at a cost of \$59,891, earning 85.6 percent reach, with \$10,572.80 worth of added value spots (7,614 in total)

College athletics advertising involved the state's two largest universities: Marshall University (MU) in the western part of the state and West Virginia University (WVU) in the northern part of the state. MU's plan included advertising available during all sports, as well as targeted advertising for football, basketball, baseball, soccer, and softball.



Paid Media: Distracted Driving campaign

WVU's plan consisted of advertising during football, basketball, and baseball activities. MU's plan cost \$85,000 with an overall value of \$448,715 and total impressions of 22,525,711.

WVU's plan also cost \$85,000, with an overall value of \$109,980 and total impressions of 5,480,205.

High school athletics advertising opportunities were also utilized to reach teen drivers, passengers, families, and sports fans. The WVSSAC high school football championship campaign cost \$17,000, with multiple venues

for impressions, included live game streaming, live game TV broadcast, and display ads. Live game streaming including 24 spots across three championships games via the MetroNews website, which gets 1.2 million unique visitors each month. Display ads provided 800,000 guaranteed impressions. MetroNews also provided the opportunity for additional advertising throughout December 2023 with 49 radio spots and 4,606 network announcements, at a cost of \$29,400.

Partnering with MetroNews, the GHSP was able to advertise during the entirety of the WVSSAC boys' and girls' state high school basketball tournaments at a cost of \$47,000. Advertising included 112 spots through live game streaming, via the MetroNews website, which gets 1.2 million unique visitors each month. Also included were live game TV broadcasts, display ads, radio spots, live audio streams via radio, and the digital video scorer's table. Display ads guaranteed at least 500,000 impressions. Radio and live audio streaming advertising included 112 spots each. There were 100,00 attendees throughout the tournaments viewing the scorer's table.

The April 2025 National Campaign included the following:

- Digital advertising via The Trade Desk, Google, Facebook, and Spotify, at a cost of \$41,981.66, garnering 8,226,912 impressions
- Terrestrial radio, at a cost of \$20,546.60, for 1,195 spots; there were also 157 added value spots worth \$1,651.40
- Billboards, at a cost of \$13,466, earning 3,730,144 impressions
- Cable television, at a cost of \$25,335, with a reach of 55.7 percent; there were also 949 added value spots worth \$3,432
- In-bar advertising, at a cost of \$14,000, earning 2,048,903 impressions which includes 1,048,903 bonus impressions



Paid Media: Distracted Driving campaign

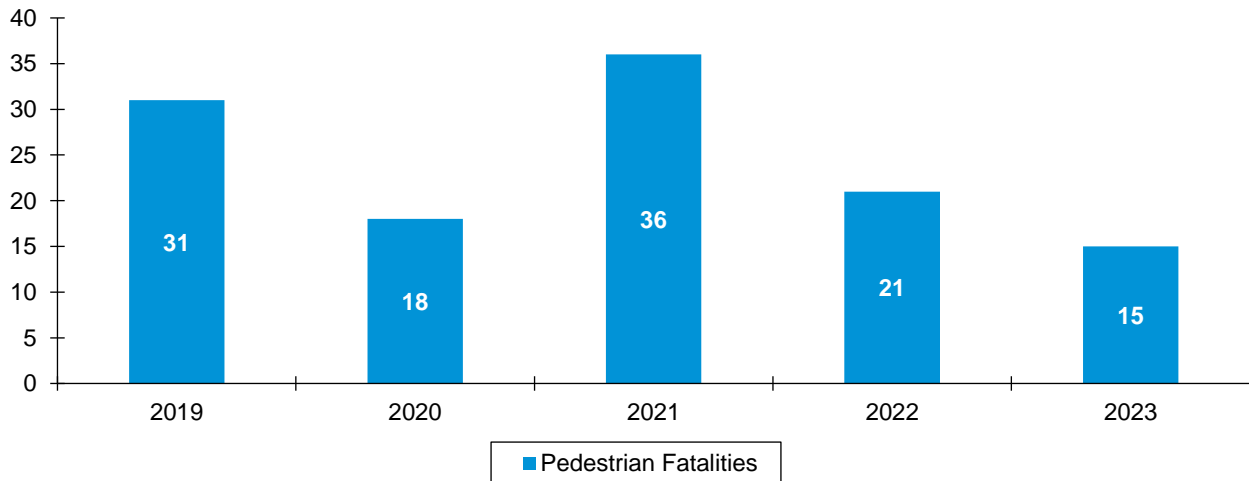
Regional programs also purchased distracted driving media throughout FFY2024 using 402 and 405e funds. A total of 3,929,060 impressions were garnered through television, radio, billboards, and digital advertising, at a cost of \$45,170. Additionally, Region 2 purchased distracted driving advertising during the High School Game of the Week promotion, with 100 digital and radio ads, at a cost of \$3,000, earning 250,000 impressions. RTSCs also earned free spots via television, radio, and billboard ride-overs, at an estimated value of \$16,210 and impressions totaling 1,626,682.

Pedestrian and Bicycle Safety Program

Pedestrian Safety Program

The number of pedestrian fatalities doubled from 2020 to 2021, 18 to 36. However, since then, pedestrian fatalities have decreased to 15, accounting for 5.7 percent of the State's total vehicle crash fatalities in 2023.

Figure 3 Pedestrian Fatalities



The GHSP believes continued, consistent pedestrian safety education is necessary to work on decreasing this number. This is mainly accomplished through safety presentations, given to various age groups on a variety of traffic safety topics including pedestrian safety, as well as educating drivers to pay attention and be aware of pedestrians.

During Back-to-School initiatives, students are educated on safely walking to and from school, the bus stop, and when crossing the street, especially when walking to and from the bus. Safety City in Charleston and Safety Town in Huntington teach students about a wide variety of topics, including pedestrian safety through videos, lectures, demonstrations, and question-and-answer sessions.

The GHSP and RTSCs also work to gain earned media for pedestrian safety, whether to bring attention to upcoming events or in response to recent crashes. When there is a pedestrian fatality, the media often reaches out to the GHSP or one of the regional offices to discuss the issues as well as applicable state laws.

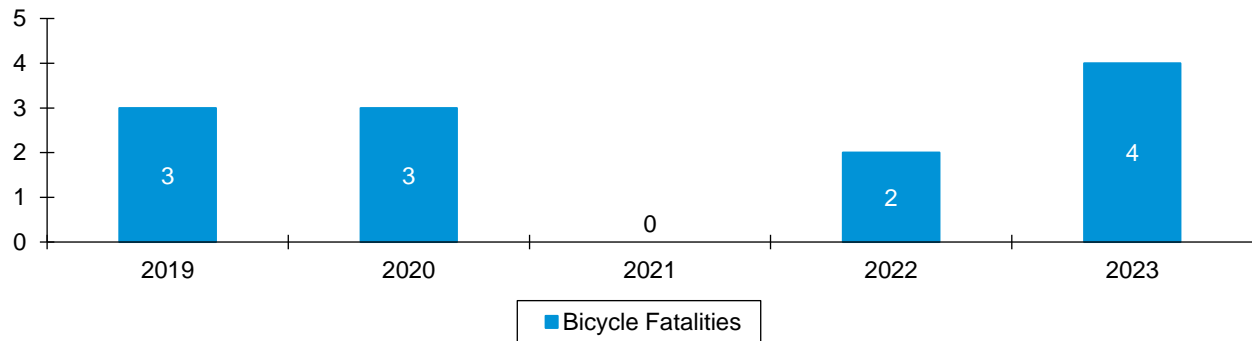
October is Pedestrian Safety Month, and in October 2023, the GHSP planned a small social media buy for pedestrian safety awareness. With \$757 spent, the buy resulted in 348,079 impressions via Facebook.

Projects for this program were funded with Section 402 funds. While there is not a specific pedestrian enforcement program area, there are enforcement program areas focused on factors that are often consistent with fatal pedestrian crashes, such as speed (Section 402 funds), distracted driving (Section 405e funds), impaired driving (Section 405d funds) and Target Red (red light and stop sign running) (Section 402 funds), all of which are awarded to agencies throughout the state.

Bicycle Safety Program

Fortunately, bicyclist fatalities are minimal in West Virginia, but unfortunately, CY2023 data showed an increase from two to four. The GHSP hopes to decrease fatalities to zero in 2024 and maintain zero fatalities going forward.

Figure 4 Bicycle Fatalities



Bicycle safety messages were spread year-long with messages geared toward bicyclists and drivers while driving alongside bicyclists. School and youth-gear events were conducted and involved educating youth and families about bicycle safety and providing them with a variety of bicycle safety materials. Bicycle safety is also included in the safety messages taught at both Safety City in Charleston and Safety Town in Huntington.

Bicycle safety does not typically garner as much media coverage as other program areas, although the GHSP strives to bring attention to this safety initiative when possible. Projects for this program were funded with Section 402 funds.



