

WEST VIRGINIA Highway Safety Plan

Fiscal Year

2018

Jim Justice

*Governor
State of West Virginia*

Thomas J. Smith, P.E.

*Secretary
Department of Transportation*

Pat Reed

*Commissioner
Division of Motor Vehicles*

Bob Tipton

*Director
Governor's Highway Safety Program*

GHSP 

WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

OCTOBER 1, 2017 | SEPTEMBER 30, 2018

report

West Virginia Highway Safety Plan

Federal Fiscal Year 2018

prepared for

U.S. Department of Transportation National Highway Traffic Safety Administration

prepared by

Jim Justice Governor

Pat Reed

Commissioner

Division of Motor Vehicles

Department of Transportation

Bob Tipton, Director

West Virginia Governor's Highway Safety Program

5707 MacCorkle Avenue SE

P.O. Box 17600

Charleston, WV 25317 0010

date

July 1, 2017

Table of Contents

Executive Summary	1
West Virginia Governor’s Highway Safety Program Overview	3
Mission Statement.....	3
GHSP Staff and Responsibilities.....	3
Political and Legislative Status.....	8
1.0 West Virginia’s Highway Safety Planning Process	9
1.1 Planning Process	9
1.2 West Virginia’s Traffic Safety Challenges.....	10
1.3 Performance Measure and Target-Setting Process	22
1.4 Countermeasure and Strategy Selection Process.....	23
1.5 Coordination with the Strategic Highway Safety Plan	24
1.6 Other Funding Sources.....	26
1.7 Evidence-Based Traffic Safety Enforcement Program	26
2.0 Highway Safety Performance Plan	29
2.1 Highway Safety Performance Targets for FFY 2018.....	29
3.0 Highway Safety Strategies and Projects for FFY 2018	32
3.1 Regional Traffic Safety Programs.....	32
3.2 Occupant Protection	40
3.3 Impaired Driving.....	60
3.4 Motorcycle Safety	76
3.5 Speed Enforcement	78
3.6 Traffic Safety Information System Improvements.....	80
3.7 Distracted Driving.....	83
3.8 Pedestrian and Bicyclist Safety	87
3.9 Graduated Driver Licensing	89
3.10 Planning and Administration	89
3.11 NHTSA Equipment Approval	90
3.12 Paid Advertising	91
3.13 154 Transfer Funds.....	92
3.14 Work Zone Safety Funds	92
4.0 Performance Report	93
5.0 Funding Information	97
6.0 State Certifications and Assurances	99
6.1 Appendix A To Part 1300 – Certification And Assurances For Highway Safety Grants.....	99
6.2 Appendix B To Part 1300 – Application Requirements For Section 405 And Section 1906 Grants	112
6.3 Appendix C To Part 1200 – Assurances For Teen Traffic Safety Program.....	114

List of Tables

Table 1.1	West Virginia Traffic Safety Trends 2006 to 2015.....	18
Table 1.2	Population.....	20
Table 1.3	Licensing and Motor Vehicles.....	20
Table 1.4	Core Performance Measures FFY 2018.....	21
Table 1.5	Highway Safety Plan Data Sources.....	22
Table 2.1	FFY 2018 Performance Measures and Targets	31
Table 3.1	Regional Traffic Safety Programs Population and Area.....	33
Table 3.2	Fatalities by Region	34
Table 3.3	Matching Funds by Regional Traffic Safety Program	40
Table 3.4	Occupant Protection Fatalities and Seat Belt Usage	41
Table 3.5	Regional Traffic Safety Programs.....	43
Table 3.6	Law Enforcement Agencies by County Participating in CIOT	43
Table 3.6	West Virginia CPS Fitting Stations and Technicians.....	51
Table 3.7	Potential CPS Training Courses for FFY 2018.....	54
Table 3.9	Alcohol Impaired Driving Fatalities, Citations, and Arrests.....	61
Table 3.10	ABCA Licenses, Fatal Crashes Over 0.08 BAC, DUI and Drug Arrests, and DREs by Priority Counties	64
Table 3.12	Motorcyclist Fatalities	76
Table 3.14	Speeding-Related Fatalities and Citations	78
Table 4.1	Progress on FFY 2017 Performance Targets	94
Table 5.1	West Virginia FFY 2018 Project List.....	97
Table 5.2	Source of Matching Funds.....	98

List of Figures

Figure ES.1	Governor’s Highway Safety Program	6
Figure ES.2	Division of Motor Vehicles	7
Figure 1.1	HSP Planning Timeline	10
Figure 1.2	Traffic Fatalities <i>Total</i>	11
Figure 1.3	Traffic Serious Injuries <i>Total</i>	11
Figure 1.4	Fatalities <i>Top 10 Counties in 2015</i>	12
Figure 1.5	Fatalities per 100 Million Vehicle Miles Traveled	12
Figure 1.6	Unbelted Fatalities	13
Figure 1.7	Alcohol-Impaired Driving Fatalities (BAC=0.08+)	13
Figure 1.8	Speeding-Related Fatalities	14
Figure 1.9	Motorcyclist Fatalities	15
Figure 1.10	Unhelmeted Motorcyclist Fatalities	15
Figure 1.11	Drivers 20 Years or Younger Involved in Fatal Crashes	16
Figure 1.12	Pedestrian Fatalities	16
Figure 1.13	Bicyclist Fatalities	17
Figure 1.14	Fatalities by Roadway User Group	19
Figure 2.1	Total Fatalities Performance Target Through 2030.....	29
Figure 2.2	Serious Injuries Performance Target Through 2030	30
Figure 3.1	Regional Traffic Safety Program Locations	34
Figure 3.2	Rate of Deaths Caused by Motor Vehicle Crashes, Children Age 0 through 14, West Virginia and U.S. (2006-2015)	50
Figure 3.4	West Virginia Counties with Participating Law Enforcement Agencies	61

Executive Summary

On behalf of Pat Reed, Commissioner of the Division of Motor Vehicles (DMV) and the Governor's Representative for Highway Safety, we are pleased to present the FFY 2018 West Virginia Highway Safety Plan (HSP), which will serve as a guide for improving the safety of all motorists on West Virginia's roadways. It also will detail our efforts to reduce traffic-related fatalities and injuries.

The Governor's Highway Safety Program (GHSP), a section within DMV, developed this comprehensive HSP to address the considerable challenges facing the State in 2018. The Federal Fiscal Year (FFY) 2018 HSP sets the priorities and performance targets for the upcoming year to address these challenges.

Since FFY 2014, the GHSP has focused on the basics with more direct involvement in the various activities and priorities, a practice that will continue in 2018. The priorities for 2018 will be occupant protection, impaired driving, regional traffic safety programs, motorcycle/ATV safety, traffic records, and the coordination of law enforcement, state, community, and the private sector. Programs for teen drivers are addressed within the first three priorities.

The GHSP, along with highway safety partners and advocates, has worked tirelessly to raise the safety belt use rate from 49.5 percent in 2000 to the highest rate of 89.6 percent in 2007. Since that time, the rate has fluctuated but remained on the high end, resulting in a safety belt use rate of 86.8% in 2016. This sustained level of safety belt use is a direct result of the passage of a primary seat belt law that went into effect as of July 1, 2013 and the Click It or Ticket campaign (CIOT) that emphasizes enforcement and media outreach. GHSP will continue to review the results from CIOT and other efforts to determine the successful elements of each campaign that resulted in increased use rates and to develop the appropriate solutions to address the male population that continues to have low-usage rates. The nonuse and misuse of child passenger safety (CPS) devices continues to be approximately 85 percent according to observations at CPS safety events conducted at 45 permanent fitting stations throughout the State. Currently, there are 285 CPS Technicians statewide, nine CPS Instructors.

In 2015, alcohol-related fatalities at a blood alcohol content level (BAC) of 0.08 and above comprised 23 percent of all traffic fatalities versus 31 percent in 2014. The vast majority of alcohol-related fatalities occur at night in single-vehicle, run-off-the-road crashes. The GHSP Law Enforcement Liaison (LEL) Office continues to reach out to law enforcement agencies about this problem as well as others. A statewide DUI Taskforce, formed to implement the Impaired Driving Strategic Plan, also focuses on this issue and includes the West Virginia State Police, local law enforcement agencies, GHSP, Regional Traffic Safety Programs, other state and community agencies, and advocacy groups. West Virginia's Evidence-Based Traffic Safety Enforcement Program, now referred to as the traffic safety enforcement program (TSEP) by the National Highway Traffic Safety Administration (NHTSA) is detailed in Section 1.7 and in Section 3.0.

West Virginia also participates in NHTSA Region 3's *Checkpoint Strikeforce* campaign that emphasizes high-visibility enforcement with both paid and earned media.

State crash data for 2015 indicate that 59 percent of all fatalities in West Virginia involved a single vehicle crash. Almost three quarters of fatalities involved a roadway departure (71 percent). Rollovers were also common, comprising 32 percent of all fatalities in West Virginia. The causes of these crashes include impairment, moving violations, and speeding; distraction may also play a role but as a factor it is difficult to determine due to underreporting by law enforcement agencies and self-identifying attitudinal surveys. Of

note is the increase in unrestrained fatalities from 2014 to 2015, which could point to the nonuse of safety belts as another factor in West Virginia's fatality rates.

The current Federal transportation law, Fixing America's Surface Transportation Act (FAST Act), requires states to develop and implement the highway safety program using performance measures. Beginning with 2018, state Highway Safety Offices and Departments of Transportation must coordinate HSP and Highway Safety Improvement Program (HSIP) identical targets for the three common performance measures (i.e., fatalities, fatality rate, and serious injuries). This link is to harmonize performance measures that are common across programs of DOT agencies to ensure the highway safety community is provided uniform measures of progress. The FAST Act continues the National Priority Safety Program that includes occupant protection, state traffic safety information systems, impaired driving countermeasures, motorcyclist safety, distracted driving, state graduated driver licensing and one new grant program on nonmotorized safety.

The GHSP will continue to implement the HSP primarily through funding to the eight Regional Traffic Safety Programs that cover all 55 counties. While these regional programs must focus on the State's priority issues, they also are allowed some flexibility in funding projects that may be more specific to their particular location such as the ATV crashes that are more common in the southern and southwestern parts of the state. The GHSP will continue to support and promote efforts to improve safety for all road users through a focus on occupant protection, impaired driving, and other laws that increase safety on roadways in West Virginia.

West Virginia Governor's Highway Safety Program Overview

Mission Statement

The mission of the Governor's Highway Safety Program (GHSP) is to nurture grassroots initiatives, programs, and projects that promote occupant protection, support law enforcement, and stop impaired drivers, thereby reducing crashes, injuries, and fatalities on the highways of West Virginia.

The GHSP was created by Executive Order 6-A 67, issued on October 10, 1967. In January 1972, the program was transferred to the Office of Governor by Executive Order 2-72. On July 1, 1977, by Executive Order 4-77, the GHSP was transferred to the Governor's Office of Economic and Community Development (GOECD) renamed Governor's Office of Community and Industrial Development (GOCID) by Executive Order 1-85 issued on November 21, 1985, and again in 1992 to the West Virginia Development Office. On November 12, 1993, the GHSP was transferred to the Department of Military Affairs and Public Safety by Executive Order 6- 93. On February 1, 1998, Governor Cecil Underwood transferred the responsibility of the GHSP from the Department of Military Affairs and Public Safety to the Division of Motor Vehicles (DMV) of the West Virginia Department of Transportation (DOT).



GHSP Staff and Responsibilities

Director (Bob Tipton)

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.

Community Development Specialist III (Barbara Lobert)

The Federal Programs Administrator/Program Manager is responsible for administration of all Federal highway safety funding. The position is also responsible for developing the GHSP Administrative Manual, the Highway Safety Plan (HSP), and Annual Report content. One hundred percent of the position's salary is from Federal sources.

Community Development Specialist II (Amy Boggs)

This Program Manager is currently responsible for three of the Regional Traffic Safety Programs, the statewide Traffic Safety Resource Prosecutor (TSRP) grant, and statewide grants with the Monongalia County Commission and the City of Morgantown. This position also serves as the statewide Occupant Protection Coordinator and Pedestrian/Bicycle Coordinator. Funding is 100 percent Federal.

Community Development Specialist I (Jolene Willard)

This Program Manager is currently responsible for three of the Regional Traffic Safety Programs, and statewide grants with the Alcohol Beverage Control Administration and the Public Service Commission. This position also serves as the Distracted Driving Coordinator. Funding is 100 percent Federal.

Transportation Services Manager I (Harry Anderson)

The State Programs Administrator/Program Manager serves as the Administrator of the Motorcycle Safety Awareness Program and ATV Safety Program. He also serves as the Alcohol Programs and Drug Recognition Expert (DRE) Program Coordinator. He is also currently responsible for two Regional Safety Community Programs, the West Virginia State Police, the Data Tracking and Support (DTAS) program, and the state LEL grant. Funding is 100 percent Federal.

Transportation Systems Analyst I (Vacant)

The Traffic Records Coordinator performs technical and business systems analytical research to obtain statistics and conducts evaluation. The traffic safety data collected by the Coordinator is reported to the GHSP and other agencies. The Coordinator serves as Chair of the Traffic Records Coordinating Committee. The GHSP anticipates that this position will be filled before the start of FFY 2018. Funding is 100 percent Federal.

Public Information Specialist II (Vacant)

Serves as the primary spokesperson for the GHSP and is responsible for public relations and event planning. Coordinates, plans, and develops all types of media, as well as graphic design and web site development/maintenance. The GHSP anticipates that this position will be filled before the start of FFY 2018. Funding is 100 percent Federal.

Administrative Services Assistant III (Trish Anderson)

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

Administrative Services Assistant III (Donnie Hale)

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

Administrative Services Assistant I (Mary Jarrell)

Motorcycle Safety Training Coordinator. Funding is 100 percent State.

Accountant/Auditor IV (William King)

Fiscal Officer for Governor's Highway Safety Program. Funding is 50 percent Federal and 50 percent State.

Accounting Tech IV (Tonya Smith)

Assistant to Fiscal Officer for Governor's Highway Safety Program. 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 GHSP projects and programs, including law enforcement training, the Traffic Occupant Protection Strategies (TOPS) course, the Standardized Field Sobriety Testing (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.

Child Passenger Safety Training Coordinator (Dean Capehart)

This position oversees the Child Passenger Safety Training and Certification process and the development of programs and projects to improve, enhance, and advocate occupant protection from age birth to 18 years of age. The position is contractual.

DTAS Program Coordinator (Amanda Green)

This position coordinates the statewide DTAS Program for West Virginia law enforcement officers. This position is contractual.

DRE Program Coordinator (Joey Koher)

This position coordinates the statewide DRE (Drug Recognition Expert) Program, and is a contractual position.

Figure ES.1 shows a visual representation of the organization of GHSP. Figure ES.2 shows where the GHSP fits within DMV.

Figure ES.1 Governor's Highway Safety Program

*The Governor's Highway Safety Program (GHSP)
Organizational Chart from the Governor to Program Employees*