Paid Media: Pedestrian Safety Month

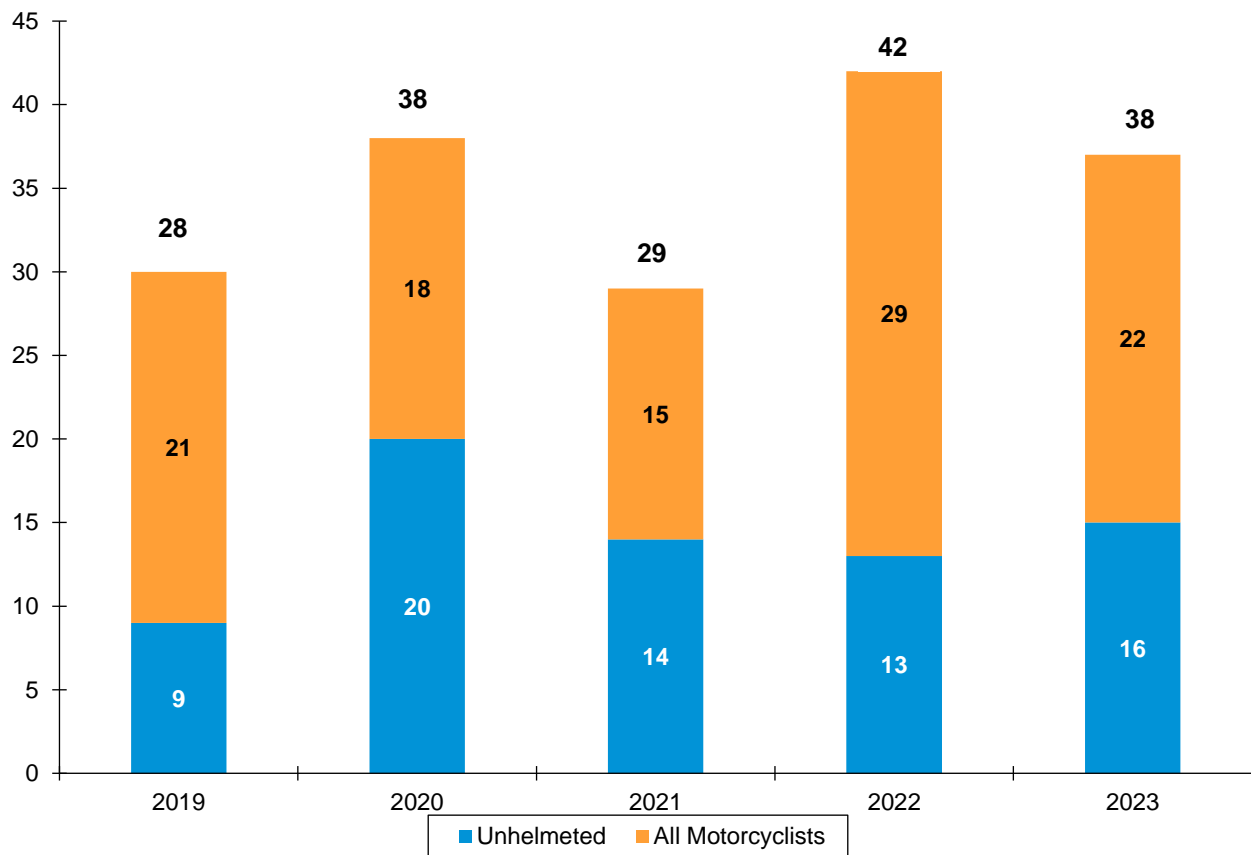


2024 Bicycle Safety Educational Event

Motorcycle Safety Program

The GHSP utilizes the West Virginia Motorcycle Safety Program (WVMSP) to enhance motorcycle safety awareness, promoting alcohol and drug effect awareness for motorcyclists, rider improvement, licensing improvement, and education. Figure 5 shows the number of unhelmeted and helmeted fatalities per year, along with total combined (the number on top each bar).

Figure 5 **Motorcyclist Fatalities**



Motorcycle Data

Motorcycle registrations for FFY2024 totaled 32,146 with 123,270 West Virginia licensees holding a valid motorcycle endorsement.

Safety Training

The GHSP utilizes the Motorcycle Safety Foundation (MSF) to provide motorcycle training, technical assistance, and all the required equipment and training materials. The MSF also certifies the WVMSP's curriculum and its Rider Coaches (trainers).

During FFY2024, three course sites were not in operation: Northern Panhandle, Junior, and Romney. In 2025, MSF will be looking to relocate the range in the Wheeling area and looking into opening a range in the

southern part of the state, near Princeton or Beckley. They will also be utilizing the mobile unit in the Summersville, Romney, and Junior areas.

Motorcycle Safety	Trainees	Passed	Failed	Pass Rate
Basic Rider	695	624	71	90%
Experienced Rider	108	108	0	100%
3 Wheel Basic	7	7	0	100%

The Safe Motorcyclist Awareness & Recognition Trainer (SMART) motorcycle safety training simulator was utilized to train riders by creating a virtual environment where the rider could negotiate road hazards in a safe manner while helping them learn valuable crash avoidance skills. They are frequently utilized in high school drivers' education programs, as well as at health and safety fairs, as a powerful teaching tool.

Program Highlights

In FFY2024, the GHSP began the process for a NHTSA Motorcycle Safety Program Assessment, which will take place in February 2025.

Media

Paid media activities targeted three different aspects to motorcycle safety in West Virginia.

State-Funded Education and Media Efforts

The WVMSP evaluated motorcycle fatality data and one of the findings is more than half of the motorcycle fatalities over the past several years involved a motorcyclist who did not have the proper training or license to operate a motorcycle.

In February 2023, the WVMSP, in conjunction with the WVDMV, mailed annual motorcycle registration renewals to motorcycle owners in West Virginia. State Motorcycle Safety Funds were used to support the printing and mailing of an insert to be included with the registrations. The card insert explained where motorcyclists can look on their driver's license to see if they have their Class F Motorcycle Endorsement. If they did not have the endorsement, the insert listed directions on how to obtain their endorsement, how to enroll in a motorcycle safety class, and the name and contact information for the Motorcycle Safety Training Coordinator should they have questions. The reverse side included "Ride Sober or Get Pulled Over" impaired driving prevention messaging. This card insert generated increased calls and questions regarding the rider's license and safety class information. In FFY2024, the DMV changed the method of mailing motorcycle registration reminders from a letter in an envelope to a postcard. The GHSP will continue to look for ways to re-implement or reimagine this card insert project.

During the spring of 2024 leading up to the motorcycle riding season and throughout the summer of 2024, the WVMSP utilized state funds for various methods to promote motorcycle safety including radio ads and event sponsorships. The primary focus of state-funded motorcycle messaging encouraged current and potential future riders to obtain their motorcycle endorsement by taking the Basic Rider Course (BRC) prior to experiencing riding on our public roads. Secondary messages included helmet use and impaired-free riding. Boosted social media posts were planned; however, classes filled up so quickly, radio was the only

medium utilized to drive people to enroll in a class. The WVMSP boosted May as Motorcycle Safety Month and “Ride to Work” in June. The GHSP also partnered with the Motor Vehicle Network (MVN) to air program messaging on all television screens in all regional DMV offices, including motorcycle safety messaging.

Federally Funded Media Efforts

The GHSP participated in Motorcycle Safety Awareness Month in May 2024 by sharing messaging to increase motorists’ awareness of motorcycles, focusing on helping drivers understand common motorcycle driving behaviors, and learn how to drive safely around motorcycles on West Virginia roadways. Billboard locations around the state were chosen in geographic locations designated as scenic motorcycle routes by the West Virginia Department of Tourism with the message, “Look Twice, Save a Life.” Boosted social media posts with this message were shared in May as well.



Paid Media: Artwork for Billboards Displayed Statewide with the Motorist Awareness Message, “Look Twice, Save a Life”

- Facebook advertising resulted in 1,498,593 impressions at a cost of \$3,119.40.
- Billboard advertising yielded 3,488,124 impressions at a cost of \$16,951.
- Radio advertising was purchased at a cost of \$15,616.10 for 992 spots, with \$2,928 worth of free spots (433 spots in total)

Section 405f funds were used for Motorcycle Safety Awareness Month to increase motorists’ awareness of motorcycles.

Region 5 purchased motorcycle safety advertising via radio at a cost of \$1,300, and earning 16 free spots, estimated at \$780 in value.

Program Budget

The WVMSP is primarily funded through the Motorcycle Safety Fund, which is established in West Virginia Code 17B-1D-7. This account retains all motorcycle endorsement fees (except for instruction permit fees) for WVMSP use.

Additionally, the WVMSP also utilized Federal Section 405f funds to operate its programs.

Older Road Users

West Virginia's population is getting older. In 2010, the U.S. Census Bureau data indicated that 16 percent of West Virginia's population were persons 65 years old or older. The 2020 U.S. Census data indicates that 20 percent of West Virginia's population comprises persons 65 years old or older. In recent years, the percentage of fatalities involving older road users has also increased.