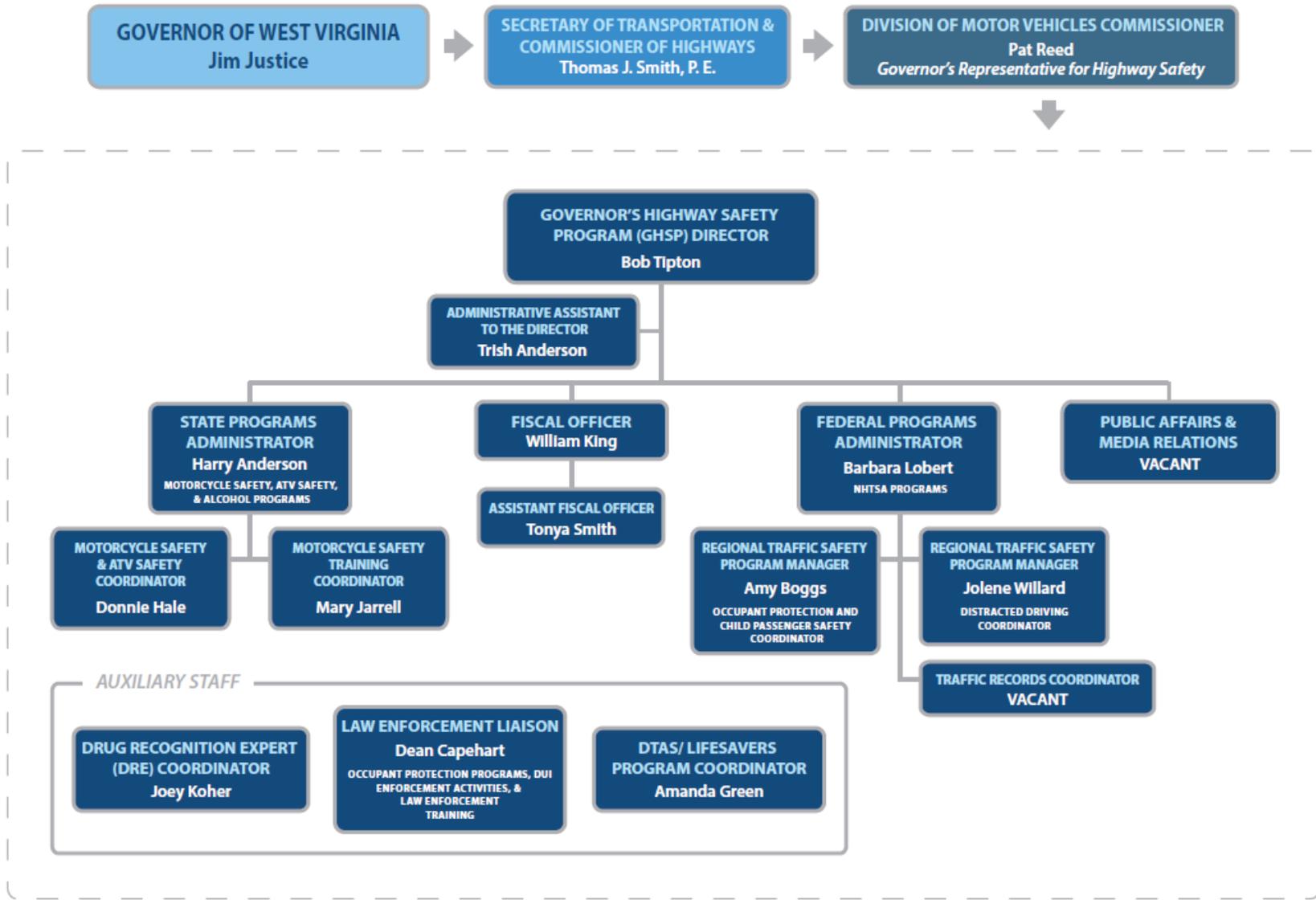
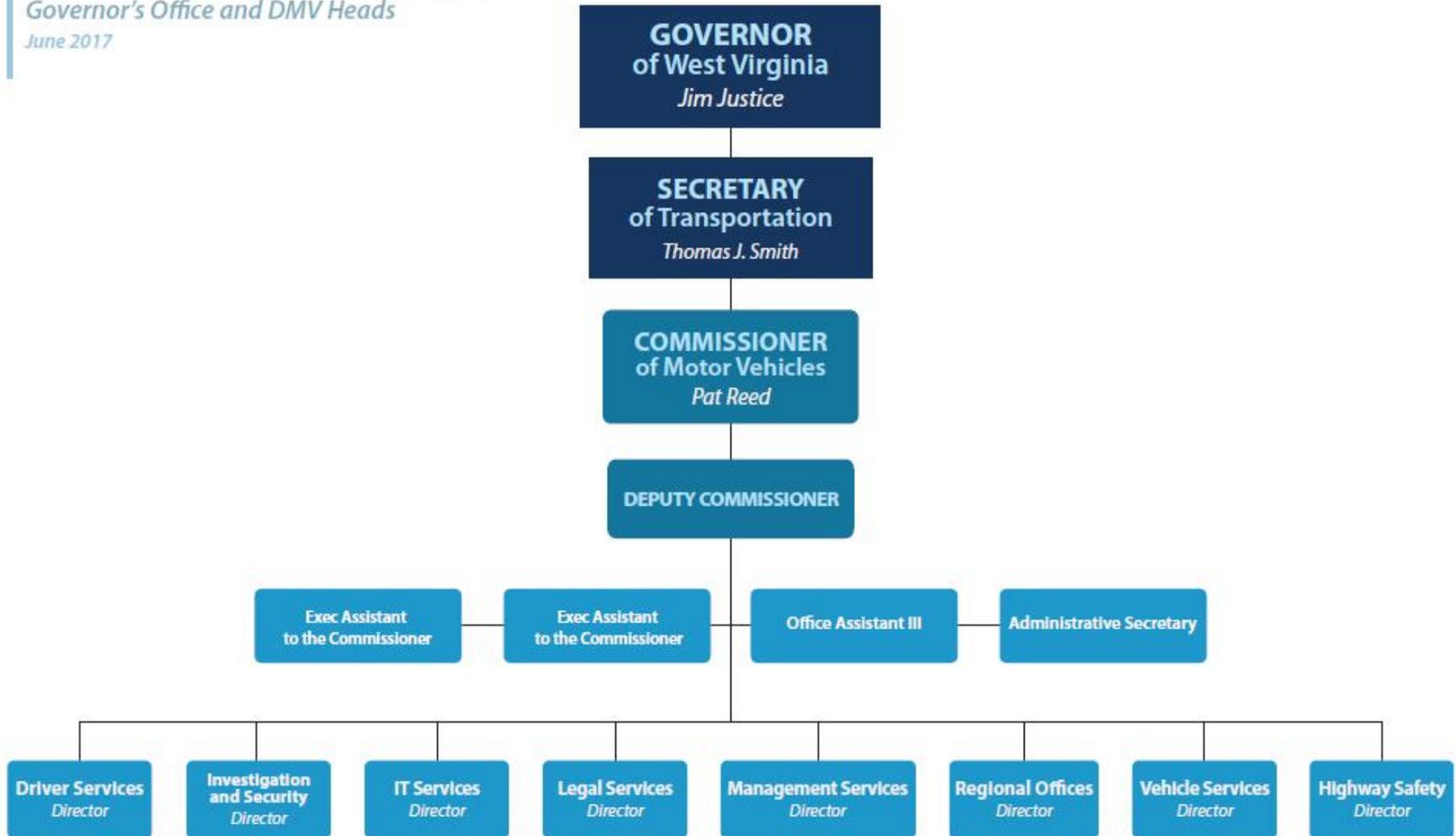


Figure ES.2 Division of Motor Vehicles

West Virginia Division of Motor Vehicles

Governor's Office and DMV Heads

June 2017



Political and Legislative Status

Jim Justice became West Virginia's 36th governor in January 2017. The West Virginia Legislature has two chambers, the House of Delegates and the Senate. The House of Delegates is comprised of 64 Republicans and 36 Democrats, and Speaker Tim Armstead presides. The Senate is comprised of 18 Republicans and 16 Democrats with Senator Mitch Carmichael presiding as the Senate President. The Legislature's annual session begins the second week of January and lasts 60 days. Monthly interim meetings also are held. Following are brief descriptions of recent legislative changes that were passed by the Legislature and signed into law by the Governor.

The West Virginia Legislature passed a cell phone/texting ban while driving law in the 2012 Legislative session. The law, which went into effect July 1, 2012, prohibits texting or using a cell phone without the use of hands-free technology while operating a motor vehicle. Operating a motor vehicle while texting or using a cell phone is a primary offense in West Virginia. Violation result in a \$100 fine for the first offense, \$200 for a second offense, and \$300 for a third offense, with no court or other fees assessed. Points are not charged to the individual's driving record until the third or subsequent offense (three points).

During the 2013 West Virginia Legislature, West Virginia's seat belt law was upgraded to a primary law, after being a secondary enforcement law since 1993. The upgraded law went into effect July 9, 2013. All seating positions are covered with the exception of back seat passengers over the age of 18, who are not required to be buckled up under West Virginia's law. The law carries a \$25 fine, but no points or court fees.

The 2014 West Virginia Legislature passed House Bill 434, which allows DUI Offenders who waive their administrative hearings to "opt-in" for Ignition Interlock participation without serving any hard-time license revocation. The goal of the legislation is to get the offender into the rehabilitation process sooner rather than later, thus making the highways safer for all drivers. Individuals voluntarily choosing the ignition interlock option will reduce administrative hearing wait times and the number of officer appearance requirements at Administrative hearings. Offenders who opt in must receive additional Interlock participation time proportionate with the hard-time revocation required for the type DUI offense for which they are charged. Mandatory interlock participation is required for all repeat DUI offenders (10 year look-back period) and all first offense DUI offenders with a BAC of 0.15 or greater.

The 2015 West Virginia Legislature passed an Open Container Bill in 2015. The law has been reviewed by NHTSA Counsel and judged compliant with the Federal mandate.

Also passed in the 2015 legislative session was "Andrea and Willy's Law", which increased penalties for DUI causing death or injury and operation of a vehicle with a minor while driving under the influence of alcohol or drugs.

No significant highway safety related legislation was passed in 2017.

1.0 West Virginia's Highway Safety Planning Process

1.1 Planning Process

The HSP outlines the GHSP's performance targets and measures, and details the strategies and activities for which the State's FFY 2018 Section 402 and other highway safety funds may be used. Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators, and other HSP partners. They also are based on the data-driven state SHSP, which was developed by the West Virginia Division of Highways in collaboration with a number of state safety partners. Recent program area assessments conducted by NHTSA for impaired driving and occupant protection provided the State valuable insight into a variety of issues that also were used to develop the activities/performance measures. Additionally, GHSP also is open to any new and creative ideas to reduce motor vehicle crashes, injuries, and fatalities.

Regional Traffic Safety Coordinators (RTSC) conduct a large number of specific activities throughout the year as directed by the GHSP and described in the Regional Traffic Safety Programs section of this Plan. They update the GHSP via a monthly activity report detailing their progress and accomplishments. Coordinators identify problems based on a review of data specific to their geographical region. While all regions of the State share similar problems, e.g., nonuse of safety belts and impaired driving, each Coordinator is required to pinpoint where those problems are most prevalent in their region, what factors contribute to it, and what measures can be taken to improve the problem. RTSCs also are expected to identify other highway safety issues in their region that may not rise to the level of a statewide concern, e.g., pedestrian injuries and fatalities, ATV crashes, etc., and establish performance targets for those unique problems. The GHSP conducts roundtable meetings three to four times per year with all the Coordinators and other highway safety partners, to keep everyone updated on current events, requirements, share new ideas, and review and assess the statewide and individual Regional Traffic Safety performance targets.

Applicants for highway safety funds (i.e., city, county, and state agencies) must clearly identify a highway safety problem and support it with evidence. The applicants also must identify and define measurable objectives and activities that will address the problem and ensure their proposals are in line with the goals and objectives in the HSP.

The GHSP encourages all law enforcement agencies receiving highway safety funds to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police (IACP). A survey of these law enforcement agencies will be conducted by the GHSP to determine which agencies have guidelines for vehicular pursuits, and if not, to encourage them to adopt the IACP model.

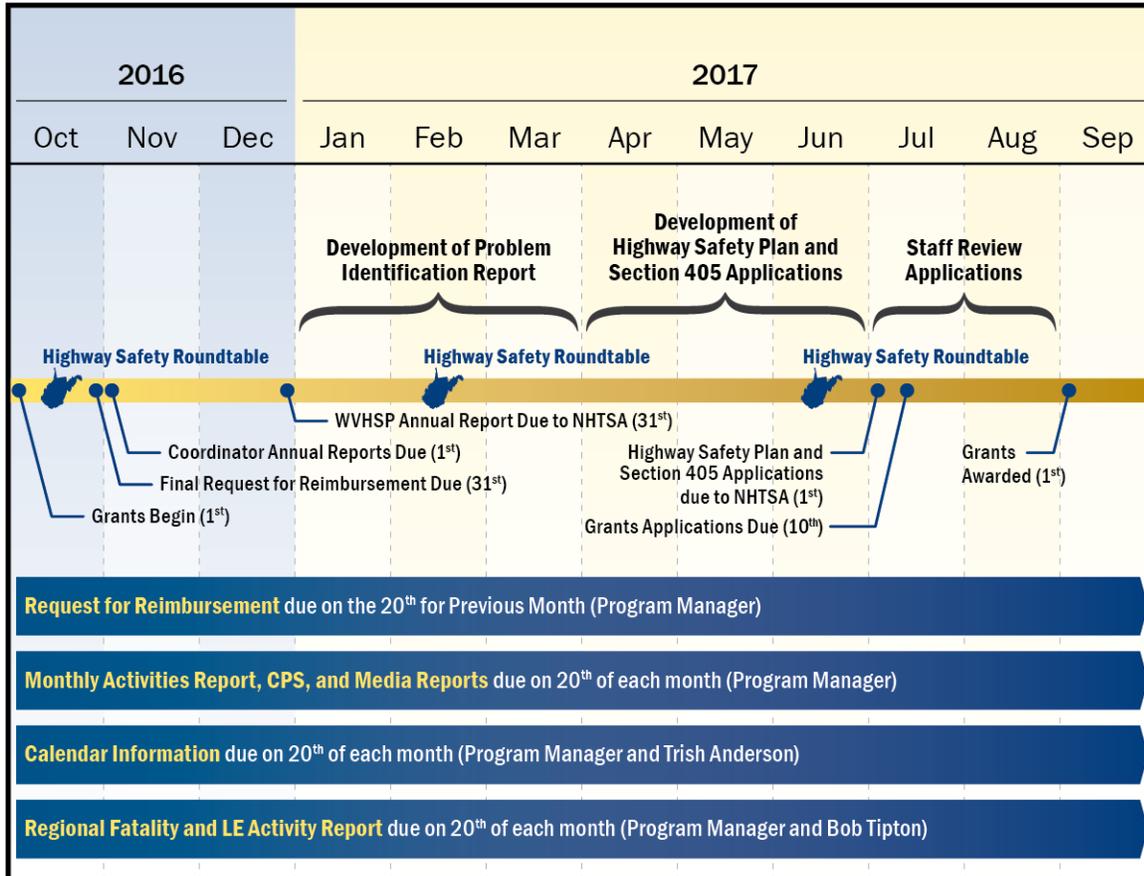
Primary Data Sources

West Virginia relies on NHTSA/FARS database; Report Beam Crash data, housed in the WV DOT Crash Database (reported by law enforcement agencies); and telephone and observational surveys as the primary HSP data sources.

Other supplementary sources of data and information are described in the Supporting Data section.

Figure 1.1 shows the timeline followed by the GHSP in developing the HSP and Annual Report starting with the development of the problem identification report, the development of the 405 applications, and a staff review of submitted grant requests. Several roundtable discussions with highway safety partners are held to ensure the plan and activities are on track to improve traffic safety.

Figure 1.1 HSP Planning Timeline

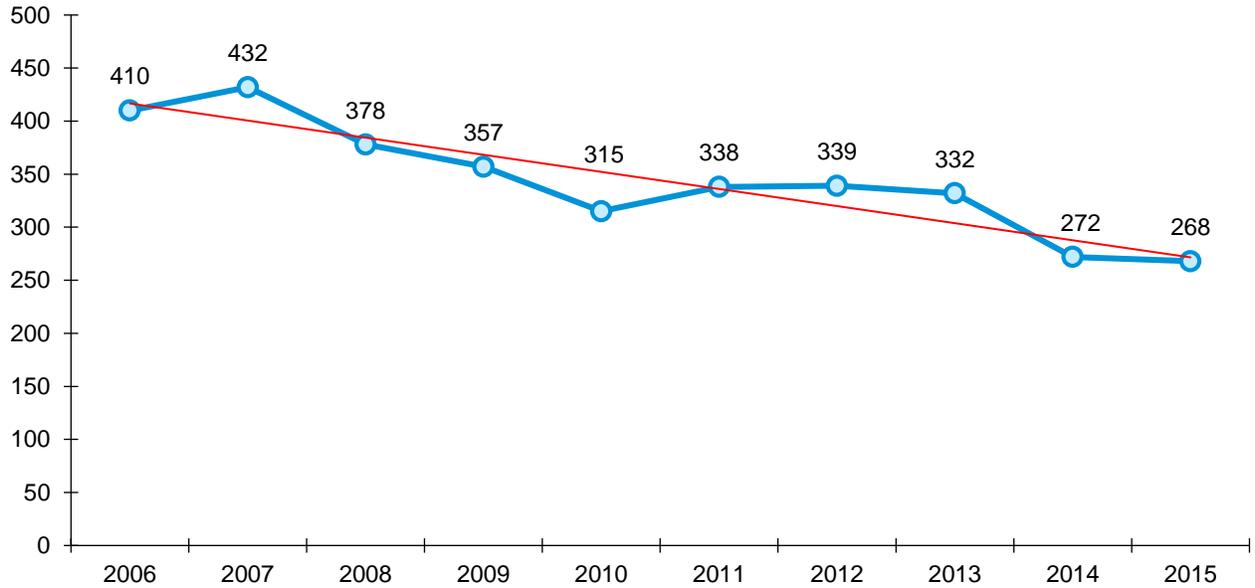


1.2 West Virginia’s Traffic Safety Challenges

Problem Identification

State data indicate 268 roadway users died on the State’s roadways in 2015, representing a 1.5 percent decrease from 272 fatalities in 2014 (Figure 1.2). As of 2015, West Virginia has experienced a 35 percent total decline in the number of traffic-related fatalities since 2006.

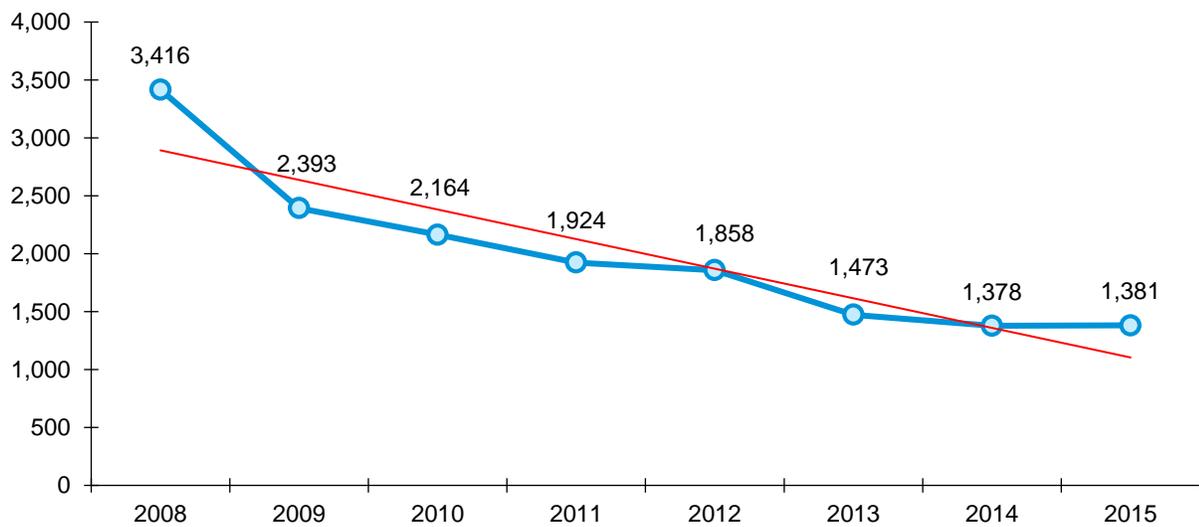
Figure 1.2 Traffic Fatalities
Total



Source: U.S. DOT, National Highway Traffic Safety Administration (NHTSA), State Traffic Safety Information (STSI), 2016, and Fatality Analysis Reporting System (FARS), 2016.

Figure 1.3 shows serious injuries between 2008 and 2015. While the trend has been downward since 2008, 2015 saw a 0.2 percent uptick in serious injuries. However, serious injuries have annually decreased by about 290 which equates to a 60 percent overall decrease from 2008 to 2015.

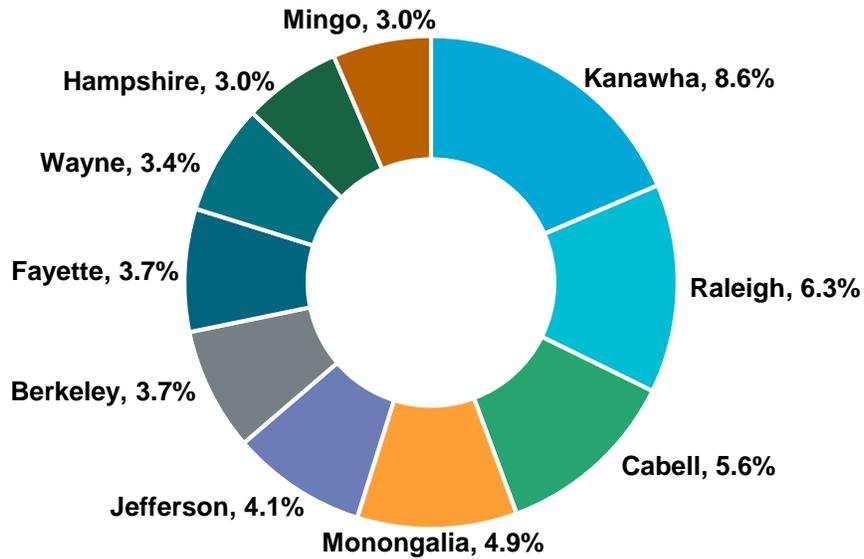
Figure 1.3 Traffic Serious Injuries
Total



Source: West Virginia Department of Transportation, Division of Highways, 2016.

Figure 1.4 shows the top 10 counties where fatalities occurred in 2015. Kanawha County, the most populous county in West Virginia, was the site of 8.6 percent (23) of the State’s fatalities in 2015.

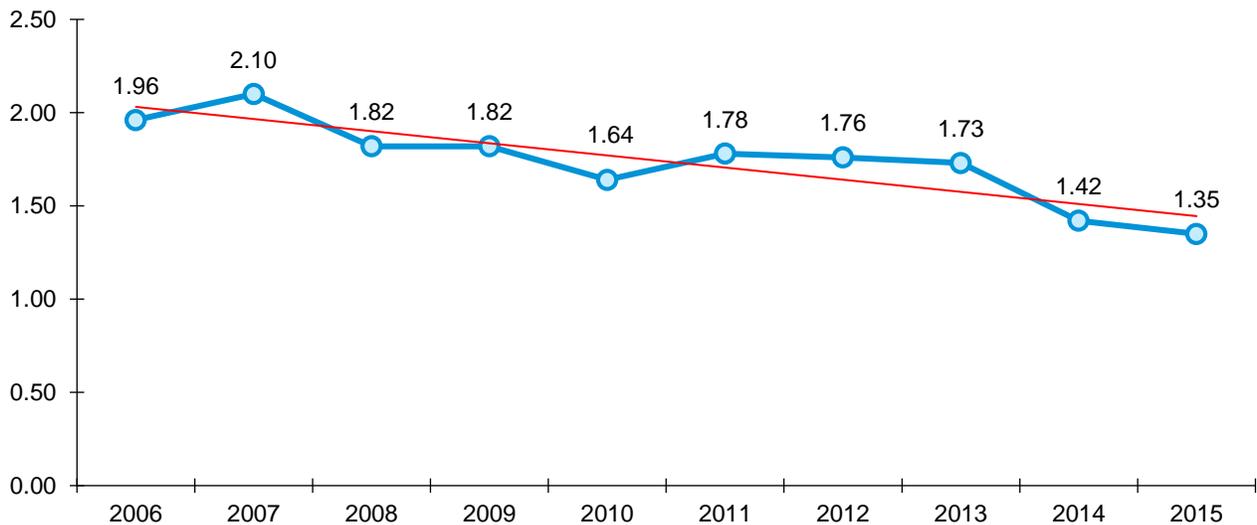
Figure 1.4 Fatalities
Top 10 Counties in 2015



Source: U.S. DOT, NHTSA STSI, 2017.

The State’s trend for fatalities per 100 million vehicle miles traveled has seen an overall decline since 2006 as shown in Figure 1.5. From 2014 to 2015, there was a 4.9 percent decrease from 1.42 fatalities per 100 million VMT to 1.35.

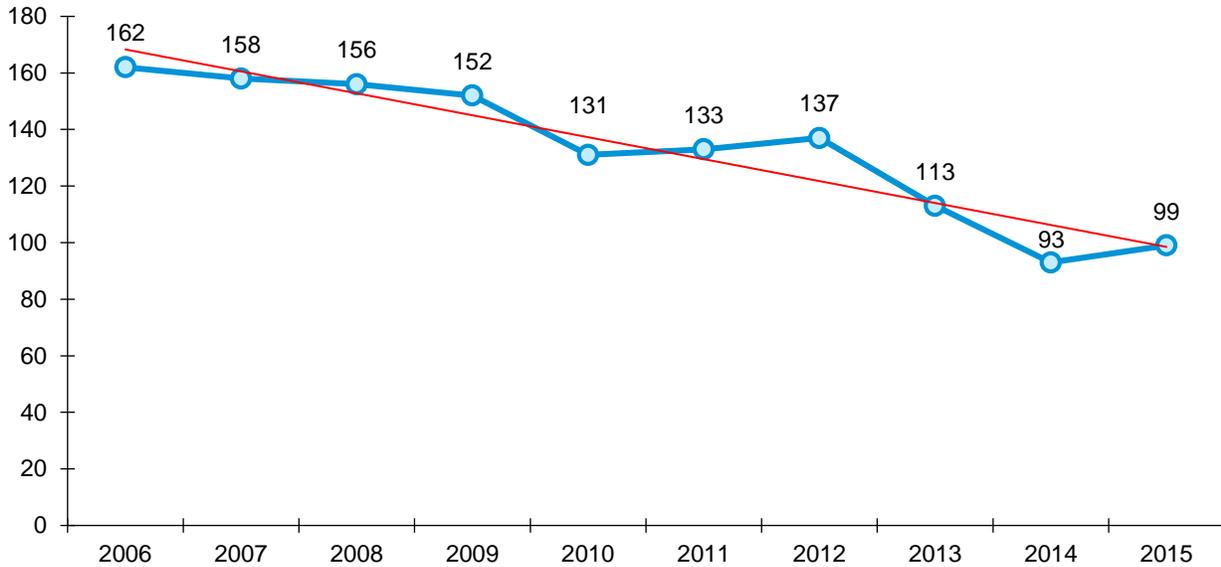
Figure 1.5 Fatalities per 100 Million Vehicle Miles Traveled



Source: U.S. DOT, NHTSA STSI, 2017.

Figure 1.6 shows that unbelted fatalities rose from 2014 to 2015, increasing by 6.5 percent from 93 to 99. Overall, however, the number of unbelted fatalities has fallen by 39 percent from 2006 to 2015.

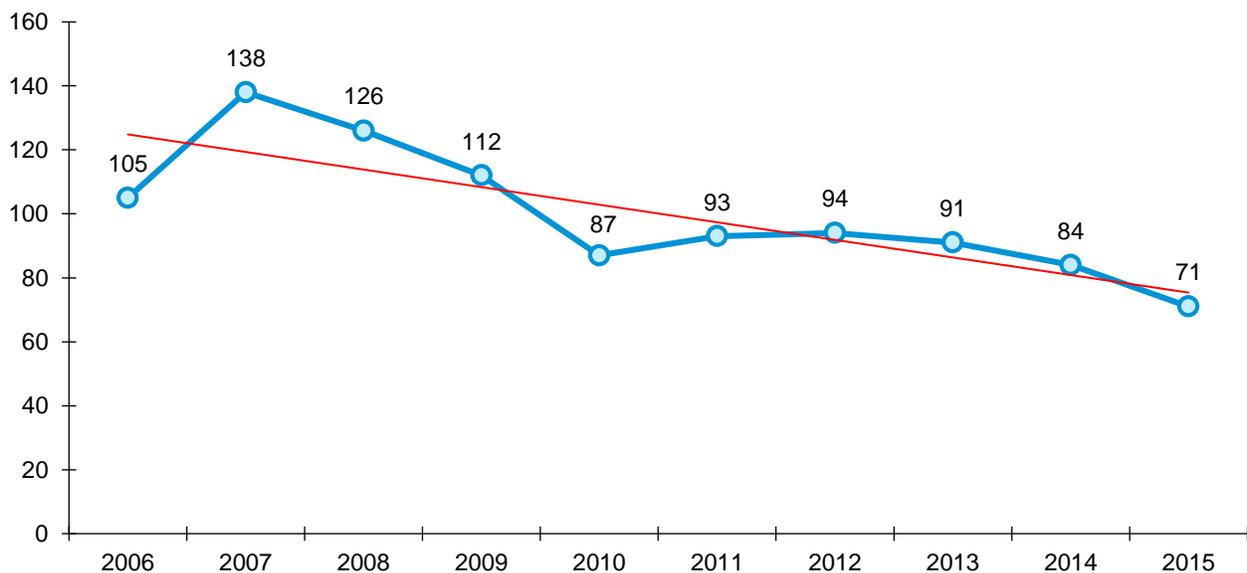
Figure 1.6 Unbelted Fatalities



Source: U.S. DOT, NHTSA STSI, 2017.

Alcohol-impaired fatalities dropped by 15.5 percent from 2014 to 2015, keeping in line with the trend shown in Figure 1.7. Alcohol-impaired fatalities with a BAC of 0.08 or higher saw a large jump from 2006 to 2007 and then a smaller increase from 2010 to 2012 but have steadily declined since 2012. In all, alcohol-impaired fatalities have decreased by 32 percent in this ten-year period.

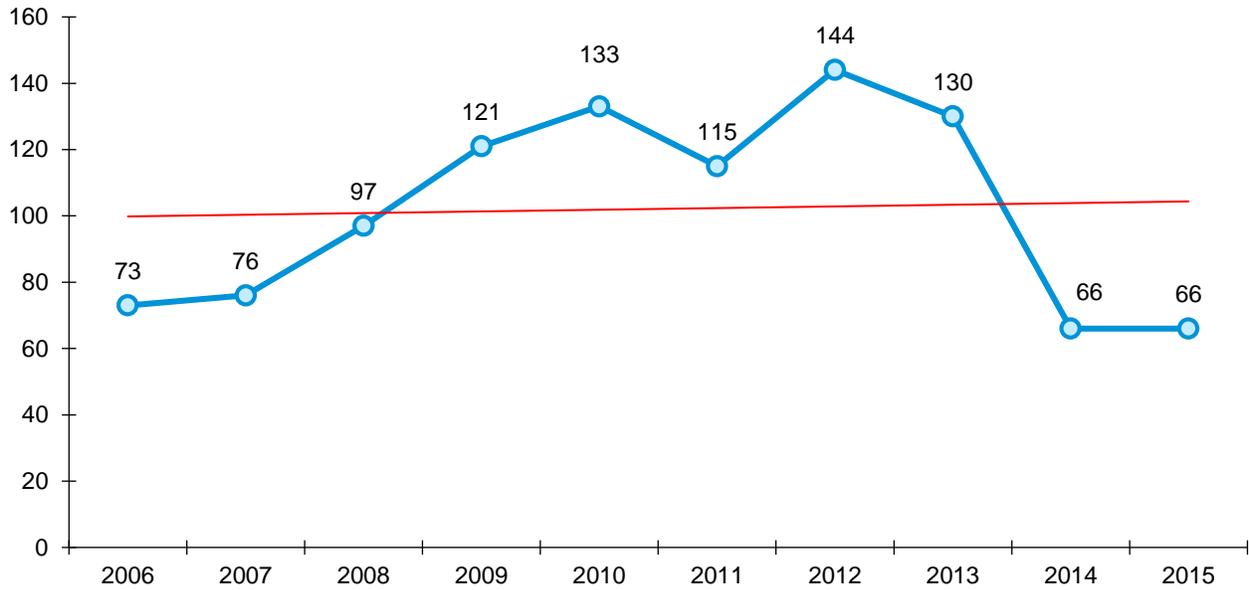
Figure 1.7 Alcohol-Impaired Driving Fatalities (BAC=0.08+)



Source: U.S. DOT, NHTSA STSI, 2017.

Figure 1.8 shows a steady increase in speeding-related fatalities from 2006 to 2010, a decline in 2011 followed by a high of 144 in 2012. Since that peak, speeding-related fatalities have decreased dramatically to 66 in 2014 and 2015, representing a 54 percent from 2012.

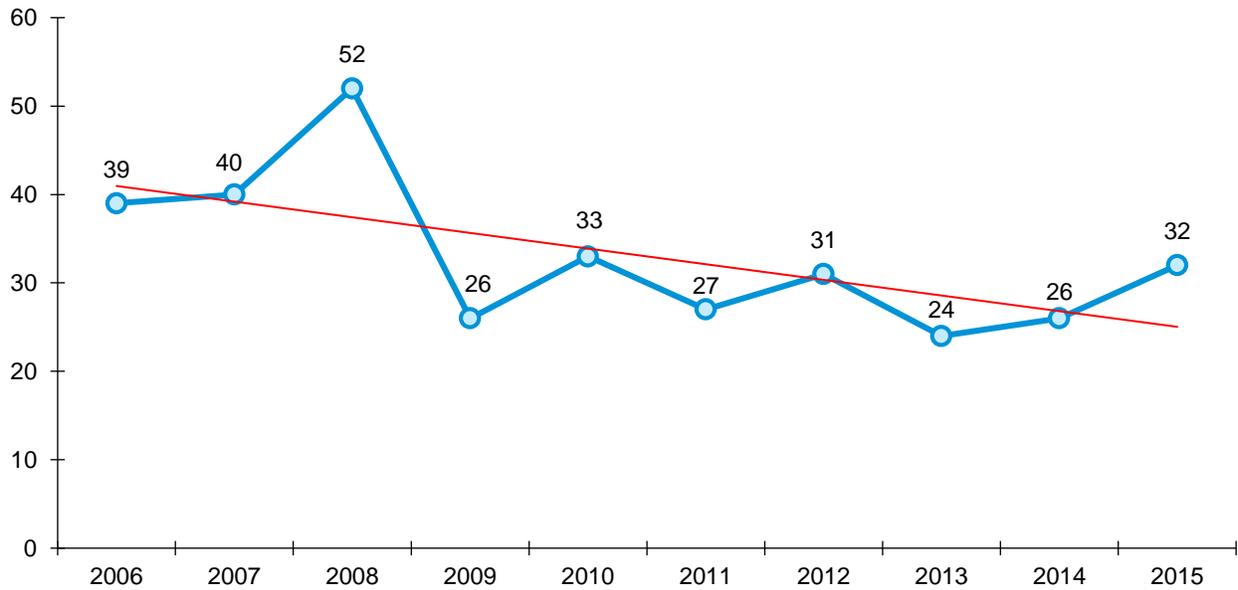
Figure 1.8 Speeding-Related Fatalities



Source: U.S. DOT, NHTSA STSI, 2017.