Historical characteristics of older driver crashes have guided GHSP's focus on protecting older road users. From CY2018 to CY2022, 25 percent of crash fatalities were persons age 65 and older (342 of 1,369). In CY2022, persons age 65 and older accounted for 29 percent of crash fatalities, but CY2023 estimates show a decrease to 22 percent of all crash fatalities in West Virginia.

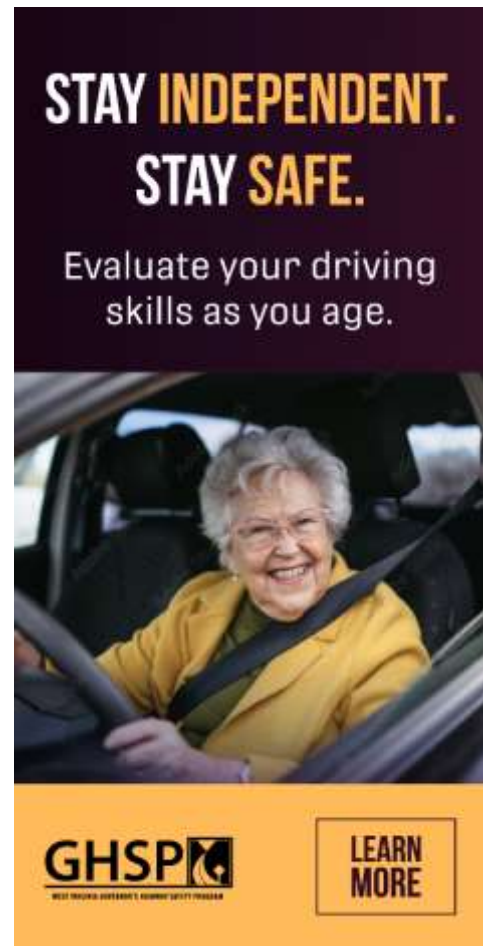
Analysis in the 3HSP considered data from 2012-2021 and found that two thirds of the fatally injured older road users were male. More than half of the older road user fatalities were in the age group of 65 to 74, another 33 percent were in the 75 to 84 age group, and the remaining 15 percent were 85 and above.

The GHSP will continue its efforts to decrease this population's share of crash fatalities through concerted media and education efforts, with the help of meaningful PP&E activities.

Through data-driven analysis, the GHSP determined that Older Drivers should have a media/education focus due to the number of crashes and fatalities involving older drivers and road users 65+, as well as the state having an increasingly older population. Older driver paid media campaign materials were created and used statewide in digital advertising, billboards, and terrestrial radio. Digital advertising consisted of Facebook, Google, and The Trade Desk, and earned 4,013,256 impressions, at a cost of \$7,522.37. Billboards earned 18,864,400 impressions at a cost of \$31,261. Radio advertising cost \$42,175.86 for 2,656 spots, with 304 added value spots with a value of \$3,924.74.

The GHSP has plans to conduct an Older Road User Survey in FFY2025, in addition to continued PP&E efforts to better direct education and media efforts on this topic.

Projects in this program were funded primarily with 405e funds.



Paid Media: Older Road User Safety

Roadside Safety

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.

In FFY2024, the GHSP had planned to use the 405h funds for a public information campaign aimed at preventing roadside deaths. Unfortunately, this was not accomplished as GHSP sees value in further coordinating with partners and continuing data analysis to craft a more impactful campaign that will be appropriately targeted under this new program area.

Moving forward, the GHSP will 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.

The GHSP will also work with its assigned advertising agency, Digital Relativity, to develop education and media materials related to roadside safety, using feedback from first responders, including tow truck drivers, fire and EMS, and law enforcement. Depending on feedback received, there may be dual messaging for both drivers and individuals along the roadside, including first responders, DOH workers and contractors, and pedestrians.

Projects in this program were to be funded primarily with 405h funds.

ATV Safety Program

West Virginia law requires an All-Terrain Vehicle (ATV) Safety Awareness Program for riders under 18 years old. In 2023, West Virginia had 12 fatalities involving ATVs or Utility Terrain Vehicles (UTV) on the state's roadways. Though West Virginia law focuses on riders under 18, fatalities occur with all ages of riders.

Data indicates that helmet use remains the most productive deterrent in preventing ATV, UTV, and Special Purpose Vehicles (SPV) injuries and fatalities, and riders of all ages should be educated on ATV safety and helmet use. SPVs are a special class of UTV designated in WV Code, that can be operated under specific conditions on designated public roadways. This code went into effect in 2020 and caused a lot of confusion with media, law enforcement, government officials, and the public regarding what qualified UTVs or ATVs to be legally operated on public roadways. This caused a need for additional education for law enforcement and the public, as well as more detailed tracking of fatalities. The GHSP has since began tracking fatalities separately for ATVs, UTVs, and SPVs.

The ATV Safety and Awareness Program provides safety training at WVDMV regional offices. The GHSP promotes an expanded version of the training through partnerships with several state agencies including West Virginia University (WVU) Extension Service, the Department of Natural Resources, the West Virginia National Guard, the Department of Education, and the Division of Forestry. A 2.5-hour online ATV safety course is also available for riders to increase safe ATV practices.

In addition to safety training, the GHSP has helped facilitate the construction of ATV trail systems that provide ATV riders the opportunity of riding on a dedicated course off public roads and reducing ATV fatalities.

Though NHTSA has no measures for the GHSP on ATV Safety, and no Federal funding is received for the ATV Safety Program, the GHSP will continue to increase public awareness and reinforce outreach efforts to reduce ATV fatalities and injuries.

Regional Programs and Coordinators

The GHSP has divided the state's 55 counties into eight regions based on geography and demographics. Prior to FFY2019, each region employed a Regional Coordinator who was responsible for the implementation of evidence-based highway safety programs and projects throughout their region. Acting as an extension of the GHSP by facilitating training, media, PI&E, law enforcement activities, and legislative initiatives in their respective regions, they also supported state and national highway safety initiatives in their respective regions.

In FFY2019 the regions were restructured. All 55 counties are still part of a region; however, seven regions are true Regional Traffic Safety Programs (with a Coordinator); one region (6) is now considered a Regional Law Enforcement Program only.

Regional Traffic Safety Coordinators plan their traffic safety improvement programs based on specific regional issues, then submit applications for grant funds providing problem identification and their plans to address them. The GHSP reviews the applications, and if grants are approved, specific required activities or tasks are outlined as part of the grant agreement.

Additionally, the RTSCs have created broad-based community task forces and programs which draw heavily upon traditional traffic safety partners such as law enforcement, local governments, and the court system, but this concept is also expanded to include media, medical professionals, EMS, rehabilitation specialists, private businesses, schools, and the general public.

Federal funding for regional programs comes from Sections 402 and 405 funds, and West Virginia Division of Highways funds for Work Zone Safety.



Region 1

Regional Traffic Safety Program Grantee: City of Charleston

Metro Valley Highway Safety Program Coordinator: Lt. John Garten/Roberta Meadows (September 2024)

Counties: Calhoun, Clay, Gilmer, Kanawha, Ritchie, Roane, and Wirt

Additional Grantees: Kanawha County Commission

Region 2

Regional Traffic Safety Program Grantee: City of Huntington

Huntington Regional Highway Safety Program Coordinator: Beau Evans

Counties: Cabell, Jackson, Lincoln, Mason, Putnam, and Wayne

Region 3

Regional Traffic Safety Program Grantee: City of Charleston

Mid-Ohio Valley Highway Safety Program Coordinator: Lt. John Garten/Roberta Meadows (September 2024)

Counties: Wood

Region 4

Regional Traffic Safety Program Grantee: City of Wheeling

Northern Regional Highway Safety Office Coordinator: Sean Snyder

Counties: Brooke, Hancock, Marshall, Ohio, Pleasants, Tyler, and Wetzel

Region 5

Regional Traffic Safety Program Grantee: City of Clarksburg

High-Technology Corridor Regional Highway Safety Program Coordinator: Pat McCarty

Counties: Barbour, Doddridge, Harrison, Lewis, Marion, Monongalia, Preston, Randolph, Taylor, Tucker, and Upshur

Additional Grantees: City of Morgantown, Monongalia County Commission

Region 6

Regional Law Enforcement Only

Counties: Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, and Pendleton

Program Grantees: Jefferson County Commission, Morgan County Commission

Region 7

Regional Traffic Safety Program Grantee: City of Beckley

Southern Regional Highway Safety Program Coordinator: Sgt. Jamie Wilhite

Counties: Boone, Braxton, Fayette, Greenbrier, Logan, Nicholas, Pocahontas, Raleigh, and Webster

Region 8

Regional Traffic Safety Program Grantee: Mercer County Commission

West Virginia Coalfields Highway Safety Program Coordinator: Lt. Adam Ballard

Counties: McDowell, Mercer, Mingo, Monroe, Summers, and Wyoming

West Virginia Governor's Highway Safety Program Staff

Director | Jack McNeely

The Director is responsible for planning, organizing, and directing the programs and activities of the GHSP in accordance with Federal and State rules, regulations, and guidelines. Funding for the position is 50 percent State and 50 percent Federal.