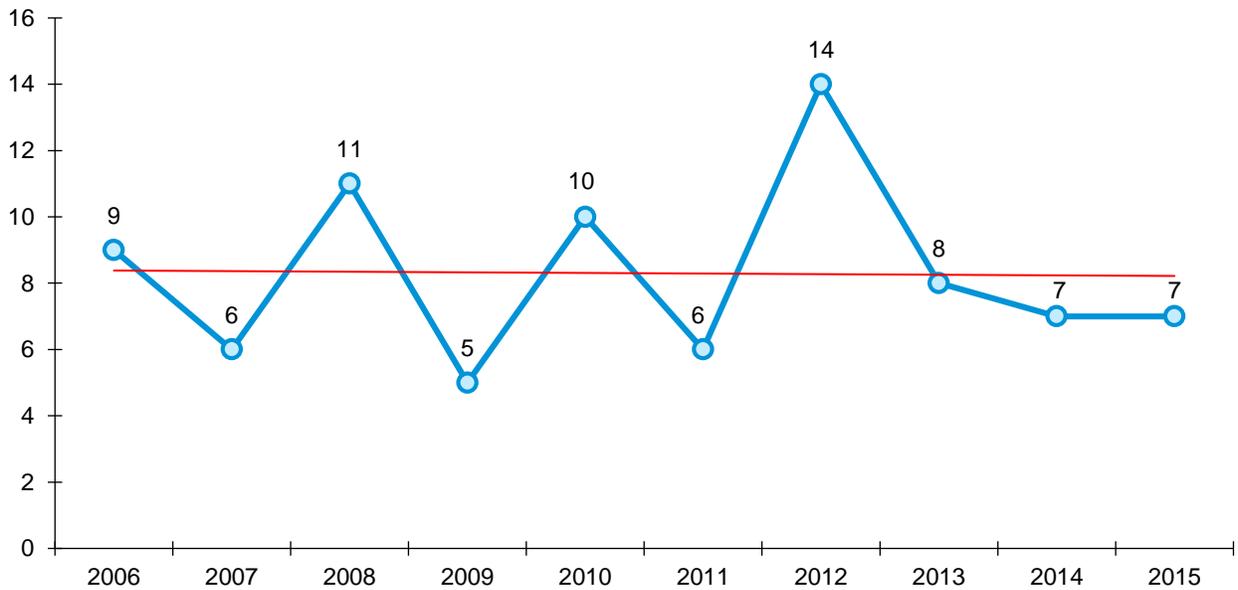
Although motorcycle fatalities have fluctuated between years, the trend line in Figure 1.9 shows an overall steady decline from 2006 to 2014. However, there was a 23.1 percent increase of overall motorcyclist fatalities from 2014 to 2015 with roughly a fifth of those attributed to unhelmeted riders (Figure 1.10). The number of unhelmeted fatalities peaked at 14 in 2012 and remained steady at seven in 2014 and 2015.

Figure 1.9 Motorcyclist Fatalities



Source: U.S. DOT, NHTSA STSI, 2017.

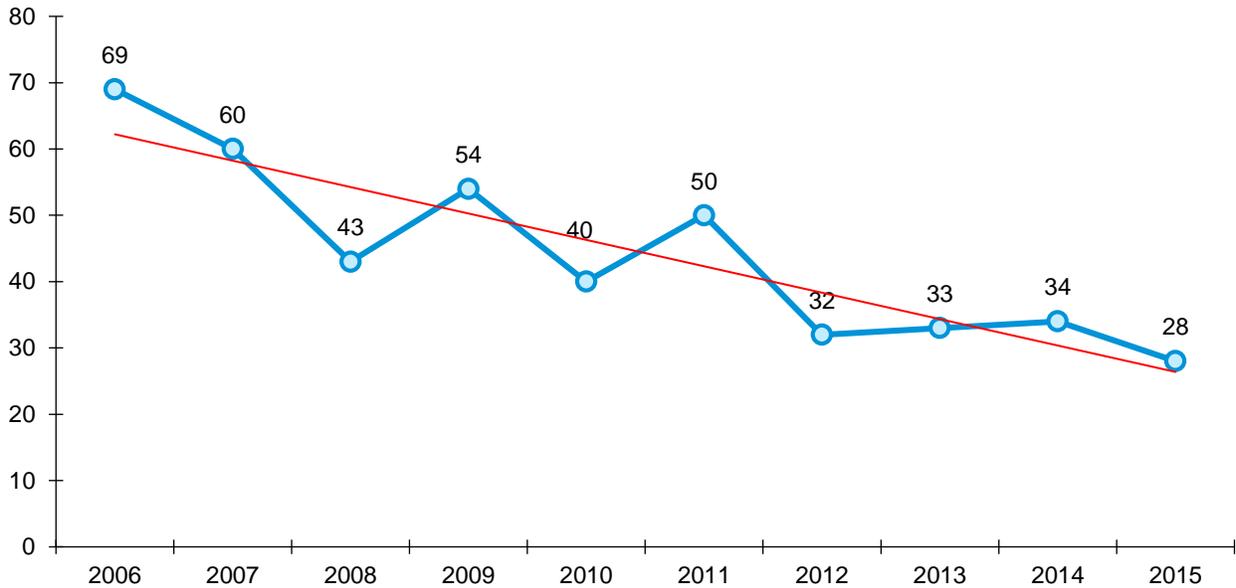
Figure 1.10 Unhelmeted Motorcyclist Fatalities



Source: U.S. DOT, NHTSA STSI, 2017.

The number of young driver-involved fatal crashes has fluctuated frequently from 2006 to 2015. Figure 1.11 shows a general downward trend with peaks in 2009 and 2011 before a sharp decline in 2012. That number then began to rise again until 2015, which marked an overall decrease of 59 percent from 2006 to 2015.

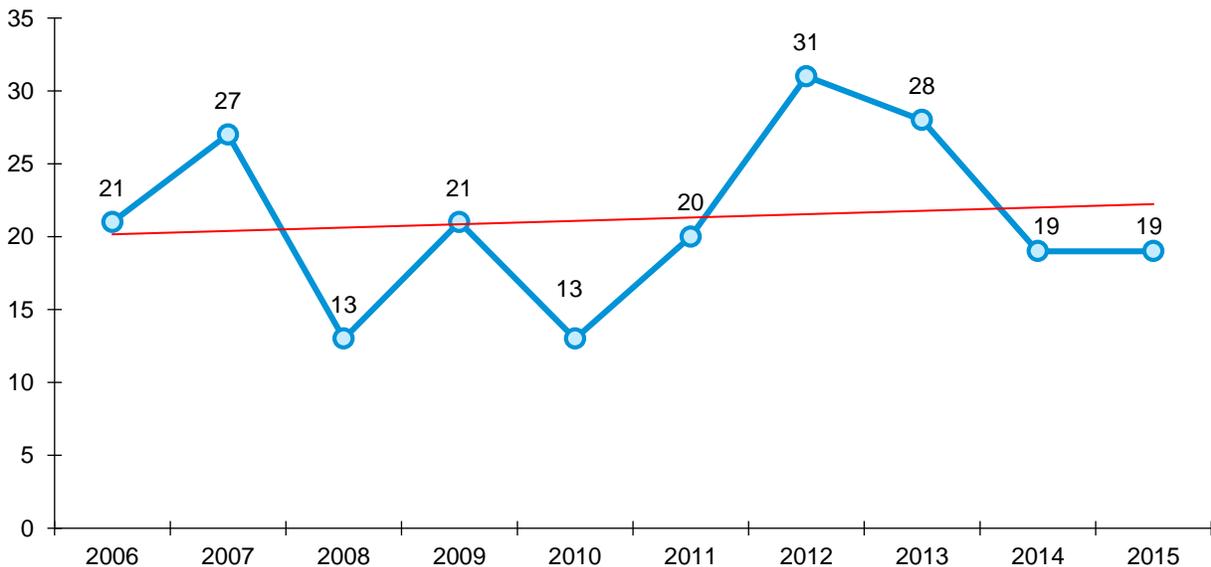
Figure 1.11 Drivers 20 Years or Younger Involved in Fatal Crashes



Source: U.S. DOT, NHTSA STSI, 2017.

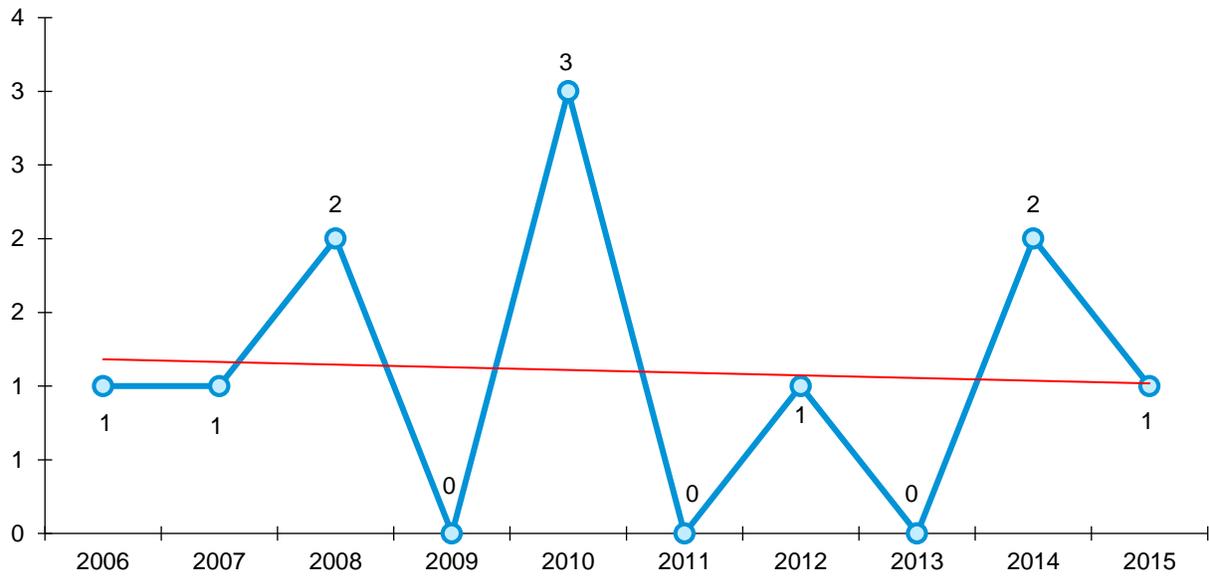
From 2006 to 2014, pedestrian fatalities have fluctuated considerably. These fatalities peaked at 31 in 2012 and declined to 19 in 2014 and 2015. The change from 2006 to 2015 was 10 percent (Figure 1.12).

Figure 1.12 Pedestrian Fatalities



Source: U.S. DOT, NHTSA STSI, 2017.

Bicyclist fatalities have stayed in the range of none to 2 annually except for the three fatalities recorded in 2010. The trend is towards one bicyclist fatality annually which is the number of bicyclist fatalities in 2015 (Figure 1.13).

Figure 1.13 Bicyclist Fatalities

Source: U.S. DOT, NHTSA STSI, 2017.

Table 1.1 on the following page consolidates Figures 1.2 through 1.13 to show trends for the required NHTSA core performance measures from 2008 through 2015. For each measure, the percent change from 2014 to 2015 and the average annual change is shown. Most noteworthy from 2014 and 2015 is the 17.6 percent drop in young drivers involved in fatal crashes and the progress made in alcohol-impaired fatalities which declined 15.5 percent. There is cause for concern, however, regarding the 23.1 percent increase in motorcyclist fatalities and the slight increase of unrestrained passenger fatalities (6.5 percent) between 2014 and 2015.

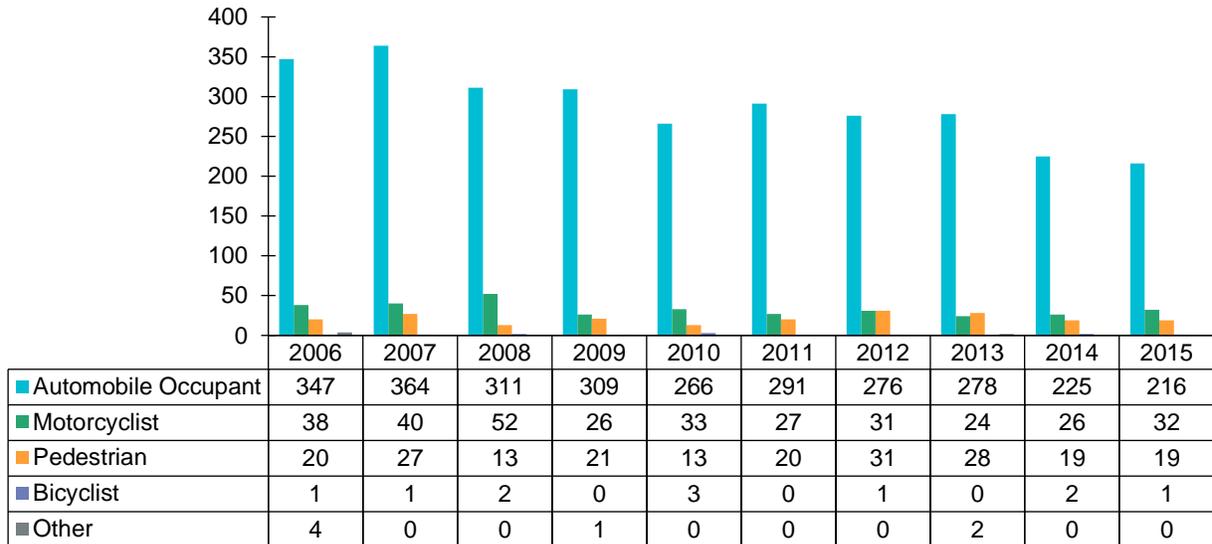
Table 1.1 West Virginia Traffic Safety Trends
2006 to 2015

Core Performance Measure	Actual										Change	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2014-2015 Percent Change	Average Annual Change
Outcome Measures												
C-1 Traffic Fatalities	410	432	378	357	315	338	339	332	272	268	-1.5%	-15.8%
C-2 Serious Traffic Injuries	6,749	5,944	3,416	2,393	2,164	1,924	1,858	1,473	1,378	1,381	0.2%	-596.4%
C-3 Fatalities/VMT	1.96	2.10	1.82	1.82	1.64	1.78	1.76	1.73	1.42	1.35	-4.9%	-0.1%
C-4 Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions	162	158	156	152	131	133	137	113	93	99	6.5%	-7.0%
C-5 Alcohol-Impaired Fatalities (involving driver or a motorcycle operator with a 0.08 BAC or greater)	105	138	126	112	87	93	94	91	84	71	-15.5%	-3.8%
C-6 Speeding-Related Fatalities	73	76	97	121	133	115	144	130	66	66	0.0%	-0.8%
C-7 Motorcyclist Fatalities	39	40	52	26	33	27	31	24	26	32	23.1%	-0.8%
C-8 Unhelmeted Motorcyclist Fatalities	9	6	11	5	10	6	14	8	7	7	0.0%	-0.2%
C-9 Drivers Age 20 or Younger Involved in Fatal Crashes	69	60	43	54	40	50	32	33	34	28	-17.6%	-4.6%
C-10 Pedestrian Fatalities	21	27	13	21	13	20	31	28	19	19	0.0%	-0.2%
C-11 Bicycle Fatalities	1	1	2	0	3	0	1	0	2	1	-50.0%	0.0%
Behavior Measure												
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2015-2016 Percent Change	Average Annual Change
B-1 Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	89.6%	89.5%	87.0%	82.1%	84.9%	84.0%	82.2%	87.8%	89.0%	86.8%	-2.5%*	-0.2%

Source: NHTSA FARS, 2016, NHTSA STSI, 2017, West Virginia Governor's Highway Safety Program, and 2016 West Virginia Observational Survey of Seat Belt Use.

Automobile drivers and occupants (in West Virginia this includes passenger cars, light trucks – only four tires, and motorhomes only) continue to be the road user group that experiences the highest number of fatalities by a large margin, as shown in Figure 1.14. Fatalities involving this group, however, have declined by 37.8 percent from 2006 to 2015.

Figure 1.14 Fatalities by Roadway User Group



Source: U.S. DOT, NHTSA STSI, 2017.

Demographic Trends

West Virginia's geographic area encompasses 24,078 square miles and ranks 35th in area. The largest county is Randolph with 1,040 square miles and the smallest is Hancock with 82.61¹ square miles. The State has 38,759,766 miles of public highway with the vast majority being rural two-lane roadways. West Virginia's mountainous terrain, narrow roadways, and small shoulder areas also create special highway safety challenges. West Virginia has 36 non-Federal, short-term, acute care hospitals², two of which are Level I Trauma Centers, four are Level II, three are Level III, and 26 are Level IV Trauma Centers³.

The 2011-2015 American Community Survey Estimates indicates the State's population is 1,851,420, an increase of 2.4 percent from 1,808,344 reported in the 2000 U.S. Census. Table 1.2 shows slightly more females than males with the overwhelming majority being white. Table 1.3 shows that both the number of licensed drivers and registered vehicles decreased by 0.1 percent and 7 percent respectively, yet vehicle miles traveled increased (VMT) by 3.7 percent.

¹ U.S. Census Bureau (<https://www.census.gov/quickfacts/table/PST045215/54029>)

² American Hospital Directory (https://www.ahd.com/state_statistics.html)

³ Bureau of Public Health/Office of EMS website (www.wvoems.org)

Table 1.2 Population

Demographic Group	Population
Total population	1,851,420
Male	913,631
Female	937,789
Black alone	60,398
White alone	1,713,434
Hispanic (of any race)	25,408
Asian alone	13,273

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates.

Table 1.3 Licensing and Motor Vehicles

Year	Licensed Drivers	Registered Motor Vehicles	Vehicle Miles Traveled (In Millions)
2007	1,366,712	1,711,577	19,741
2008	1,292,448	1,687,407	20,110
2009	1,283,527	1,728,940	19,050
2010	1,305,437	1,778,510	19,203
2011	1,314,399	1,765,292	18,936
2012	1,309,123	1,799,664	19,226
2013	1,309,384	1,827,964	19,232
2014	1,305,871	1,864,143	19,117
2015	1,304,464	1,733,889	19,287
2015	1,300,878	1,838,160	

Source: West Virginia Department of Transportation Annual Report, 2016.

Core Performance Measures

Table 1.4 identifies the program areas with related core performance and behavioral measures, which will be emphasized in West Virginia's FFY 2018 HSP and how each will be measured. These performance measures mirror the 11 outcome and one behavior performance measures developed by NHTSA in collaboration with Governor's Highway Safety Association (GHSA). Additionally, West Virginia has chosen to report on urban and rural fatalities per 100 million VMT.

Table 1.4 Core Performance Measures FFY 2018

Program Area		Core Performance Measures	Measured By
Overall	C-1	Reduce Fatalities	Number of traffic-related fatalities
	C-2	Reduce Serious Injuries	Number of traffic-related serious injuries
	C-3	Reduce Fatality Rate per 100 Million VMT	Traffic fatalities per 100 million VMT
		Reduce Rural Fatalities/VMT	Rural fatality rate per 100 million VMT
		Reduce Urban Fatalities/VMT	Urban fatality rate per 100 million VMT
Occupant Protection	C-4	Reduce Unrestrained Fatalities	Number of unrestrained passenger vehicle occupant fatalities, all seat positions
		Increase Observed Belt Use	Observed belt use for passenger vehicles, front seat outboard occupants
Impaired Driving	C-5	Reduce Fatalities with BAC at 0.08 or above	Number of fatalities involving a driver or motorcycle operator with BAC at 08 and greater
Speeding	C-6	Reduce Speeding-Related Fatalities	Number of speed-related fatalities
Motorcycle Safety	C-7	Reduce Motorcyclist Fatalities	Number of motorcyclist fatalities
	C-8	Maintain Unhelmeted Motorcyclist Fatalities	Number of unhelmeted motorcyclist fatalities
Novice Drivers	C-9	Reduce Drivers 20 or Under Involved in Fatal Crashes	Number of drivers age 20 or under younger involved in fatal crashes
Pedestrian and Bicycle Safety	C-10	Reduce Pedestrian Fatalities	Number of pedestrian fatalities
	C-11	Maintain Bicyclist Fatalities	Number of bicyclist fatalities

Supporting Data

Additional data sources used by the GHSP and safety stakeholders include the NHTSA Fatality Analysis Reporting System (FARS) and State Traffic Safety Information (STSI) web sites, Federal Highway Administration (FHWA) VMT data, National Occupant Protection Use Survey (NOPUS) U.S. Census data, American Community Survey Five-Year Estimates data, NHTSA assessments, research reports and Traffic Safety Facts, other state Highway Safety Plans and Annual Evaluation Reports, and West Virginia State agency databases and reports.

The majority of the traffic-related data (crashes, fatalities, and injuries) is collected by West Virginia's 314 law enforcement agencies. The largest agency is the West Virginia State Police that has 637 sworn officers housed in eight troops and further divided into 63 detachments. Each of the 55 West Virginia counties has a sheriff's department varying in size from three officers to 100. There are 178 municipal police departments, with the largest having 161 officers and the smallest having one officer. All of these agencies have the responsibility of enforcing traffic laws. Currently, West Virginia has 3,563 police officers.

Table 1.5 lists the data sources used to develop West Virginia's Highway Safety Plan.

Table 1.5 Highway Safety Plan Data Sources

Federal	West Virginia	Other
<ul style="list-style-type: none"> • Fatality Analysis Reporting System (FARS) • State Traffic Safety Information (STSI) • FHWA VMT Data • National Occupant Protection Use Survey (NOPUS) • U.S. Census Data • American Community Survey Five-Year Estimates • NHTSA Assessments Reports and MAP-21/FAST Act guidance • NHTSA HSP Approval Letter 	<ul style="list-style-type: none"> • Crash and Injury • Licensing • Vehicle • Citation • Court System • Treatment • Trauma Registry • Alcohol Sales – Underage Buy Rate • Strategic Highway Safety Plan • State Legislation and Policy • Population • Observational Surveys • Sobriety Checkpoints, Directed/ Saturation Patrols 	<ul style="list-style-type: none"> • Publications and Studies (i.e., Countermeasures that Work) • Other State’s Highway Safety Plans and Annual Evaluation Reports

1.3 Performance Measure and Target-Setting Process

The GHSP adopted zero fatalities as a long-term goal with an interim goal of reducing fatalities by one-half by 2030. This is consistent with the long-term and interim goal established by the West Virginia Safety Management Task Force (SMTF) for the first Strategic Highway Safety Plan (SHSP) in 2007 and reconfirmed during the 2016 SHSP update process. The GHSP is a member of the SMTF and participated in the discussions to establish the SHSP goal.

To achieve the 2030 fatalities goal, an annual reduction of approximately 3.2 percent is necessary. The interim goals for fatalities and fatality rate were established using the 2006 to 2010 five-year average as the basis. However, the five-year average for serious injuries is based on the 2008 to 2012 timeframe due to reporting changes implemented in 2007 which changed the definition of serious injury from “A” plus “B” injuries to “A” injuries only.

In addition to coordination with the SHSP goals, the GHSP worked with staff at the Division of Highways (DOH) who oversees the Highway Safety Improvement Program (HSIP) to ensure the performance targets for fatalities, serious injuries, and fatality rate are identical to the targets in the HSP. The zero fatalities long-term and interim goals also were adopted by the American Association of State Transportation Officials (AASHTO) and supported by the Federal Highway Administration (FHWA).

1.4 Countermeasure and Strategy Selection Process

Selection Process

At least three times throughout the year, GHSP staff conduct roundtable meetings with the eight regional Safety Community program staff, seven West Virginia State Police coordinators, and other local stakeholders to review recent crash trends and emerging issues, gather input on safety problems, review grant activity, and discuss effective countermeasures. In addition to these focused discussions, GHSP also will serve on the SHSP emphasis area teams that discuss countermeasure implementation and ways to solve the State's most significant traffic safety issues as trends emerge or new issues arise. Information gained from these meetings, coupled with the staff's knowledge of the data, literature, and the State's cultural and political climate, all serve to inform the selection of countermeasures and strategies for the HSP.

Grantee Risk Assessment

The GHSP, as a pass through entity, will issue grants to its subrecipients using the following guidance found in 2 CFR 200.331 and Risk Assessment tool and procedures in the GHSP Policy and Procedures manual. These procedures will apply to any subaward given by the initial subrecipient.

- (a) All requirements imposed by the pass-through entity on the subrecipient so that the Federal award is used in accordance with Federal statutes, regulations and the terms and conditions of the Federal award and any additional requirements that the pass-through entity imposes on the subrecipient in order for the pass-through entity to meet its own responsibility to the Federal awarding agency, including identification of any required financial and performance reports;
- (b) A requirement that the subrecipient permit the pass-through entity and auditors to have access to the subrecipient's records and financial statements as necessary for the pass-through entity to meet the requirements of this part; and appropriate terms and conditions concerning closeout of the subaward.

The GHSP will evaluate each subrecipient's risk of noncompliance with Federal statutes, regulations, and the terms and conditions of the subaward for purposes of determining the appropriate subrecipient monitoring described in paragraphs d) and e) of this section, which may include consideration of such factors as:

- 1) The subrecipient's prior experience with the same or similar subawards;
 - 2) The results of previous audits, including whether or not the subrecipient receives a Single Audit in accordance with Subpart F-Audit Requirements of this part, and the extent to which the same or similar subaward has been audited as a major program;
 - 3) Whether the subrecipient has new personnel or new or substantially changed systems; and
 - 4) The extent and results of Federal awarding agency monitoring (e.g., if the subrecipient also receives Federal awards directly from a Federal awarding agency).
- (c) Consider imposing specific subaward conditions upon a subrecipient if appropriate as described in §200.207-Specific conditions.

- (d) Monitor the activities of the subrecipient as necessary to ensure that the subaward is used for authorized purposes, in compliance with Federal statutes, regulations, and the terms and conditions of the subaward; and that subaward performance goals are achieved. Pass-through entity monitoring of the subrecipient must include:
- 1) Reviewing financial and performance reports required by the pass-through entity.
 - 2) Following-up and ensuring that the subrecipient takes timely and appropriate action on all deficiencies pertaining to the Federal award provided to the subrecipient from the pass-through entity detected through audits, on-site reviews, and other means.
 - 3) Issuing a management decision for audit findings pertaining to the Federal award provided to the subrecipient from the pass-through entity as required by §200.521 Management decision.
- (e) Depending upon the pass-through entity's assessment of risk posed by the subrecipient (as described in paragraph b) of this section), the following monitoring tools may be useful for the pass-through entity to ensure proper accountability and compliance with program requirements and achievement of performance goals:
- 1) Providing subrecipients with training and technical assistance on program-related matters; and
 - 2) Performing on-site reviews of the subrecipient's program operations;
 - 3) Arranging for agreed-upon-procedures engagements as described in §200.425 Audit services.
- (f) Verify that every subrecipient is audited as required by Subpart F-Audit Requirements of this part when it is expected that the subrecipient's Federal awards expended during the respective fiscal year equaled or exceeded the threshold set forth in §200.501 Audit requirements.
- (g) Consider whether the results of the subrecipient's audits, on-site reviews, or other monitoring indicate conditions that necessitate adjustments to the pass-through entity's own records.
- (h) Consider taking enforcement action against noncompliant subrecipients as described in §200.338 Remedies for noncompliance of this part and in program regulations.

1.5 Coordination with the Strategic Highway Safety Plan

The West Virginia Department of Transportation Traffic Engineering Division is responsible for, and oversees, the SHSP update and implementation process. A Safety Management Task Force (SMTF) comprised of state and Federal agencies recently updated the State's Strategic Highway Safety Plan (SHSP). Agencies involved in the update process included:

- Alcohol Beverage Control Administration
- Beckley Police Department (Local Law Enforcement Representative)
- Department of Education
- Department of Health & Human Resources

- Division of Highways
- Division of Motor Vehicles
- Federal Highway Administration, West Virginia Division
- Federal Motor Carrier Safety Administration, West Virginia Division
- Governor's Highway Safety Program
- National Highway Traffic Safety Administration, Region 3
- Office of the Insurance Commissioner
- Parkways Authority
- Public Service Commission
- State Police
- West Virginia Association of Metropolitan Planning Organizations
- West Virginia Commission on Drunk Driving Prevention
- West Virginia University Medicine - Jon Michael Moore Trauma Center

The SMTF confirmed Zero Fatalities as a long-term goal with an interim goal of reducing fatalities by one-half by 2030. Based upon an analysis of crash data, the SHSP emphasis areas listed below, which represented the most fatalities and serious injuries, were selected for the newest plan update. Highway safety data was also included as an emphasis area because of the importance of various traffic records data sources in determining the emphasis areas strategies and action steps, as well as tracking and assessing their progress.

- Alcohol and Drug Impaired Driving;
- Speeding and Aggressive Driving;
- Occupant Protection;
- Roadway Departure; and
- Highway Safety Data.



The updated SHSP will comply with the FAST Act requirements. A separate implementation plan will be developed outlining the specific process and performance measures the State will evaluate along with a marketing and communications plan.

During the SHSP update process, alignment of the five common safety performance measures (number of fatalities and serious injuries, the fatality and serious injuries per 100 million vehicle miles traveled (VMT),

and number of non-motorized fatalities and serious injuries) were discussed to ensure consistency between the SHSP, HSP, and HSIP. The GHSP's programs and activities influenced, and are reflected in, the alcohol and drug impaired driving, occupant protection, speeding/aggressive driving and highway safety data emphasis areas' strategies and action steps.

1.6 Other Funding Sources

The West Virginia Commission on Drunk Driving Prevention (CDDP) was established in 1986 by an act of the West Virginia Legislature (Chapter §15-2-40 of the West Virginia Code). Funds are generated through a six percent excise tax on the sale of liquor and wine and funding for impaired driving projects is available through a quarterly application process by any law enforcement agency in West Virginia. The Governor's Representative for Highway Safety and the Governor's Highway Safety Program Director are members of the Board of Directors (eight members) for the CDDP. The Governor's Highway Safety Program encourages West Virginia law enforcement agencies to apply to the CDDP. The CDDP works directly with the GHSP in coordinating and planning the GHSP Sustained Enforcement Plan. State funding (spending authority) for CDDP projects is approximately \$1.3 million annually.

In 2015, West Virginia passed an open container law that was reviewed by NHTSA Counsel and judged compliant with the Federal mandate. As a result, 154 transfer funds are no longer available as of FFY 2016.

Prior to MAP-21, 154 funds were tracked by the GHSP and a portion went to Hazard Elimination Projects, implemented by the Division of Highways, and a portion went to GHSP for Alcohol programs. In 2013, the GHSP ceased tracking "new" Hazard Elimination project funding, however continues to track \$5.9 million in 154 Hazard Elimination funds received prior to 2013; all of which has been obligated.

The Division of Highways provided \$2,000,000 (HSIP funds) to GHSP to address distracted driving (\$1,500,000) and work zone safety (\$500,000) in FFY 2016. Unspent funds (approximately \$350,000) will carry over to FFY 2018.

1.7 Evidence-Based Traffic Safety Enforcement Program

A significant portion of West Virginia's highway safety grant funds is awarded to law enforcement agencies each year through eight Regional Traffic Safety Program Coordinators and the West Virginia State Police. 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 (TSEP) through the following components:



Data-Driven Problem Identification

In the statewide problem identification process used in the development of the HSP, data analyses are used to identify who is over involved 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 HSP.

All 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 GHSP. In 2016, the GHSP provided the Regional Coordinators with a data

presentation that included a breakdown of fatalities and serious injuries for their region including the numbers and percentages of fatal and serious injury crashes by day of week, time of day, and road classification type. The presentation also included the total number (and percentages) of fatalities and serious injuries further broken down by gender, age, vehicle type, and events (run-off-road, impaired driving involved, vehicle occupants unrestrained and motorcyclist or ATV riders unhelmeted, speeding or aggressive driving related, young or older driver involved, CMV involved, intersection-related, motorcycle and ATV involved, pedestrian or bicyclist involved, distracted driving-related, drowsy driving-related, work zones-related, and train-related). These presentations will be updated with the latest crash data and provided to the Regional Coordinators again in 2017.

Each Regional Coordinators will assign enforcement activities based upon measurable data provided to them by the GHSP. The Regional Coordinators are required to submit a form to the GHSP each time they award funds to another law enforcement agency which outlines the basis for the award. The expected enforcement effort will be by written agreement (and included as part of their grant file) and the agency has to 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 HSP narrative outlines 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 blitzes are also included. The Data-Driven Approach to Crime and Traffic Safety (DDACTS) model and other strategies that use data to identify high-crash locations are also proven strategies. 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. Multijurisdictional enforcement efforts are encouraged and supported by the GHSP.

Details regarding West Virginia's occupant protection related evidence based enforcement strategies are on pages 42 through 46, and similar information for impaired driving enforcement strategies are on pages 62 through 67. Further details other enforcement efforts can be found in other program areas. As required by 23 CFR Part 1300 (d)(5), the projects that collectively are a part of the evidence-based Traffic Safety Enforcement Program (TSEP) are identified by the blue badge logo throughout Section 2.0.



Continuous Monitoring

Continuous monitoring of the enforcement grants is another important element of West Virginia's evidence-based TSEP. 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 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 the enforcement project.

Enforcement grants also are monitored throughout the year by the eight Regional Coordinators for the GHSP. Enforcement activities and efforts also are monitored continuously, not only from the GHSP Program Manager and the Regional Coordinators, but also by agency LELs and the State LEL. (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.

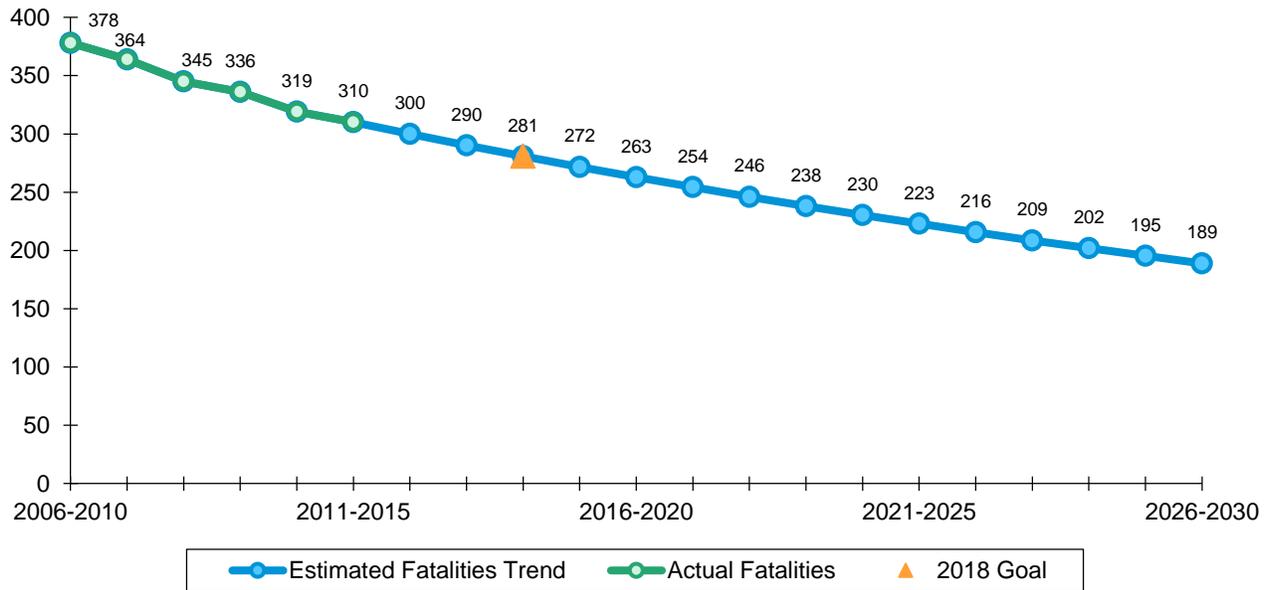
The GHSP is aware of the issue of unsecured loads raised in the FAST Act and will discuss the dangers of unsecured loads with our Regional Traffic Safety Program Coordinators and their law enforcement partners to remind them to enforce the laws regarding unsecured loads.