Business Operations Assistant Senior | Trish Anderson

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

Transportation Division Manager | Amy Boggs

The Transportation Division Manager is responsible for administration of all Federal highway safety funding. The position is also responsible for the HSP and Annual Report content. She also serves as the statewide Child Passenger Safety Coordinator and coordinates Public Participation and Engagement efforts. Funding is 100 percent Federal.

Community Development Specialist Senior | Heather Kessel

This position is responsible for all training of CDS Trainees with program management duties. This position is responsible for the direct management of grants. She is also responsible for programming and activities related to Occupant Protection and Younger Drivers. Funding is 100 percent Federal.

Community Development Specialist | Matt Skeen

This Program Manager is responsible for the day-to-day management of grants. He is also responsible for programming and activities related to Speed and Older Drivers. Funding is 100 percent Federal.

Community Development Specialist | Mike Jones

This Program Manager is responsible for the day-to-day management of grants. He is also responsible for programming and activities related to Distracted Driving and Pedestrian/Bicycle Safety. Funding is 100 percent Federal.

Community Development Specialist Trainee | Vacant

This Program Manager is responsible for the day-to-day management of grants and serves as the statewide Impaired Driving Coordinator and is also responsible for programming and activities related to Drowsy Driving. Funding is 100 percent Federal.

Database Administrator | Tyler Thaxton

The Database Administrator performs technical and analytical research to obtain statistics and conduct evaluation. The traffic safety data collected is reported to the GHSP and other agencies. He serves as Chair of the Traffic Records Coordinating Committee and oversees eCitation and ReportBeam projects. Funding is 100 percent Federal.

Business Operations Assistant Senior | Donnie Hale

This position is the Program Coordinator of the statewide Motorcycle Safety Awareness Program and ATV Safety Program. Funding is 100 percent State.

Business Operations Assistant Senior | Mary Jarrell

This position is the Motorcycle Safety Training Coordinator for the state. Funding is 100 percent State.

Accountant/Auditor Supervisor | Tonya Smith

This position serves as the Fiscal Officer for the GHSP. Funding is 50 percent Federal and 50 percent State.

Accountant/Auditor Trainee | Elizabeth Henderson

This position is the Assistant to the Fiscal Officer for the GHSP. Funding is 50 percent Federal and 50 percent State.

Law Enforcement Liaison | Dean Capehart

The position is responsible for the coordination of all law enforcement activities with the GHSP projects and programs, including law enforcement training, the Traffic Occupant Protection Strategies (TOPS) course, the SFST training, and Mobile Video Training. The individual serves as the Project Director of the DTAS Program and provides assistance to law enforcement agencies as needed with enforcement events. This position is contractual through a grant with the City of Beckley.

DTAS Program Coordinator | Tiffany Hart

This position coordinates the statewide DTAS Program and the WV Lifesavers program for West Virginia law enforcement agencies and officers. This position is contractual through a grant with the City of Beckley.

DRE Program Coordinator | Sgt. Joey Koher

This position coordinates the statewide DRE Program and is funded through the City of Huntington Regional Traffic Safety Program grant.

Traffic Safety Resource Prosecutor | Susan Ringer

This position coordinates traffic safety training for prosecutors and other related highway safety professionals statewide and is funded through a Highway Safety grant with the Division of Motor Vehicles.

Assistant Law Enforcement Liaison | Vacant

This position provides assistance to the LEL in law enforcement training and outreach and is funded through the City of Beckley LEL grant.

Cost Summary for 2024

Program Category	Description	End Of Year 2024 Unexpended Balance	Estimated New Obligations	FY25 Expenditures Budget	9/30/25 Unawarded Funds	9/30/25 Match (50/50, 25%)	9/30/25 To Local 40%
Bipartisan Infrastructure Law (BIL) Grant Programs:							
BIL 402PA	Planning & Administrative	1,240,226.84	516,240.00	283,000.00	0.00	283,000.00	0.00
BIL 402AL	Alcohol	14,435.94	207,064.06	221,500.00	0.00	55,375.00	88,600.00
BIL 402EM	Emergency Med Services	0.00	35,335.00	35,335.00	0.00	8,833.75	14,134.00
BIL 402MC	Motorcycle Safety	25,000.00	5,000.00	30,000.00	0.00	7,500.00	12,000.00
BIL 402PS	Pedestrian/ Bicycle Sfty	5,000.00	0.00	5,000.00	0.00	1,250.00	2,000.00
BIL 402PT	Police Traffic Services	36,069.21	354,930.79	391,000.00	0.00	97,750.00	156,400.00
BIL 402TR	Traffic Records	61,234.91	0.00	60,688.00	0.00	15,172.00	24,275.20
BIL 402CP	Community Traffic Safety Programs	3,039,253.36	0.00	1,824,034.00	0.00	456,008.50	729,613.60
BIL 402DE	Driver Education	47,061.22	0.00	6,000.00	0.00	1,500.00	2,400.00
BIL 402SB	Pupil Transportation Safety	3,957.49	39,542.51	43,500.00	0.00	10,875.00	17,400.00
BIL 402SC	Speed Enforcement	947,236.14	0.00	668,500.00	0.00	167,125.00	267,400.00
BIL 402PM*	Paid Media	44,620.48	564,879.52	609,500.00	0.00	152,375.00	0.00
BIL 402TSP	Teen Safety Programs	19,500.00	20,500.00	40,000.00	0.00	10,000.00	16,000.00
BIL 402UNATTD	Unattended Passenger	216.06	783.94	1,000.00	0.00	250.00	400.00
BIL 402X	Uncommitted	0.00	1,123,724.18	0.00	4,132,754.65		
Total BIL 402 Programs		5,483,811.65	2,868,000.00	4,219,057.00	4,132,754.65	1,266,764.25	1,330,222.80
BIL 405BHV HIGH	Occ Prot HVE	164,032.69	0.00	117,087.16	0.00	29,271.79	0.00
BIL 405BTRNG HIGH	Occ Prot Training	27,140.02	0.00	0.00	0.00	0.00	0.00
BIL 405BPE HIGH	Occ Prot Public Educ	18,201.93	0.00	2,500.00	0.00	625.00	0.00
BIL 405BCPS HIGH	405B Occ Prot CPS	37,880.38	0.00	4,500.00	0.00	1,125.00	0.00
BIL 405BCSS HIGH	Occ Prot Child Seats	12,535.07	0.00	0.00	0.00	0.00	0.00

Program Category	Description	End Of Year 2024 Unexpended Balance	Estimated New Obligations	FY25 Expenditures Budget	9/30/25 Unawarded Funds	9/30/25 Match (50/50, 25%)	9/30/25 To Local 40%
BIL 405BX HIGH	Uncommitted	3,108.52	0.00	0.00	0.00	0.00	0.00
BIL 405BUS HIGH	Underserved CPS Programs	27,658.50	362,358.24	65,000.00	463,828.19	16,250.00	0.00
Total BIL 405B Programs		290,557.11	362,358.24	189,087.16	463,828.19	47,271.79	0.00
BIL 405BHV LOW	Occ Prot HVE	349,186.04	0.00	267,186.04	10,500.00	66,796.51	0.00
BIL 405BTRNG LOW	Occ Prot Training	0.00	0.00	20,000.00	0.00	5,000.00	0.00
BIL 405BPE LOW	Occ Prot Public Educ	0.00	0.00	18,000.00	0.00	4,500.00	0.00
BIL 405BCPS LOW	Occ Prot CPS	0.00	0.00	33,500.00	0.00	8,375.00	0.00
BIL 405BUS LOW	Underserved CPS Programs	0.00	0.00	0.00	0.00	0.00	0.00
BIL 405BX LOW	Uncommitted	0.00	0.00	0.00	0.00	0.00	0.00
Total BIL 405B Programs		349,186.04	0.00	338,686.04	10,500.00	84,671.51	0.00
BIL 405C	Data Programs	1,048,203.52	0.00	484,221.28	0.00	121,055.32	0.00
BIL 405C	Uncommitted	0.00	389,035.74	0.00	953,017.98	0.00	0.00
Total BIL 405C Programs		1,048,203.52	389,035.74	484,221.28	953,017.98	205,726.83	0.00
BIL 405DHVE	Imp Driv High Vis Enf	2,376,750.95	0.00	848,500.00	0.00	212,125.00	0.00
BIL 405DIDC	Imp Driving Coor	68,812.26	0.00	50,000.00	0.00	12,500.00	0.00
BIL 405DPM	Imp Driving Paid Media	518,000.07	0.00	268,916.12	0.00	67,229.03	0.00
BIL 405DTR	Imp Driving Training	0.00	0.00	183,000.00	0.00	45,750.00	0.00
BIL 405DOT	Imp Driving Other	0.00	0.00	5,500.00	0.00	1,375.00	0.00
BIL 405DX	Imp Driving Uncommitted	0.00	1,492,977.06	0.00	3,100,624.22	0.00	0.00
Total BIL 405D Impaired Driving		2,963,563.28	1,492,977.06	1,355,916.12	3,100,624.22	338,979.03	0.00
BIL 405EPE	Dist Driving Public Education	1,142,561.13	0.00	1,335,000.00	0.00	333,750.00	0.00
BIL 405EDDLE	Dist Driving Law Enf	3,768,155.52	0.00	400,500.00	232,413.27	100,125.00	0.00
BIL 405EX	Dist Driving Uncommitted	112,000.00	0.00	0.00	3,276,544.14	0.00	0.00
BIL 405EDE	Dist Driving Drivers Education	56,000.00	0.00	33,000.00	0.00	8,250.00	0.00