2.0 Highway Safety Performance Plan

2.1 Highway Safety Performance Targets for FFY 2018

As noted in Section 1.3, GHSP adopted zero fatalities as a long-term goal with an interim goal of reducing fatalities by one-half by 2030, using 2006 to 2010 as a five-year average base. This equates to an annual reduction of approximately 3.2 percent. Figures 2.1 and 2.2 show the effects of this 3.2 percent annual reduction.

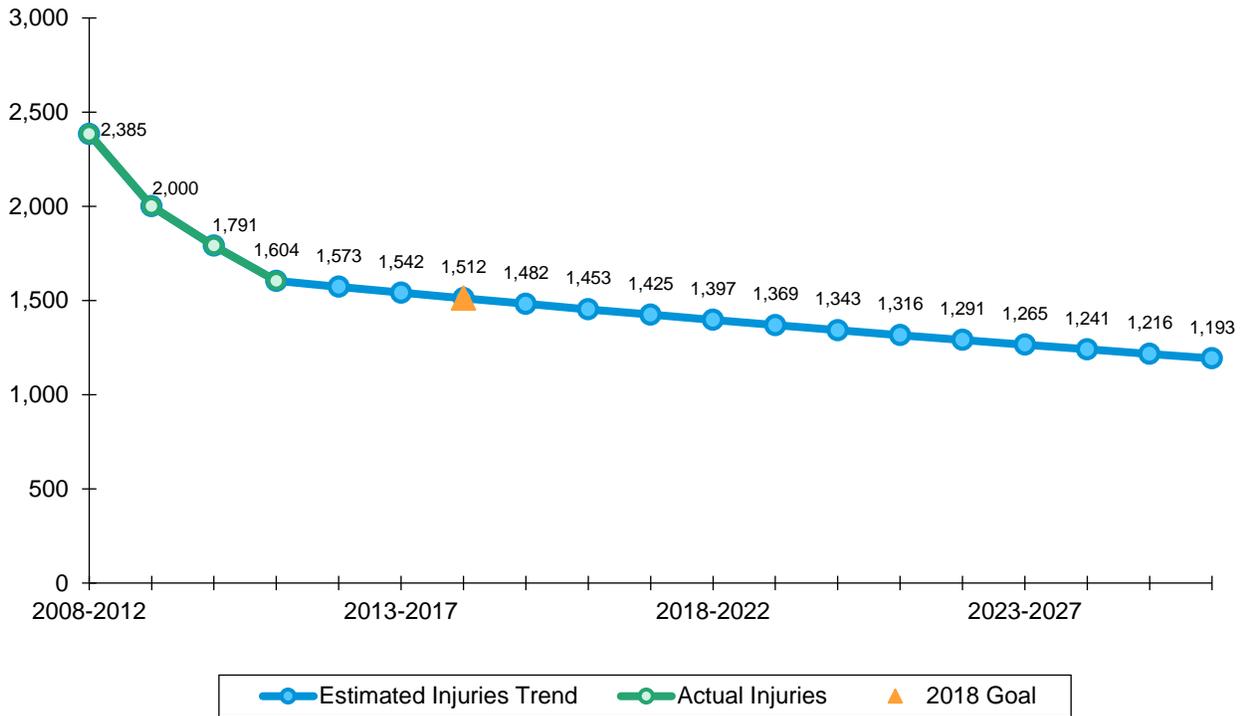
Figure 2.1 Total Fatalities Performance Target Through 2030



Source: West Virginia Department of Transportation, Division of Highways, NHTSA STSI, 2017.

Figure 2.2 shows serious injury goals through 2030. The line represents the trend for both “A” and “B” injuries. This is representative of how the State previously defined serious injuries.

Figure 2.2 Serious Injuries Performance Target Through 2030



Source: West Virginia Department of Transportation, Division of Highways, NHTSA STSI, 2017.

Note: As of 2007, serious injuries are defined as “A” injuries only.

Selected Performance Targets and Justification

NHTSA encourages states to consider and adjust trend lines and performance targets if necessary when major legislation is passed or major changes in the number of fatalities and serious injuries occur. It is possible that some of these reductions can be attributed to the passage of DUI legislation in 2014, which allows DUI offenders who waive their administrative hearings to “opt in” for Ignition Interlock participation without serving any hard-time license revocation. Mandatory interlock participation is required for all repeat DUI offenders (10-year look back period) and all first offense DUI offenders with a BAC of 0.15 or greater. Offenders who opt in must receive additional Interlock participation time proportionate with the hard-time revocation required for the type DUI offense for which they are charged. The reduction in fatalities, however, has been in more than impaired driving, West Virginia has achieved reductions in almost all program areas.

Table 2.1 shows the performance targets for the 2018 HSP. The core performance measure targets were agreed upon between GHSP and DOH, with the goal to attain a 50 percent reduction in fatalities by 2030 which is also the goal for the Strategic Highway Safety Plan. Given the many reductions West Virginia has achieved in each program area, and the collaborative efforts that resulted from the recent SHSP update, the GHSP believes these targets are attainable.

Except for core outcome measure B-1, all figures reflect the most recent FARS figures as shown on the NHTSA State Traffic Safety Information (STSI) website (<http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/U.S.A%20WEB%20REPORT.HTM>).

Table 2.1 FFY 2018 Performance Measures and Targets

CORE OUTCOME MEASURES			2011	2012	2013	2014	2015	2016
C-1	Traffic Fatalities (FARS)	Annual	338	339	332	272	268	
		5-Year Moving Average	364	345	336	319	310	
Reduce total fatalities by 19.4 percent from 310 (2011-2015 average) to 250 by December 31, 2018.								
C-2	Serious Injuries in Traffic Crashes (State Crash File)	Annual	1,924	1,858	1,473	1,378	1,381	
		5-Year Moving Average	3,168	2,351	1,962	1,759	7,603	
Reduce serious traffic injuries by 30.5 percent from 1,579 (2011-2015 average) to 1,115 by December 31, 2018.								
C-3	Fatalities/VMT (FARS/FHWA).	Annual	1.78	1.76	1.73	1.42	1.35	
		5-Year Moving Average	1.83	1.76	1.75	1.67	1.61	
		Rural	2.18	2.35	2.15	1.83	1.95	
		Urban	1.24	0.96	1.13	0.84	0.77	
Reduce fatalities/VMT by 22 percent from 1.61 (2011-2015 average) to 1.27 by December 31, 2018.*								
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	133	137	113	93	99	
		5-Year Moving Average	146	142	133	121	115	
Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 15.7 percent from 115 (2011-2015) to 97 by December 31, 2018.								
C-5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	93	94	91	84	71	
		5-Year Moving Average	111	102	95	90	87	
Reduce alcohol impaired driving fatalities 25 percent from 108 (2011-2015 average) to 81 by December 31, 2018.								
C-6	Speeding-Related Fatalities (FARS)	Annual	115	144	130	66	66	
		5-Year Moving Average	108	122	129	118	104	
Reduce speeding-related fatalities by 37.4 percent from 104 (2011-2015 average) to 65 by December 31, 2018.								
C-7	Motorcyclist Fatalities (FARS)	Annual	27	31	24	26	32	
		5-Year Moving Average	36	34	28	28	28	
Reduce motorcyclist fatalities by 0 percent from 28 (2011-2015 average) to 28 by December 31, 2018.								
C-8	Unhelmeted Motorcyclist Fatalities (FARS)	Annual	6	14	8	7	7	
		5-Year Moving Average	8	9	9	9	8	
Reduce unhelmeted motorcyclist fatalities by 24.4 percent from 8 (2011-2015 average) to 6 by December 31, 2018.								
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	Annual	50	32	33	34	28	
		5-Year Moving Average	49	44	42	38	35	
Reduce fatal crashes involving young drivers by 22.6 percent from 35 (2011-2015 average) to 28 by December 31, 2018.								
C-10	Pedestrian Fatalities (FARS)	Annual	20	31	28	19	19	
		5-Year Moving Average	19	20	23	22	23	
Reduce pedestrian fatalities by 25.6 percent from 23 (2011-2015 average) to 17 by December 31, 2018.								
C-11	Bicyclist Fatalities (FARS)	Annual	0	1	0	2	1	
		5-Year Moving Average	1	1	1	1	1	
Reduce bicyclist fatalities by 100 percent from one (2011-2015 average) to zero by December 31, 2018.								
CORE BEHAVIOR MEASURE			2011	2012	2013	2014	2015	2016
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	84.9%	84.0%	82.2%	87.8%	89.0%	86.8%
Increase observed seat belt use for passenger vehicles, front seat outboard occupants from 86.8 percent in 2016 to 89 percent in 2018.								

3.0 Highway Safety Strategies and Projects for FFY 2018

Based on data analysis, behavioral survey findings, and discussions with key partners and stakeholder groups, West Virginia's 2018 HSP addresses the following program areas: impaired driving, occupant protection, speeding, motorcycle safety, novice drivers (under 21 years of age), traffic records, distracted driving, pedestrian and bicyclist safety, and work zone safety. This supports two of the three emphasis areas in West Virginia's SHSP, which calls upon West Virginia GHSP and its partners to address driver behavior (impairment, belt use, inexperience) and special users (pedestrians, bicyclists, and motorcycles). Additionally, the 2018 HSP outlines how enforcement, education, and data will be used to achieve the identified performance measures and targets.

The following sections provide details on each program area's performance targets and measures, strategies, project descriptions, and funding levels and sources. The project descriptions at the end of each program area include citations referencing the performance targets and evidence of effectiveness. The performance targets are numbered in each of the program area descriptions and the same numbering is followed in the program/project description.

West Virginia used the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Eighth Edition, 2015 as a reference to aid in selection of effective, evidence-based countermeasure strategies for the program areas presented in Section 3.0. Citations referencing CTW, followed by the chapter and related countermeasure section (e.g., CTW, Chapter 2, and Section 2.1), are identified in the program/project descriptions. Please note that CTW is not referenced for Planning and Administration activities. This edition of *Countermeasures That Work* can be viewed on the NHTSA web site at: www.nhtsa.gov/staticfiles/nti/pdf/812202-CountermeasuresThatWork8th.pdf.

A project task list for each program area follows the project descriptions and includes the estimated project award by funding source(s) for each FFY 2018 project.

3.1 Regional Traffic Safety Programs

Overview

The GHSP embraced the present community/regional approach to traffic safety in the 1990s. We continue to believe it is the most efficient approach to deal with the State's traffic safety problems and issues.

The GHSP will continue to fund traffic safety initiatives through eight Regional Traffic Safety Programs throughout West Virginia covering all 55 counties. Based on data analysis conducted each year, West Virginia's primary target audience in driving behavior programming and media messaging is the young male population. The priority areas outlined in this plan are in accordance with NHTSA Priorities (impairment, occupant protection, and speed) and supported by FARS data. These issues are consistent throughout each of the State's eight Regional Traffic Safety Programs and have priority status within each of these programs.

While the eight regional programs must focus on the State's priority issues, they are allowed some flexibility in funding projects that address issues which may be more prevalent in one area over another (i.e., ATV accidents are more common in the southern/southwestern part of the State). The GHSP will continue to work diligently to support and promote efforts to upgrade occupant protection, impaired driving, and other laws that promote safer highways in West Virginia. In addition, the GHSP is aware of the issue of unsecured

loads raised in the FAST Act and will discuss the dangers of unsecured loads with our Regional Traffic Safety Program Coordinators and their law enforcement partners to remind them to enforce the laws regarding unsecured loads.

The State is divided into eight regions based on geography and demographics. Table 3.1 identifies each region by number and subgrantee, and details the population and square miles serviced by each program.

Table 3.1 Regional Traffic Safety Programs Population and Area

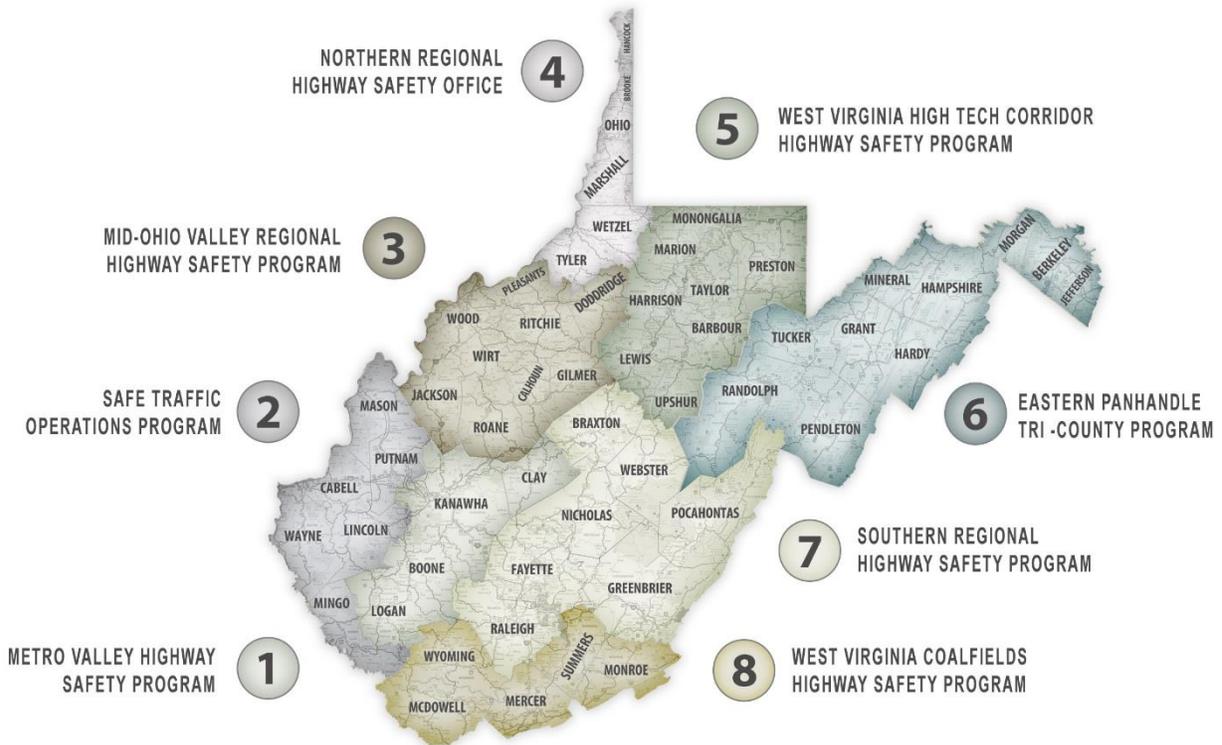
Region	Subgrantee	Population	Percent of State	Area (Square Miles)	Percent of State
1	Charleston	259,227	13.99%	2,221.8	9.1%
2	Huntington	269,967	14.57%	2,460.7	10.1%
3	Wood Co.	178,841	9.6%	3,104.5	12.8%
4	Wheeling	156,366	8.4%	1,225.9	5.0%
5	Clarksburg	334,529	18.05%	3,022.9	12.4%
6	Eastern Panhandle Tri-Co Program*				9.4%
	Berkeley County	113,525	6.2%	322	
	Jefferson County	56,368	3.1%	212	
	Morgan County	17,632	1.0%	230	
7	Beckley	219,142	11.82%	4,977.2	20.5%
8	Bluefield	134,322	7.24%	2,311.2	9.7%

Source: U.S. Census, 2014 Update.

* For FFY 2018, Region 6 has changed from one grantee responsible for the entire Region 6 to three law enforcement grantees in the state's Eastern Panhandle (Berkeley, Jefferson, and Morgan County Sheriff's Offices). The program is referred to as the Eastern Panhandle Tri-County Program. The agencies have signed cooperative agreements to cross jurisdictional boundaries to participate in GHSP activities. GHSP will fund four fulltime Highway Safety Officers in those three agencies and each will have jurisdiction in all three counties. The GHSP and the three Sheriffs will meet regularly to plan joint enforcement efforts and for Priority mobilizations. The only officers' only duties, other than reacting to emergency issues, will be traffic safety related. The Eastern Panhandle Tri-County Program's priorities will be impaired driving, occupant protection, distracted driving, speed enforcement, aggressive driving, and other highway safety related issues as they are identified or developed. These other issues will be monitored and addressed by the GHSP and the Sheriffs or their designee.

A description of each Regional Traffic Safety Program Project Coordinator's responsibilities details how each program works with and distributes grant funds to grantees and how the grantees' projects selected for funding support the overall state goals and performance measures. Each regional program Project Coordinator is responsible for overseeing evidence-based law enforcement programs within their region. These data-driven traffic safety enforcement programs prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. The locations of the Regional Traffic Safety Programs are identified in Figure 3.

Figure 3.1 Regional Traffic Safety Program Locations



Source: Governor’s Highway Safety Program.

In 2015, according to the West Virginia Traffic Information System (TRIS), West Virginia had 38,189 crashes, causing 15,094 injuries and 268 fatalities. Table 3.2 shows the distribution of fatalities among the eight regional programs.

Table 3.2 Fatalities by Region

Region	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Average (2006-2015)
1	63	67	50	46	43	44	50	45	48	29	49
2	54	68	49	59	46	59	55	37	46	43	52
3	47	43	43	24	37	33	28	29	31	23	34
4	13	19	9	15	16	15	21	20	15	17	16
5	53	57	62	66	46	49	45	59	41	45	52
6	88	61	60	56	48	52	57	58	41	46	57
7	56	68	75	52	46	42	43	59	26	46	51
8	38	47	32	35	33	44	40	25	24	19	34

Source: West Virginia Traffic Information System (TRIS).

The Regional Traffic Safety Program goals, objectives, problem identification, and community applications, along with instructions on completing the application, are provided to the regional programs by the GHSP.

Each Regional Traffic Safety project has goals and objectives tailored to their area based on the problems specific to their region. The following data sources are used to identify traffic safety problems in each region: West Virginia DOT Crash Database, FARS, Division of Motor Vehicles, Alcohol Beverage Control Administration, and the GHSP Traffic Safety Programs. Collectively, the Regional Traffic Safety projects are focused on the following statewide performance targets.

Performance Targets

1. Reduce fatalities/VMT by 22 percent from 1.61 (2011-2015 average) to 1.27 by December 31, 2018.
2. Reduce alcohol impaired driving fatalities 25 percent from 108 (2011-2015 average) to 81 by December 31, 2018.
3. Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 15.7 percent from 115 (2011-2015) to 97 by December 31, 2018.
4. Reduce pedestrian fatalities by 25.6 percent from 23 (2011-2015 average) to 17 by December 31, 2018.

Reduce bicyclist fatalities by 100 percent from one (2011-2015 average) to zero by December 31, 2018.

Strategies

Each Regional Traffic Safety Project supported with GHSP funds is required to conduct the activities detailed on pages 35 to 39 within their assigned region. All Regional Traffic Safety Projects include funding to support a Project Coordinator who is responsible for coordination of the regional program and the GHSP required activities. The Project Coordinators are required to conduct the following activities within their assigned region.

Coordination/Project Coordinator

1. Successfully complete a NHTSA Project Management Class (i.e., Managing Highway Safety Programs).
2. Support or establish at least one Advocacy Group (i.e., Mothers Against Drunk Driving, MADD, Students Against Destructive Decisions, SADD, and Safe Kids). Funds may not be used for general operating or support costs for any of these groups. Funding is only available for activities worked in conjunction with these groups.
3. Establish and maintain a Task Force of Highway Safety advocates and hold a minimum of three meetings per year. A list of members must be maintained on file in the Coordinator's office.
4. Establish and conduct a Regional Highway Safety Award/Recognition program.
5. Make face-to-face contact with every (100 percent) law enforcement agency Executive or designee in the region's service area, and secure Letters of Support and Cooperation to participate in GHSP events and initiatives (which must be maintained which must be maintained on file in the Coordinator's office).
6. Develop and support one Law Enforcement Liaison (LEL) within **each** law enforcement agency.

7. Maintain a relationship with DMV Regional Offices in the assigned regional program area through public information and education (PI&E).
8. Assist the GHSP with the following surveys:
 - a. Statewide Seat Belt Use Survey (June – every year); and
 - b. Other surveys as needed/required.
9. Obtain a signed Conditions and Assurances/sub-grantee contract from all grant fund recipients.
10. Provide the GHSP with the following reports by the 20th of each month:
 - a. Monthly Activity Report;
 - b. Data Report;
 - c. CPS Installations;
 - d. Media Report;
 - e. Equipment Listing;
 - f. Request for Reimbursement; and
 - g. Calendar of **Upcoming** Events; and
 - h. Evidence-Based Enforcement Forms (submit as completed).

All reports are to cover the previous month (i.e., the report for June is due July 20) except for the calendar of events, which should be for the upcoming month (i.e., July calendar of events is due June 20).

11. Complete a sub-grantee risk assessment report on all sub-grantees by August 20.
12. Prepare and submit a detailed Year End report to the GHSP by the close of business on November 1.

Alcohol and Other Drugs Activities

1. Conduct two law enforcement events per week in the Region.
2. Conduct two Media activities per month in the Region. Each Coordinator shall attach a dollar value to earned media and track that value. The number of people that received the message is also to be tracked.
3. Conduct two age group activities per year in the Region.
4. Work with the GHSP LEL Office to facilitate training opportunities for impaired driving.
5. Ensure underage enforcement efforts are conducted at least once per quarter.
6. Participate in the State and national mandated blitz periods – Thanksgiving, Christmas/New Year's, West Virginia Day, Fourth of July weekend, and Labor Day. During these periods, all local law enforcement agencies supported by Highway Safety funds shall conduct a minimum of four enforcement events during the blitz/mobilization.
7. Develop and support at a minimum one college Public Information & Education (PI&E) activity.

8. Conduct or facilitate Retail Alcohol Training Activities (i.e., TIPS, WeCard).
9. Assist local law enforcement agencies in obtaining funding from the Commission on Drunk Driving Prevention (CDDP).
10. 10. Complete and submit all DUI Information Sheets (i.e., DMV Form 314). Follow up at the request of GHSP to insure 100 percent submission. This form is available at <http://www.dmv.wv.gov> under Driver Services/Driver's Licenses/Forms.
11. Promote and participant in the Governor's Highway Safety Program and the Commission on Drunk Driving Prevention's Project. The project provides PBTs to local law enforcement agencies. This is an attempt to standardize PBTs in West Virginia. Each Coordinator shall:
 - a. Successfully complete the training, or train someone in their area, to calibrate the local law enforcement PBT's in their area.
 - b. Support only the approved standardized PBT and no other type of PBT in their region.
 - c. Assist the GHSP in distributing, tracking, and inventory of the PBTs.

Occupant Protection Activities

1. Participate in the May CIOT blitz through enforcement and media/public awareness. Provide support and funding to participating law enforcement agencies.
2. Participate in each of the three additional Occupant Protection enforcement waves as outlined in the *FFY 2018 Strategic Occupant Protection Plan* by providing support and funding to participating law enforcement agencies.
3. Conduct "spot check" nonscientific pre- and post- seat belt surveys following each wave to assess results of enforcement.
4. Obtain written seat belt use policies by all law enforcement agencies receiving federal Highway Safety funds, and maintain copies on file in the Coordinator's office. These policies must be written and outline sanctions for noncompliance.
5. Conduct at least two earned media activities per month related to occupant protection/seat belt use/seat belt enforcement activities.
6. Conduct at least two PI&E activities per month related to seat belts/child safety seats.
7. Conduct a minimum of four occupation protection informational checkpoints (i.e., one per quarter).
8. The Project Coordinator must complete the 32-hour CPS Technician course and remain current with certification.
9. Establish and maintain a minimum of three CPS Fitting Station in the Region.
10. Conduct a minimum of four CPS Clinics/Events.

11. Conduct two “age group”-specific activities per year (i.e., visit drivers education/high schools/middle schools, grade schools; High School Seat Belt Challenge).
12. Conduct two child safety seat classes or demonstrations (i.e., one to eight hours) to a captive audience (i.e., hospital, daycare, church, civic, etc.).
13. Conduct PI&E, enforcement, and media events during Child Passenger Safety Week in September, including direct participation, if possible, in Seat Check Saturday.
14. Maintain a list of current CPS Technicians in the Region, and increase the number of Certified Technicians in the Region.
15. Conduct nighttime seat belt enforcement at least twice during the year, in addition to at least once during the May CIOT blitz. Nighttime is considered 6:00 p.m. or after.
16. Encourage enforcement of seat belt laws during all enforcement efforts (DUI, speed, etc.).

Media Activities

1. Facilitate earned media for local, regional, and national highway safety activities.
2. Cooperate with the DMV/GHSP Public Information staff in statewide media campaigns.
3. Maintain a media file with all the activity generated by the Regional Program and report the activities to the GHSP Public Information Officer and GHSP Program Manager on a monthly basis. Share photographs and other media item of events with the GHSP for inclusion on social media pages/Highway Safety publications.
4. Conduct media buys in accordance with the GHSP Media Planning Guide.

Traffic Records Activities

1. Support efforts to convert law enforcement agencies to electronic reporting.
2. Ensure the Region’s section of the CDDP/Highway Safety Database is maintained in a timely and accurate manner. All information is to be entered within one week after an activity has occurred and double-checked for accuracy.
3. Facilitate the submission of fatality reports that have not been submitted upon request by the GHSP Director.

Other Traffic Safety Initiatives

1. Conduct or facilitate a minimum of one ATV safety activity yearly.
2. Conduct or facilitate a minimum of one motorcycle safety activity, coordinating with the GHSP Motorcycle Safety Program Manager, i.e., Motorcycle Simulator presentations in driver’s education classes.

3. Participate in the annual Target Red (Red Light Running) Campaign, which is generally in August, by conducting enforcement and media activities.
4. Conduct an enforcement campaign during School Bus Safety Week in October.
5. Conduct at least one Distracted Driving (cell phone/texting) enforcement event per quarter.
6. Conduct or facilitate at least one activity/media event on distracted driving (cell phone/texting) per quarter.
7. Conduct at least one PI&E/Law Enforcement effort for Back to School in August/September.
8. Conduct a minimum of two speed/aggressive driving enforcement efforts per year.
9. 9. Conduct at least one PI&E event during the year based on the identification of a pedestrian/bicycle safety problem in the Region.



Programs and Projects

Target: 1, 2 3, and 4

Project Numbers: F18-HS-02 through F18-HS-08, F18-HS-14, F18-HS-19, and F-18-HS-20

Project Title: Regional Traffic Safety Programs

Description: The eight Regional Traffic Safety Programs coordinate and implement traffic safety programs within their region in collaboration with the West Virginia State Police, GHSP Law Enforcement Liaison, local law enforcement agencies, CPS technicians, schools, and safety stakeholders. Regional Traffic Safety Program Coordinators support implementation of the State's *FFY 2018 Strategic Occupant Protection Plan*, *FFY 2018 Evidence-Based Enforcement Program Plan for DUI*, *Target Red*, and other traffic safety initiatives, coordinate and provide training, facilitate earned media activities, and create innovative ideas and activities to aid their region in meeting the State's traffic safety performance targets.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2, and 4.1

Evidence of Effectiveness: N/A

Funding Source/Amount: 402 - \$1,546,000

Match Amount: \$386,500*

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$618,400

* Table 3.3 provides the match amount for all responsibilities listed above for each Regional Traffic Safety Program.

Table 3.3 Matching Funds by Regional Traffic Safety Program

Source of Matching Funds	Funding Sources	Estimated Amount
In-Kind Match, PR, etc./Charleston Region 1	Grantee Tracks	\$75,000
In-Kind Match, PR, etc./Huntington Region 2	Grantee Tracks	\$700,000
In-Kind Match, PR, etc./Wood County Com Region 3	Grantee Tracks	\$125,000
In-Kind Match, PR, etc./Wheeling Region 4	Grantee Tracks	\$300,000
In-Kind Match, PR, etc./Clarksburg Region 5	Grantee Tracks	\$425,000
In-Kind Match, PR, etc. Jefferson Co EP Tri-County Program	Grantees Track	\$8,000
Berkeley Co EP Tri-County		\$4,000
Morgan Co EP Tri-County Program Region 6		\$4,000
In-Kind Match, PR, etc./Beckley Region 7	Grantee Tracks	\$100,000
In-Kind Match, PR, etc./Beckley Region 8	Grantee Tracks	\$125,000

Source: Governor’s Highway Safety Program, 2017.

3.2 Occupant Protection

Overview

In 2015, West Virginia reached an 89.0 percent observed seat belt usage rate, something the State had not attained since 2007 and 2008 when it reached 89.6 and 89.5 percent respectively. However, West Virginia’s 2016 observed seat belt use rate dipped in to 86.8 percent. The 2017 Annual Seat Belt Survey has been conducted, but the results have not yet been tabulated. Regardless of the results, the GHSP remains committed to improving the State’s seat belt use rate in FFY 2018 and beyond.

West Virginia’s annual scientific seat belt survey is described in the report titled “2016 Observational Survey of Safety Belt Use” prepared by Dr. Stephen M. Haas of the Mountain State Criminal Justice Research Services. Based on the results of the seat belt survey conducted in 2016, it was reported that:

- Males were significantly less likely to be using safety belts compared to females;
- Both drivers and passengers in pick-up trucks were the least likely occupant to be observed wearing a safety belt compared to occupants in other types of vehicles; and
- Drivers on local, rural roads were the least likely group to be wearing a safety belt.

From 2011 to 2015, an average of 310 motor vehicle fatalities has occurred on the State's roadways. By 2015, the average number of fatalities ejected from the vehicle was 107, or 34.5 percent. Many of these victims would have likely survived had they been belted. Males between the ages of 16 and 35 are overrepresented in motor vehicle fatalities and crashes in West Virginia. Most of the fatal crashes are single vehicles departing off two-lane rural roads, with pick-up trucks being overrepresented. The majority of crashes in which occupants were unrestrained occur on weekend nights. While most of these crashes are due to failure to maintain control, speed, impairment, and failure to obey traffic control, the nonuse of seat belts contributes to the fatalities and serious injuries that occur because of these crashes, as evidenced by lower use rates in rural areas by young males, mostly in pick-up trucks.

Occupant protection related data are available in Table 3.4.

Table 3.4 Occupant Protection Fatalities and Seat Belt Usage

Core Performance Measure	2008	2009	2010	2011	2012	2013	2014	2015	2016
Unrestrained Passenger Vehicle Occupant Fatalities in All Seating Positions	156	152	131	133	137	113	93	116	
Statewide Observed Seat Belt Use (Front Seat Outboard Occupants)	89.5%	87.0%	82.1%	84.9%	84.0%	82.2%	87.8%	89.0%	86.8%
Seat Belt Citations Issued ^a	–	–	3,309	3,741	5,190	9,099	15,862	15,002	12,506
Child Safety Seat Citations Issued	–	–	297	293	317	411	420	285	265

Source: Governor's Highway Safety Program

^a These totals are for all grant-funded activity, not just activity during speed enforcement.

Performance Targets

1. Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 15.7 percent from 115 (2011-2015) to 97 by December 31, 2018.
2. Increase observed seat belt use for passenger vehicles, front seat outboard occupants from 86.8 percent in 2016 to 89 percent in 2018.

Strategies

Proper and consistent use of seat belts and child safety seats is known to be the single most effective protection against death and a mitigating factor in the severity of traffic crashes. GHSP has revised the comprehensive *FFY 2018 Strategic Occupant Protection Plan* (described in this section) to reduce injuries

and fatalities by increasing seat belt and child passenger restraint use. This continual, multiyear plan is evaluated on an annual basis, with changes made as needed. This comprehensive approach utilizes city, county, and state law enforcement agencies, eight Regional Traffic Safety Coordinators, community partners, and the media, and will be coordinated statewide by the GHSP Occupant Protection Coordinator and GHSP Law Enforcement Liaison.

An Occupant Protection Assessment was conducted in West Virginia April 12-17, 2015 and several of the recommendations have been included in the *FFY 2018 Strategic Occupant Protection Plan*. The plan's activities will cover the entire state in a comprehensive, sustained, and strategic manner through implementation of the following components:

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

Each of these activities is discussed below and occurs in, or serves rural populations. While the physical address for many of these may be in an urban area, they serve rural communities as well. Additionally, the majority of West Virginia's 132 seat belt survey sites are located in rural locations.

Evidence-Based High-Visibility Enforcement Activities

Each of the eight Regional Traffic Safety Coordinators will arrange a minimum of at least one seat belt enforcement activity in each of their areas no less frequently than every two weeks. The seven West Virginia State Police coordinators will arrange a minimum of one seat belt enforcement activity within each of their troop areas every two weeks also. Nighttime enforcement will be encouraged; however, the enforcement activities will be conducted primarily during daylight hours and in high-crash location areas. Enforcement activities will focus on roadways that produced low seat belt use rates, as determined by the annual scientific seat belt survey. The GHSP Law Enforcement Liaison will coordinate the efforts of the Regional Traffic Safety Coordinators and West Virginia State Police coordinators. These two groups divide the State into areas (eight Regional Traffic Safety Program areas and seven State Police troop areas) and cover 100 percent of the State. The regions are divided as shown in Table 3.5.

Table 3.5 Regional Traffic Safety Programs

Region	Name	Counties	2010-2016 ACS Population
1	Metro Valley Highway Safety Program	Boone, Clay, Kanawha, and Logan	251,616
2	Safe Traffic Operations Highway Safety Program	Cabell, Lincoln, Mason, Mingo, Putnam, and Wayne	266,163
3	Mid-Ohio Valley Regional Highway Safety Program	Calhoun, Doddridge, Gilmer, Jackson, Pleasants, Ritchie, Roane, Wirt, and Wood	176,273
4	Northern Regional Highway Safety Office	Brooke, Hancock, Marshall, Ohio, Tyler, and Wetzel	151,488
5	High-Technology Corridor Regional Highway Safety Program	Barbour, Harrison, Lewis, Marion, Monongalia, Preston, Taylor, and Upshur	337,975
6	Eastern Panhandle Community Traffic Safety Program	Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, Pendleton, Randolph, and Tucker	306,841
7	Southern Regional Highway Safety Program	Braxton, Fayette, Greenbrier, Nicholas, Pocahontas, Raleigh, and Webster	213,132
8	West Virginia Coalfields Highway Safety Program	McDowell, Mercer, Monroe, Summers, and Wyoming	127,614
Total State Population			1,831,102

Table 3.6 shows that in all counties either the main city/town law enforcement agency within the county, the County Sheriff's Department, and/or the State Police participated in the FFY 2017 sustained seat belt enforcement plan. These departments participated in the FFY 2017 CIOT and will participate again in FFY 2018.