Program Category	Description	End Of Year 2024 Unexpended Balance	Estimated New Obligations	FY25 Expenditures Budget	9/30/25 Unawarded Funds	9/30/25 Match (50/50, 25%)	9/30/25 To Local 40%
BIL 405EPM	Dist Driving Paid Media	352,768.23	0.00	230,000.00	0.00	57,500.00	0.00
BIL 405EDD	Dist Driving Report	0.00	234,030.53	158,058.00	0.00	39,514.50	0.00
Total BIL 405E Dist Driving Program		5,431,484.88	234,030.53	2,156,558.00	3,508,957.41	205,389.50	0.00
BIL 405FMT	Motorcycle Safety Training	3,000.00	0.00	5,000.00	0.00	1,250.00	0.00
BIL 405FMA	Motorcycle Safety Aware	101,747.58	0.00	29,125.05	0.00	7,281.26	0.00
BIL 405FX	Uncommitted	0.00	44,950.09	0.00	115,572.62	0.00	0.00
Total Motorcycle Safety Program		104,747.58	44,950.09	34,125.05	115,572.62	8,531.26	0.00
BIL 405GPE	Nonmotorized Public Education	0.00	230,000.00	230,000.00	0.00	57,500.00	0.00
BIL 405GX	Nonmotorized Safety Uncommitted	0.00	19,834.86	0.00	19,834.86	0.00	0.00
Total Motorcycle Safety Program		0.00	249,834.86	230,000.00	19,834.86	57,500.00	0.00
BIL 405HPE	Roadside Deaths Public Ed	61,808.39	1,498.35	63,306.74	0.00	15,826.69	0.00
BIL 405HBVS	Roadside Deaths Visibility	0.00	17,000.00	17,000.00	0.00	4,250.00	0.00
BIL 405HX	Roadside Deaths Uncommitted	0.00	23,845.14	0.00	23,845.14	0.00	0.00
Total Motorcycle Safety Program		61,808.39	42,343.49	80,306.74	23,845.14	20,076.69	0.00
SUPPBIL 402PA	Planning & Admin	0.00	27,000.00	27,000.00	0.00	6,750.00	0.00
SUPPBIL 402SA	Safe Communities	0.00	123,000.00	123,000.00	0.00	30,750.00	0.00
SUPPBIL 405BHV	Occupant Protection HVE	19,113.40	22,113.40	44,226.80	0.00	11,056.70	0.00
SUPPBIL 405BUS	Occupant Protection Underserved	3,000.00	0.00	0.00	0.00	0.00	0.00
SUPPBIL 405C	Data Program	75,240.25	23,741.43	100,278.72	(1,297.04)	25,069.68	0.00
SUPPBIL 405DPM	Imp Driv High Vis Enf	88,541.94	91,349.99	177,083.88	2,808.05	44,270.97	0.00
SUPPBIL 405EDOD	Older Driver Education	426,271.37	15,287.64	100,000.00	341,559.01	25,000.00	0.00

Program Category	Description	End Of Year 2024 Unexpended Balance	Estimated New Obligations	FY25 Expenditures Budget	9/30/25 Unawarded Funds	9/30/25 Match (50/50, 25%)	9/30/25 To Local 40%
SUPPBIL 405FMMA	Motorcycle Safety Awareness	8,154.43	2,743.14	10,874.95	22.62	2,718.74	0.00
SUPPBIL 405G	Nonmotorized Safety	0.00	15,246.51	10,000.00	5,246.51	2,500.00	0.00
SUPPBIL 405H	Preventing Roadside Deaths	3,846.63	2,584.06	7,693.26	(1,262.57)	1,923.32	0.00
Total SUPPBIL Programs		624,168.02	323,066.17	600,157.61	347,076.58	150,039.40	0.00
NHTSA TOTAL		16,357,530.47	6,006,596.18	9,688,115.00	12,676,011.65	2,242,778.75	1,330,222.80

Grant Status Report

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
402	01 GHSP PLANNING & ADMIN	402PA	274,000.00	274,000.00	152,029.64	121,970.36		55.49%	
402	01 GHSP MOTORCYCLE SAFETY	402MC	20,000.00	20,000.00	0.00	20,000.00		N/A	
402	01 GHSP TRAFFIC RECORDS	402TR	58,354.00	58,354.00	10,292.52	48,061.48		17.64%	
402	01 GHSP COORDINATION	402CP	697,159.00	697,159.00	432,601.73	264,557.27		62.05%	
402	01 GHSP COORDINATION	402UNATTD	1,000.00	1,000.00	783.94	216.06		78.39%	
402	01 GHSP PAID MEDIA	402PM	412,000.00	412,000.00	408,176.03	3,823.97	1,003,883.86	99.07%	
402	02 CITY OF HUNTINGTON	402OP	6,000.00	6,000.00	6,000.00	0.00		100.00%	
402	02 CITY OF HUNTINGTON	402PT	6,000.00	6,000.00	1,413.86	4,586.14		23.56%	
402	02 CITY OF HUNTINGTON	402DE	9,500.00	9,500.00	9,414.99	85.01		99.11%	
402	02 CITY OF HUNTINGTON	402CP	86,000.00	86,000.00	66,114.99	19,885.01		76.88%	
402	02 CITY OF HUNTINGTON	402SB	6,000.00	6,000.00	5,893.61	106.39		98.23%	
402	02 CITY OF HUNTINGTON	402SE	83,000.00	83,000.00	82,622.75	377.25		99.55%	
402	02 CITY OF HUNTINGTON	402PM	16,500.00	16,500.00	14,599.99	1,900.01	186,060.19	88.48%	87.35%
402	04 CITY OF WHEELING	402OP	1,000.00	1,000.00	0.00	1,000.00		N/A	
402	04 CITY OF WHEELING	402PT	2,000.00	2,000.00	0.00	2,000.00		N/A	
402	04 CITY OF WHEELING	402CP	68,600.00	68,600.00	58,214.71	10,385.29		84.86%	
402	04 CITY OF WHEELING	402SB	3,000.00	3,000.00	1,873.21	1,126.79		62.44%	
402	04 CITY OF WHEELING	402SE	28,000.00	28,000.00	12,536.21	15,463.79		44.77%	
402	04 CITY OF WHEELING	402PM	1,000.00	1,000.00	0.00	1,000.00	72,624.13	N/A	70.10%
402	05 CITY OF CLARKSBURG	402OP	4,000.00	4,000.00	4,000.00	0.00		100.00%	
402	05 CITY OF CLARKSBURG	402PT	3,000.00	2,000.00	0.00	2,000.00		N/A	
402	05 CITY OF CLARKSBURG	402CP	99,560.00	100,560.00	80,392.95	20,167.05		79.95%	
402	05 CITY OF CLARKSBURG	402SB	2,000.00	2,000.00	103.86	1,896.14		5.19%	
402	05 CITY OF CLARKSBURG	402SE	54,000.00	54,000.00	42,173.34	11,826.66		78.10%	
402	05 CITY OF CLARKSBURG	402PM	20,000.00	20,000.00	17,780.00	2,220.00	144,450.15	88.90%	79.12%
402	06 JEFFERSON CO COMM	402PT	50,000.00	50,000.00	29,100.00	20,900.00		58.20%	
402	06 JEFFERSON CO COMM	402CP	45,000.00	45,000.00	0.00	45,000.00		N/A	
402	06 JEFFERSON CO COMM	402SE	40,000.00	40,000.00	22,875.98	17,124.02	51,975.98	57.19%	38.50%
402	07 CITY OF BECKLEY	402OP	7,000.00	7,000.00	0.00	7,000.00		N/A	
402	07 CITY OF BECKLEY	402PT	2,000.00	2,000.00	0.00	2,000.00		N/A	
402	07 CITY OF BECKLEY	402CP	99,400.00	99,400.00	66,908.48	32,491.52		67.31%	

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
402	07 CITY OF BECKLEY	402SB	3,000.00	3,000.00	2,968.70	31.30		98.96%	
402	07 CITY OF BECKLEY	402SE	40,000.00	40,000.00	39,897.18	102.82		99.74%	
402	07 CITY OF BECKLEY	402PM	3,500.00	3,500.00	300.00	3,200.00	110,074.36	8.57%	71.06%
402	08 CITY OF CHARLESTON	402OP	4,000.00	4,000.00	0.00	4,000.00		N/A	
402	08 CITY OF CHARLESTON	402PT	4,000.00	4,000.00	0.00	4,000.00		N/A	
402	08 CITY OF CHARLESTON	402CP	76,600.00	76,600.00	64,208.82	12,391.18		83.82%	
402	08 CITY OF CHARLESTON	402SB	5,000.00	5,000.00	2,517.68	2,482.32		50.35%	
402	08 CITY OF CHARLESTON	402SE	85,000.00	85,000.00	46,073.05	38,926.95		54.20%	
402	08 CITY OF CHARLESTON	402PM	30,000.00	30,000.00	29,135.00	865.00	141,934.55	97.12%	69.37%
402	09 CITY OF BECKLEY LEL	402PT	22,500.00	22,500.00	7,662.33	14,837.67		34.05%	
402	09 CITY OF BECKLEY LEL	402CP	201,520.00	201,520.00	115,010.40	86,509.60	122,672.73	57.07%	54.76%
402	10 WV STATE POLICE	402SE	130,000.00	130,000.00	125,983.17	4,016.83	125,983.17	96.91%	96.91%
402	11 DMV TSRP	402PT	40,000.00	40,000.00	0.00	40,000.00	0.00	N/A	0.00%
402	11 DMV TSRP	402AL	153,500.00	153,500.00	98,372.57	55,127.43	98,372.57	64.09%	64.09%
402	12 AL BEVRG CNTRL ADM	402AL	65,000.00	65,000.00	64,984.06	15.94	64,984.06	99.98%	99.98%
402	14 MERCER CO COMM	402OP	13,000.00	13,000.00	7,500.00	5,500.00		57.69%	
402	14 MERCER CO COMM	402PS	500.00	500.00	0.00	500.00		N/A	
402	14 MERCER CO COMM	402PT	2,000.00	2,000.00	125.00	1,875.00		6.25%	
402	14 MERCER CO COMM	402CP	128,400.00	128,400.00	75,428.89	52,971.11		58.75%	
402	14 MERCER CO COMM	402SB	1,500.00	1,500.00	164.98	1,335.02		11.00%	
402	14 MERCER CO COMM	402SE	40,000.00	40,000.00	16,081.24	23,918.76		40.20%	
402	14 MERCER CO COMM	402PM	11,500.00	11,500.00	6,300.00	5,200.00	105,600.11	54.78%	53.63%
402	15 CITY OF BECKLEY DTASP	402PT	245,000.00	245,000.00	161,380.71	83,619.29		65.87%	
402	15 CITY OF BECKLEY DTASP	402CP	103,500.00	103,500.00	51,149.66	52,350.34	212,530.37	49.42%	60.98%
402	16 PUBLIC SERVICE COMM	402SE	25,000.00	25,000.00	25,000.00	0.00	25,000.00	100.00%	100.00%
402	17 MONONGALIA CO COMM	402CP	1,000.00	1,000.00	0.00	1,000.00		N/A	
402	17 MONONGALIA CO COMM	402SB	3,000.00	4,100.00	4,034.08	65.92		98.39%	
402	17 MONONGALIA CO COMM	402SE	33,000.00	31,900.00	16,967.15	14,932.85	21,001.23	53.19%	56.76%
402	18 CITY OF MORGANTOWN	402CP	500.00	500.00	0.00	500.00		N/A	
402	18 CITY OF MORGANTOWN	402SB	500.00	500.00	0.00	500.00		N/A	
402	18 CITY OF MORGANTOWN	402SE	12,000.00	12,000.00	1,554.07	10,445.93	1,554.07	12.95%	11.95%
402	19 MORGAN CO COMM	402SE	15,000.00	15,000.00	11,999.49	3,000.51	11,999.49	80.00%	80.00%
402	20 KAN CO COMM-SHERIFFS	402CP	1,000.00	1,000.00	0.00	1,000.00		N/A	
402	20 KAN CO COMM-SHERIFFS	402SB	2,000.00	2,100.00	2,095.50	4.50		99.79%	
402	20 KAN CO COMM-SHERIFFS	402SE	31,000.00	30,900.00	9,414.41	21,485.59	11,509.91	30.47%	33.85%

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
402	TOTAL 402 SAFE COMM AWARDS		3,738,093.00	3,738,093.00	2,512,210.93	1,225,882.07	2,512,210.93	67.21%	67.21%
402	TOTAL UNAWARDED FUNDS		3,640,908.96	3,640,908.96			N/A	N/A	N/A
402	TOTAL 402 SAFE COMM GRANTS		7,379,001.96	7,379,001.96	2,512,210.93		2,512,210.93	N/A	67.21%
				0.00			0.00		
405B	01 GHSP OP PE UNDERSERVED	405BUS	33,000.00	33,000.00	32,866.98	133.02	32,866.98	99.60%	99.60%
405B	02 CITY OF HUNTINGTON	405BHV	55,000.00	55,000.00	49,532.03	5,467.97		90.06%	
405B	02 CITY OF HUNTINGTON	405BPE	14,000.00	14,000.00	12,679.99	1,320.01		90.57%	
405B	02 CITY OF HUNTINGTON	405BCPS	5,000.00	5,000.00	790.25	4,209.75		15.81%	
405B	02 CITY OF HUNTINGTON	405BCSS	2,500.00	2,500.00	1,886.98	613.02		75.48%	
405B	02 CITY OF HUNTINGTON	405BUS	1,000.00	1,000.00	1,000.00	0.00	65,889.25	100.00%	85.02%
405B	04 CITY OF WHEELING	405BHV	12,000.00	12,000.00	3,755.55	8,244.45		31.30%	
405B	04 CITY OF WHEELING	405BPE	2,000.00	2,000.00	0.00	2,000.00		N/A	
405B	04 CITY OF WHEELING	405BCPS	9,000.00	9,000.00	1,265.42	7,734.58		14.06%	
405B	04 CITY OF WHEELING	405BCSS	3,500.00	3,500.00	2,595.34	904.66		74.15%	
405B	04 CITY OF WHEELING	405BUS	1,000.00	1,000.00	1,000.00	0.00	8,616.31	100.00%	55.59%
405B	05 CITY OF CLARKSBURG	405BHV	23,000.00	23,000.00	3,971.77	19,028.23		17.27%	
405B	05 CITY OF CLARKSBURG	405BCPS	7,000.00	7,000.00	2,317.55	4,682.45		33.11%	
405B	05 CITY OF CLARKSBURG	405BCSS	4,500.00	4,500.00	4,473.59	26.41		99.41%	
405B	05 CITY OF CLARKSBURG	405BUS	1,000.00	1,000.00	988.97	11.03	11,751.88	98.90%	94.02%
405B	06 JEFFERSON CO COMM	405BHV	13,000.00	13,000.00	3,436.82	9,563.18	3,436.82	26.44%	26.44%
405B	07 CITY OF BECKLEY	405BHV	25,000.00	25,000.00	20,587.36	4,412.64		82.35%	
405B	07 CITY OF BECKLEY	405BPE	2,000.00	2,000.00	0.00	2,000.00		N/A	
405B	07 CITY OF BECKLEY	405BCPS	3,500.00	3,500.00	240.60	3,259.40		6.87%	
405B	07 CITY OF BECKLEY	405BCSS	3,000.00	3,000.00	2,018.54	981.46		67.28%	
405B	07 CITY OF BECKLEY	405BUS	1,000.00	1,000.00	968.28	31.72	23,814.78	96.83%	69.03%
405B	08 CITY OF CHARLESTON	405BHV	50,000.00	50,000.00	30,076.95	19,923.05		60.15%	
405B	08 CITY OF CHARLESTON	405BCPS	8,000.00	8,000.00	285.00	7,715.00		3.56%	
405B	08 CITY OF CHARLESTON	405BCSS	2,500.00	2,500.00	2,476.22	23.78		99.05%	
405B	08 CITY OF CHARLESTON	405BUS	500.00	500.00	500.00	0.00	33,338.17	100.00%	54.65%
405B	09 CITY OF BECKLEY LEL	405BTRNG	20,000.00	20,000.00	3,055.37	16,944.63		15.28%	
405B	09 CITY OF BECKLEY LEL	405BCSS	1,500.00	1,500.00	0.00	1,500.00	3,055.37	N/A	14.21%
405B	10 WV STATE POLICE	405BHV	112,000.00	112,000.00	107,364.49	4,635.51	107,364.49	95.86%	95.86%
405B	14 MERCER CO COMM	405BHV	31,000.00	31,000.00	10,257.02	20,742.98		33.09%	
405B	14 MERCER CO COMM	405BPE	2,000.00	2,000.00	1,237.50	762.50		61.88%	
405B	14 MERCER CO COMM	405BCPS	4,500.00	4,500.00	0.00	4,500.00		N/A	
405B	14 MERCER CO COMM	405BCSS	2,000.00	2,000.00	0.00	2,000.00		N/A	

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
405B	14 MERCER CO COMM	405BUS	500.00	500.00	0.00	500.00	11,494.52	N/A	28.74%
405B	16 PUBLIC SERVICE COMM	405BHV	10,000.00	10,000.00	10,000.00	0.00	10,000.00	100.00%	100.00%
405B	17 MONONGALIA CO COMM	405BHV	16,000.00	16,000.00	791.53	15,208.47	791.53	4.95%	4.95%
405B	18 CITY OF MORGANTOWN	405BHV	11,000.00	11,000.00	573.48	10,426.52	573.48	5.21%	5.21%
405B	19 MORGAN CO COMM	405BHV	13,000.00	13,000.00	4,826.51	8,173.49	4,826.51	37.13%	37.13%
405B	20 KAN CO COMM-SHERIFFS	405BHV	12,500.00	12,500.00	9,128.60	3,371.40	9,128.60	73.03%	73.03%
405B	TOTAL 405B OCC PROT AWARDS		518,000.00	518,000.00	326,948.69	191,051.31	326,948.69	63.12%	63.12%
405B	TOTAL UNAwarDED FUNDS		470,705.35	470,705.35			N/A	N/A	N/A
405B	TOTAL 405B OCC PROT GRANTS		988,705.35	988,705.35	326,948.69		326,948.69	N/A	63.12%
				0.00			0.00		
405C	01 GHSP TRAFFIC RECORDS	405C	83,000.00	83,000.00	80,651.49	2,348.51	80,651.49	97.17%	97.17%
405C	02 CITY OF HUNTINGTON	405C	82,500.00	82,500.00	66,137.66	16,362.34	66,137.66	80.17%	80.17%
405C	04 CITY OF WHEELING	405C	30,000.00	30,000.00	0.00	30,000.00	0.00	N/A	0.00%
405C	05 CITY OF CLARKSBURG	405C	50,000.00	50,000.00	49,970.82	29.18	49,970.82	99.94%	99.94%
405C	06 JEFFERSON CO COMM	405C	5,000.00	5,000.00	0.00	5,000.00	0.00	N/A	0.00%
405C	07 CITY OF BECKLEY	405C	30,000.00	30,000.00	0.00	30,000.00	0.00	N/A	0.00%
405C	08 CITY OF CHARLESTON	405C	30,000.00	30,000.00	20,635.44	9,364.56	20,635.44	68.78%	68.78%
405C	09 CITY OF BECKLEY LEL	405C	50,000.00	50,000.00	50,000.00	0.00	50,000.00	100.00%	100.00%
405C	14 MERCER CO COMM	405C	35,000.00	35,000.00	31,909.80	3,090.20	31,909.80	91.17%	91.17%
405C	16 PUBLIC SERVICE COMM	405C	8,000.00	8,000.00	8,000.00	0.00	8,000.00	100.00%	100.00%
405C	19 MORGAN CO COMM	405C	5,000.00	5,000.00	345.20	4,654.80	345.20	6.90%	6.90%
405C	20 KANAWHA CO COMM	405C	10,000.00	10,000.00	9,832.71	167.29	9,832.71	98.33%	98.33%
405C	TOTAL 405C TRAFFIC RECORDS AWARDS		418,500.00	418,500.00	317,483.12	101,016.88	317,483.12	75.86%	75.86%
405C	TOTAL UNAwarDED FUNDS		1,022,426.89	1,022,426.89			N/A	N/A	N/A
405C	TOTAL 405C TRAFFIC RECORDS GRANTS		1,440,926.89	1,440,926.89	317,483.12		317,483.12	N/A	75.86%
				0.00			0.00		
405D	01 GHSP PAID MEDIA	405DPM	342,000.00	342,000.00	340,211.72	1,788.28	340,211.72	99.48%	99.48%
405D	02 CITY OF HUNTINGTON	405DHVE	71,500.00	63,500.00	37,957.64	25,542.36		59.78%	
405D	02 CITY OF HUNTINGTON	405DIDC	41,000.00	49,000.00	48,252.41	747.59		98.47%	
405D	02 CITY OF HUNTINGTON	405DPM	6,000.00	6,000.00	5,999.98	0.02		100.00%	
405D	02 CITY OF HUNTINGTON	405DTRNG	132,000.00	132,000.00	88,865.53	43,134.47	181,075.56	67.32%	72.29%
405D	04 CITY OF WHEELING	405DHVE	39,000.00	39,000.00	5,241.99	33,758.01		13.44%	

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
405D	04 CITY OF WHEELING	405DPM	2,500.00	2,500.00	0.00	2,500.00		N/A	
405D	04 CITY OF WHEELING	405DTRNG	2,000.00	2,000.00	894.11	1,105.89		44.71%	
405D	04 CITY OF WHEELING	405DOT	500.00	500.00	0.00	500.00	6,136.10	N/A	13.95%
405D	05 CITY OF CLARKSBURG	405DHVE	55,000.00	55,000.00	29,839.69	25,160.31		54.25%	
405D	05 CITY OF CLARKSBURG	405DPM	7,500.00	7,500.00	3,111.59	4,388.41		41.49%	
405D	05 CITY OF CLARKSBURG	405DTRNG	2,000.00	2,000.00	1,447.20	552.80		72.36%	
405D	05 CITY OF CLARKSBURG	405DOT	20,500.00	20,500.00	20,500.00	0.00	54,898.48	100.00%	64.59%
405D	06 JEFFERSON CO COMM	405DHVE	20,000.00	20,000.00	8,272.92	11,727.08	8,272.92	41.36%	41.36%
405D	07 CITY OF BECKLEY	405DHVE	84,000.00	84,000.00	69,927.87	14,072.13		83.25%	
405D	07 CITY OF BECKLEY	405DPM	7,000.00	7,000.00	0.00	7,000.00		N/A	
405D	07 CITY OF BECKLEY	405DTRNG	2,000.00	2,000.00	680.60	1,319.40		34.03%	
405D	07 CITY OF BECKLEY	405DOT	3,000.00	3,000.00	0.00	3,000.00	70,608.47	N/A	73.55%
405D	08 CITY OF CHARLESTON	405DHVE	115,000.00	115,000.00	11,038.85	103,961.15		9.60%	
405D	08 CITY OF CHARLESTON	405DPM	25,000.00	25,000.00	23,380.00	1,620.00		93.52%	
405D	08 CITY OF CHARLESTON	405DTRNG	5,000.00	5,000.00	0.00	5,000.00		N/A	
405D	08 CITY OF CHARLESTON	405DOT	2,000.00	2,000.00	0.00	2,000.00	34,418.85	N/A	23.41%
405D	09 CITY OF BECKLEY LEL	405DTRNG	15,000.00	15,000.00	14,068.44	931.56	14,068.44	93.79%	93.79%
405D	10 WV STATE POLICE	405DHVE	250,000.00	250,000.00	241,007.08	8,992.92	241,007.08	96.40%	
405D	14 MERCER CO COMM	405DHVE	47,000.00	47,000.00	5,674.48	41,325.52		12.07%	
405D	14 MERCER CO COMM	405DPM	13,000.00	13,000.00	5,781.00	7,219.00		44.47%	
405D	14 MERCER CO COMM	405DTRNG	10,000.00	10,000.00	5,382.00	4,618.00		53.82%	
405D	14 MERCER CO COMM	405DOT	3,500.00	3,500.00	0.00	3,500.00	16,837.48	N/A	22.91%
405D	17 MONONGALIA CO COMM	405DHVE	73,000.00	73,000.00	35,191.13	37,808.87	35,191.13	48.21%	48.21%
405D	18 CITY OF MORGANTOWN	405DHVE	29,000.00	29,000.00	2,355.15	26,644.85	2,355.15	8.12%	8.12%
405D	19 MORGAN CO COMM	405DHVE	8,000.00	8,000.00	2,580.29	5,419.71	2,580.29	32.25%	32.25%
405D	20 KANAWHA CO COMM	405DHVE	32,000.00	32,000.00	26,298.73	5,701.27	26,298.73	82.18%	82.18%
405D	TOTAL 405D IMP DRIVING AWARDS		1,465,000.00	1,465,000.00	1,033,960.40	431,039.60	1,033,960.40	70.58%	70.58%
405D	TOTAL UNAWARDED FUNDS		2,644,322.02	2,644,322.02			N/A	N/A	N/A
405D	TOTAL 405D IMPAIRED DRIVING GRANTS		4,109,322.02	4,109,322.02	1,033,960.40		1,033,960.40	N/A	70.58%
				0.00			0.00		
405E	01 GHSP DIST DRIVING PE	405EPE	1,255,000.00	1,000,000.00	904,082.58	95,917.42	904,082.58	90.41%	90.41%
405E	01 GHSP DIST DRIVING PM	405EPM	100,000.00	355,000.00	151,011.37	203,988.63	151,011.37	42.54%	42.54%
405E	01 GHSP DIST DRIVING DD	405EDD	55,825.00	55,825.00	40,445.49	15,379.51	40,445.49	72.45%	72.45%
405E	02 CITY OF HUNTINGTON	405EDDLE	50,000.00	50,000.00	49,858.08	141.92		99.72%	

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
405E	02 CITY OF HUNTINGTON	405EPE	11,000.00	11,000.00	11,000.00	0.00	60,858.08	100.00%	99.77%
405E	04 CITY OF WHEELING	405EDDLE	12,000.00	12,000.00	3,579.10	8,420.90		29.83%	
405E	04 CITY OF WHEELING	405EDE	1,000.00	1,000.00	0.00	1,000.00		N/A	
405E	04 CITY OF WHEELING	405EPE	3,000.00	3,000.00	0.00	3,000.00	3,579.10	N/A	22.37%
405E	05 CITY OF CLARKSBURG	405EDDLE	29,500.00	29,500.00	15,916.07	13,583.93		53.95%	
405E	05 CITY OF CLARKSBURG	405EDE	15,000.00	15,000.00	0.00	15,000.00		N/A	
405E	05 CITY OF CLARKSBURG	405EPE	5,000.00	5,000.00	5,000.00	0.00	20,916.07	100.00%	42.25%
405E	06 JEFFERSON CO COMM	405EDDLE	15,000.00	15,000.00	8,379.39	6,620.61	8,379.39	55.86%	55.86%
405E	07 CITY OF BECKLEY	405EDDLE	16,000.00	16,000.00	15,249.56	750.44		95.31%	
405E	07 CITY OF BECKLEY	405EDE	1,000.00	1,000.00	0.00	1,000.00		N/A	
405E	07 CITY OF BECKLEY	405EPE	5,000.00	5,000.00	0.00	5,000.00	15,249.56	N/A	69.32%
405E	08 CITY OF CHARLESTON	405EDDLE	40,000.00	40,000.00	12,777.72	27,222.28		31.94%	
405E	08 CITY OF CHARLESTON	405EDE	15,000.00	15,000.00	0.00	15,000.00		N/A	
405E	08 CITY OF CHARLESTON	405EPE	20,000.00	20,000.00	19,915.00	85.00	32,692.72	99.58%	43.59%
405E	09 CITY OF BECKLEY LEL	405ETR	3,000.00	3,000.00	2,327.02	672.98	2,327.02	77.57%	77.57%
405E	09 CITY OF BECKLEY LEL	405EOP	97,000.00	97,000.00	0.00	97,000.00	0.00	N/A	0.00%
405E	10 WV STATE POLICE	405EDDLE	90,000.00	90,000.00	74,718.60	15,281.40	74,718.60	83.02%	83.02%
405E	14 MERCER CO COMM	405EDDLE	12,000.00	12,000.00	2,606.89	9,393.11		21.72%	
405E	14 MERCER CO COMM	405EDE	16,000.00	16,000.00	0.00	16,000.00		N/A	
405E	14 MERCER CO COMM	405EPE	5,000.00	5,000.00	2,100.00	2,900.00	4,706.89	42.00%	14.26%
405E	16 PUBLIC SERVICE COMM	405EDDLE	30,000.00	30,000.00	30,000.00	0.00	30,000.00	100.00%	100.00%
405E	17 MONONGALIA CO COMM	405EDDLE	15,000.00	15,000.00	577.50	14,422.50	577.50	3.85%	3.85%
405E	18 CITY OF MORGANTOWN	405EDDLE	10,000.00	10,000.00	0.00	10,000.00	0.00	N/A	0.00%
405E	19 MORGAN CO COMM	405EDDLE	16,000.00	16,000.00	5,143.69	10,856.31	5,143.69	32.15%	32.15%
405E	20 KANAWHA CO COMM	405EDDLE	20,000.00	20,000.00	3,372.98	16,627.02	3,372.98	16.86%	16.86%
405E	TOTAL 405E DIST DRIVING AWARDS		1,963,325.00	1,963,325.00	1,358,061.04	605,263.96	1,358,061.04	69.17%	69.17%
405E	TOTAL UNAwarDED FUNDS		5,229,235.89	5,229,235.89			N/A	N/A	N/A
405E	TOTAL 405E DIST DRIVING GRANTS		7,192,560.89	7,192,560.89	1,358,061.04		1,358,061.04	N/A	69.17%
				0.00			0.00		
405F	09 CITY OF BECKLEY LEL	405FMT	5,000.00	5,000.00	0.00	5,000.00	0.00	N/A	0.00%
405F	01 GHSP PAID MEDIA	405FMA	40,000.00	40,000.00	39,980.84	19.16	39,980.84	99.95%	99.95%
405F	TOTAL 405F MOTORCYCLE SFTY AWARDS		45,000.00	45,000.00	39,980.84	5,019.16	39,980.84	88.85%	88.85%
405F	TOTAL UNAwarDED FUNDS		113,500.25	113,500.25	0.00		N/A	N/A	N/A
405F	TOTAL 405F MTRCYCL SFTY GRANTS		158,500.25	158,500.25	39,980.84		39,980.84	N/A	88.85%
				0.00			0.00		

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
405H	01 GHSP Public Education	405HPE	50,000.00	50,000.00	0.00	50,000.00	0.00	N/A	0.00%
405H	TOTAL 405H PREVENTING ROADSIDE DEATHS		50,000.00	50,000.00	0.00	50,000.00	0.00	N/A	0.00%
405H	TOTAL UNAWARDED FUNDS		15,655.02	15,655.02			N/A	N/A	N/A
405H	TOTAL 405H PREVENTING ROADSIDE DEATHS		65,655.02	65,655.02	0.00		0.00	N/A	0.00%
NHTSA	TOTAL FEDERAL NHTSA AWARDS		8,197,918.00	8,197,918.00	5,588,645.02	2,609,272.98	5,588,645.02	68.17%	68.17%
NHTSA	TOTAL UNAWARDED FUNDS		13,136,754.38	13,136,754.38			N/A	N/A	N/A
NHTSA	TOTAL FEDERAL NHTSA GRANTS		21,334,672.38	21,334,672.38	5,588,645.02			68.17%	68.17%
				0.00					
DOHW	02 CITY OF HUNTINGTON	DOHW	20,000.00	20,000.00	17,659.54	2,340.46	17,659.54	88.30%	88.30%
DOHW	04 CITY OF WHEELING	DOHW	20,000.00	20,000.00	19,872.93	127.07	19,872.93	99.36%	99.36%
DOHW	05 CITY OF CLARKSBURG	DOHW	5,000.00	5,000.00	4,099.81	900.19	4,099.81	82.00%	82.00%
DOHW	06 JEFFERSON CO COMM	DOHW	10,000.00	10,000.00	4,806.68	5,193.32	4,806.68	48.07%	48.07%
DOHW	07 CITY OF BECKLEY	DOHW	20,000.00	20,000.00	19,914.37	85.63	19,914.37	99.57%	99.57%
DOHW	08 CITY OF CHARLESTON	DOHW	20,000.00	20,000.00	4,973.01	15,026.99	4,973.01	24.87%	24.87%
DOHW	10 WV STATE POLICE	DOHW	100,000.00	100,000.00	80,376.37	19,623.63	80,376.37	80.38%	80.38%
DOHW	14 MERCER CO COMM	DOHW	15,000.00	15,000.00	2,448.02	12,551.98	2,448.02	16.32%	16.32%
DOHW	16 PUBLIC SERVICE COMM	DOHW	10,000.00	10,000.00	10,000.00	0.00	10,000.00	100.00%	100.00%
DOHW	18 CITY OF MORGANTOWN	DOHW	5,000.00	5,000.00	80.70	4,919.30	80.70	1.61%	1.61%
DOHW	19 MORGAN CO COMM	DOHW	7,500.00	7,500.00	5,615.80	1,884.20	5,615.80	74.88%	74.88%
DOHW	20 KAN CO COMM SHERIFFS	DOHW	10,000.00	10,000.00	0.00	10,000.00	0.00	N/A	N/A
DOHW	TOTAL DOHWZ AWARDS		242,500.00	242,500.00	169,847.23	72,652.77	169,847.23	70.04%	70.04%
DOHW	TOTAL UNAWARDED FUNDS		57,500.00	57,500.00	0.00	57,500.00	N/A	N/A	N/A
DOHW	TOTAL DOHWZ GRANTS		300,000.00	300,000.00	169,847.23	130,152.77	169,847.23	70.04%	70.04%
						0.00			
	TOTAL HIGHWAY SAFETY AWARDS		8,440,418.00	8,440,418.00	5,758,492.25	2,681,925.75	5,758,492.25	68.23%	68.23%
	TOTAL UNAWARDED FUNDS		13,194,254.38	13,194,254.38	0.00		N/A	N/A	N/A
	TOTAL HIGHWAY SAFETY GRANTS		21,634,672.38	21,634,672.38	5,758,492.25	2,681,925.75	5,758,492.25	68.23%	68.23%

Notes