Table 3.6 Law Enforcement Agencies by County Participating in CIOT

WV Counties	ACS 2016 5-Year Estimates Population	FY 2017 CIOT Participation	Targeted Population
Barbour County	16,831	●	16,831
Berkeley County	113,525	●	113,525
Boone County	22,816	●	22,816
Braxton County	14,471	●	14,471
Brooke County	22,977	●	22,977
Cabell County	95,987	●	95,987
Calhoun County	7,336	●	7,336
Clay County	8,859	●	8,859
Doddridge County	8,413	●	8,413
Fayette County	44,323	●	44,323
Gilmer County	8,249	●	8,249

WV Counties	ACS 2016 5-Year Estimates Population	FY 2017 CIOT Participation	Targeted Population
Grant County	11,732	●	11,732
Greenbrier County	35,279	●	35,279
Hampshire County	23,301	●	23,301
Hancock County	29,590	●	29,590
Hardy County	13,889	●	13,889
Harrison County	68,400	●	68,400
Jackson County	29,152	●	29,152
Jefferson County	56,368	●	56,368
Kanawha County	186,241	●	186,241
Lewis County	16,309	●	16,309
Lincoln County	21,232	●	21,232
Logan County	33,700	●	33,700
McDowell County	19,141	●	19,141
Marion County	56,538	●	56,538
Marshall County	31,793	●	31,793
Mason County	26,825	●	26,825
Mercer County	60,468	●	60,468
Mineral County	27,411	●	27,411
Mingo County	24,647	●	24,647
Monongalia County	104,622	●	104,622
Monroe County	13,370	●	13,370
Morgan County	17,632	●	17,632
Nicholas County	25,311	●	25,311
Ohio County	42,516	●	42,516
Pendleton County	7,051	●	7,051
Pleasants County	7,591	●	7,591
Pocahontas County	8,501	●	8,501
Preston County	33,758	●	33,758
Putnam County	56,941	●	56,941
Raleigh County	76,601	●	76,601
Randolph County	29,006	●	29,006
Ritchie County	9,875	●	9,875
Roane County	14,208	●	14,208
Summers County	12,872	●	12,872
Taylor County	16,859	●	16,859
Tucker County	6,926	●	6,926

WV Counties	ACS 2016 5-Year Estimates Population	FY 2017 CIOT Participation	Targeted Population
Tyler County	8,972	●	8,972
Upshur County	24,658	●	24,658
Wayne County	40,531	●	40,531
Webster County	8,646	●	8,646
Wetzel County	15,640	●	15,640
Wirt County	5,806	●	5,806
Wood County	85,643	●	85,643
Wyoming County	21,763	●	21,763
West Virginia	1,831,102		1,831,102
Population Served			100%

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

Saturation Patrols. Officers will patrol areas identified as high motor vehicle crash areas. Crash data will provide this information and will help pinpoint locations that are overrepresented crash sites involving teenagers, pick-up trucks, and rural areas.

Directed Patrols. Officers will conduct informational checkpoints to remind citizens of the need for adults and children to use seat belts/child safety seats and to provide information on the occupant protection laws in WV. Not only will checkpoints be established on roadways that are heavily travelled to reach as many individuals as possible, they will also be established in rural areas and near high schools.

Informational Checkpoints. Officers conduct informational checkpoints to remind citizens of the need for adults and children to use seat belts/child safety seats and provide information on the occupant protection laws of the State. Checkpoints will be established on roadways that are heavily traveled to reach as many individuals as possible, in rural areas, and as near high schools as safely possible.

Participation in the *Click It or Ticket (CIOT) Mobilization in May.* West Virginia's CIOT enforcement campaign will run from May 21 – June 3, 2018. Funds provided to the eight regional coordinators will be granted to law enforcement agencies based on a pre-developed enforcement plan coordinated by the coordinator, law enforcement agencies, and local law enforcement liaisons in each region, as well as the GHSP LEL. Enforcement activities will occur daily in each region, during all daylight hours, with nighttime enforcement encouraged. Funds will be provided directly to the WVSP to be divided among the seven troop areas. The WVSP will be primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low manpower departments.

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

- November 3 to November 19, 2017;
- March 2 to March 18, 2018; and
- August 3 to August 19, 2018.

Within the time frames established for each wave, law enforcement agencies will select at least 5-6 enforcement days (which may be continual days or separated). All procedures will be conducted using the same methodology as outlined in the CIOT Mobilization. Since the annual scientific seat belt survey will have been conducted by the beginning of the first wave, data retrieved from the survey will pinpoint low seat belt use areas, and special emphasis will be placed on, but not limited to, enforcement in those areas. Each of the regional coordinators will conduct “spot check”, non-scientific seat belt surveys following each wave to assess results of enforcement.

Conduct Seat Belt Enforcement during all Routine Enforcement Efforts. Routine enforcement efforts include normal traffic patrols, DUI patrols, etc. Written seat belt use policies are required for all law enforcement agencies receiving federal Highway Safety funds. These policies must be written and outline sanctions for noncompliance.

Letters of support will be obtained from the West Virginia Chiefs of Police Association, the West Virginia Sheriffs Association, and the West Virginia Fraternal Order of Police.

State-Mandated Blitzes. The GHSP has designated the following periods as state-mandated DUI blitz periods: Thanksgiving; Christmas; New Year’s; West Virginia Day; and the Fourth of July weekend. During these designated DUI blitz periods, the regional coordinators, county and city law enforcement agencies, and the WVSP also utilize the opportunity to enforce the seat belt law.

Data Tracking and Support (DTAS) Program. The Lifesavers Program, developed in FFY 2005, provided recognition to individual law enforcement officers who were involved in the GHSP’s occupant protection efforts. In January 2016, new guidance was received from NHTSA on the purchase of items for law enforcement officers. After careful review, the GHSP revamped the program known as West Virginia Lifesavers to stay compliant with the new rules. This revamped Data Tracking and Support Program provides for the purchase of highway safety related equipment to agencies based on their police officers’ performance and efforts in issuing seat belt citations and arresting impaired drivers within West Virginia. The GHSP will continue to support this successful program in FFY 2018, and efforts to increase individual participation are ongoing by the Coordinator of this program.

Public Information and Education Activities

Each Regional Coordinator will conduct public education and information activities in their program area. The Coordinator will be required to conduct at least two events each month (unless otherwise noted) and the WVSP coordinator will conduct two activities each month (unless otherwise noted) within their troop area. Approved examples of public information and education activities are as follows:

- Presenting seat belt, child safety seat, and safe driving information to a group such as school classes, employers, civic groups, and church groups, in a face-to-face setting or in a public forum.
- Presenting seat belt, child safety seat, and safe driving information through a media outlet such as TV, radio, newspaper, magazine article, or at a local fair or festival.

- CPS Clinics/Events – Regional Traffic Safety Coordinators will set up a minimum of one child passenger safety clinic/event quarterly in which parents/caregivers can have their child safety seats checked or installed. These events should be set up as a community event with publicity/media coverage.

Region 3, for example, provides PI&E materials to law enforcement agencies to distribute to the public and to social agencies such as libraries, health departments, and childcare agencies and offers child safety seat checks to day care centers in the region.

Media Plan

CIOT Mobilization and Enforcement Waves

All forms of media will be utilized during the May CIOT Mobilization, which will run concurrently with the enforcement campaign. Over \$350,000 in federal highway safety funds will be dedicated to this effort alone. Funds will be used for statewide television (network and cable) and radio airtime, signage, and billboards. Social media, such as Facebook, also will be utilized.

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

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

Target Audience

The primary target audience is:

1. High-risk drivers (males 16 to 34, pick-up truck drivers, nighttime drivers, teenaged drivers and passengers); and
2. Rural drivers.

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

Strategies and Countermeasures for Rural Residents/Road Users

The State of West Virginia is 80 to 85 percent rural. The largest city in West Virginia, Charleston, has approximately 50,900 residents, and Kanawha County, the largest county in the State and the home of

Charleston, has approximately 191,800 residents. The second largest city in West Virginia is Huntington, with approximately 49,100 residents.

The GHSP has divided the state into eight regions, see section 3.1 for a description of Regional Traffic Safety Coordinator responsibilities assigned to each region. Each of these regions encompasses one “major” city/town, as well as a large rural area. All activities conducted by the Coordinators and law enforcement reach a large portion of the rural communities in their areas. Some of these activities include:

Law Enforcement Patrols/Checkpoints. Crash data can pinpoint rural areas where crashes are occurring. The appropriate law enforcement agencies will patrol those areas that have low seat belt use rates. The majority of sites for the annual seat belt survey are located in rural areas and the focus of law enforcement. Emphasis also will be placed on these areas during the May *Click It or Ticket* blitz and three additional seat belt enforcement waves.

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

Media. A statewide media campaign is conducted every May for the *Click It or Ticket* blitz. A paid television and radio campaign reaches every part of the state and will continue in FFY 2018. A statewide billboard campaign also runs at the same time, with many of these located in rural areas of the state. The coordinators also conduct earned media activities in their respective areas, which include television and radio public service announcements, media talk shows, and newspaper articles. Again, all of the coordinators provide services to rural areas in their region.

The media plan also includes a social media aspect. Four regions (1, 2, 4, and 7) and the GHSP have Facebook pages, with the state office also actively managing a Twitter account. All social media pages cross-promote the CIOT message, as well as share related messages from NHTSA and other organizations across the country. In addition to regular social media posts, the GHSP will continue to pay for “boosted” posts on Facebook that can specifically target our demographic. GHSP began “boosting” posts in FFY 2016 with great success, including increased page likes, reach, and public interaction.

Training Activities

The GHSP Occupant Protection Coordinator, all GHSP Program Managers, the GHSP Law Enforcement Liaison, and the Regional Traffic Safety Program Coordinators will attend the NHTSA Occupant Protection Course when possible.

The GHSP Law Enforcement Liaison will coordinate presentation of the NHTSA Traffic Occupant Protection and Strategies Course for each law enforcement agency Law Enforcement Liaison receiving Federal Highway Safety grant funds.

The GHSP will strive to provide basic CPS training to law enforcement agencies receiving federal Highway Safety grant funds.

The GHSP will continue to sponsor, through its Regional Coordinators, the NHTSA 32-Hour Child Passenger Safety Technician Course in order to certify as many technicians as possible in the proper installation of child safety seats, as well as assist them in maintaining certification by offering KIM classes for their CEU requirements.

“Age Group” Activities

Regional Coordinators will conduct two “age group”-specific activities per year in their area. Age group specific activities include but are not limited to the following:

High School Drivers Education Classes/General Assemblies – Visits to Drivers Education Classes or high school assemblies to educate students regarding the dangers of nonseat belt use. Information regarding West Virginia’s Graduated Driver Licensing law also will be a focus (nonseat belt use is forbidden).

Grade School and Middle School Programs – Visits to these schools to educate students regarding the dangers of nonseat belt use.

High School Seat Belt Challenge – An annual event conducted by Regional Coordinators in their areas to encourage seat belt use by students.

High School (SADD) Groups – Regional Coordinators shall work with the SADD groups within their regions to assist them in their activities and to assist in the Statewide SADD Program.

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

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

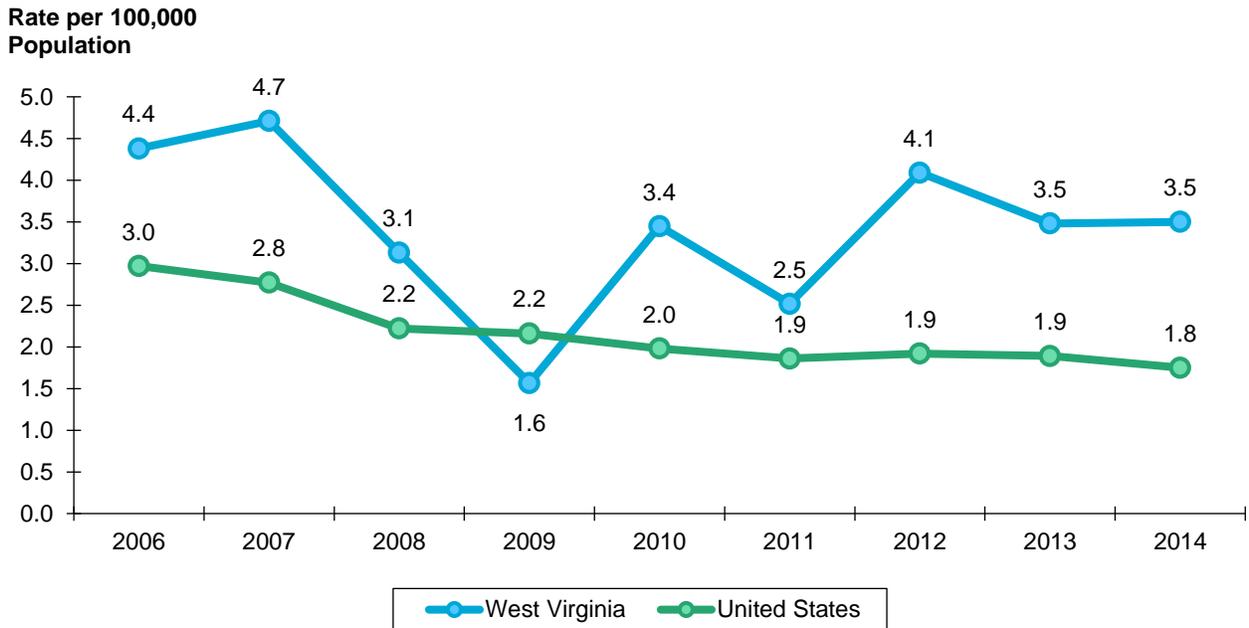
Child Passenger Safety (CPS)

In 2015, there were 767 children under the age of eight injured in vehicle crashes, along with four fatalities under the age of eight. While some of these children were likely secured properly in child restraint devices, it is even more likely that many of them were not secured correctly or not secured at all.

Additionally, according to the Center for Disease Control, motor vehicle crashes are the leading killer of children, teens, and young adults in the nation. In West Virginia alone, total crash-related death costs are \$397 million (\$4 million in medical costs and \$393 million in work loss costs), based on 2013 data. Children represent four percent, or \$15 million, and teens represent 11 percent, or \$43 million of these costs.⁴ Additionally, according to FARS data found in the May 2016 Children Traffic Safety Fact Sheet, the rate of deaths caused by motor vehicle crashes for children aged 0 through 14 is significantly higher than the national average. (Figure 3.2)

⁴ Center for Disease Control, <https://www.cdc.gov/motorvehiclesafety/statecosts/index.html>.

Figure 3.2 Rate of Deaths Caused by Motor Vehicle Crashes, Children Age 0 through 14, West Virginia and U.S. (2006-2015)



Source: NHTSA Children Traffic Safety Fact Sheets, 2015⁵ and CDC WISQARS Fatal Injury Reports, 2017.

Keeping children safe on West Virginia’s roadways is a priority for the GHSP. West Virginia’s Child Passenger Safety (CPS) Program provides educational materials, training, and needed supplies to fulfill this mission. West Virginia currently has 285 certified CPS Technicians (CPST) and nine CPST Instructors.

One of the greatest issues facing the state’s CPS programs, and those across nation, is the misuse or non-use of child passenger safety devices. In West Virginia, not securing a child properly while operating a vehicle is a primary offense. The non-use and misuse rate for CPS devices across the United States ranges from 72 to 84 percent. Through observations at CPS safety events, occupant protection checkpoints, and various other opportunities, the non-use and misuse rate in West Virginia falls within the nationwide range, generally hovering between 80 to 85 percent.

West Virginia currently has 45 permanent fitting stations that are monitored and supplied by the eight Regional Coordinators. Each fitting station is staffed by one or more current nationally certified CPS Technicians. Each Regional Coordinator routinely conducts CPS checks on a monthly basis. The listing of fitting stations can also be found on the GHSP website at www.dmv.wv.gov/ghsp.

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

⁵ Web link: <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812383>

Currently, there is at least one certified technician or fitting station in 44 of the 55 counties, directly serving 92.1 percent of the state's population. When factoring in the counties with access to a fitting station in a bordering county, 98.2 percent of the state's population is served. Many residents in rural counties regularly receive services and goods from bordering counties, so it would not be uncommon for them to also receive child passenger safety services in a neighboring county. It is estimated that 78 percent of the state's counties are rural and 56 percent of the state's counties have poverty rates higher than the state rate. With the current number of fitting stations and technicians, the CPS program is serving 93 percent of all rural counties and 100 percent of the counties with higher poverty rates.

Table 3.6 shows the number of inspection stations that service the rural and urban areas of the state and the at-risk populations. For the "Planned CPS Events for FFY 2017" column, "I" identifies information sessions and "SC" identifies seat check events.

Table 3.7 West Virginia CPS Fitting Stations and Technicians

County	Population Estimate 2014 Census	Fitting Stations	Certified Technicians	Planned FFY 2017 CPS Events	Rural vs. Urban*	Percent Below Poverty Level**
Barbour	16,766	Served by Harrison, Preston, Taylor, Upshur	0		Rural	20.1
Berkeley	110,497	1	34	SC - 4	Urban	12.5
Boone	23,714	1	5		Rural	23.4
Braxton	14,463	Served by Calhoun	0		Rural	23.7
Brooke	23,530	1	1		Urban	14.9
Cabell	97,109	5	7	SC - 1	Urban	20.2
Calhoun	7,513	1	3		Rural	20.0
Clay	8,941	0	1	SC - 1	Rural	27.7
Doddridge	8,391	0	1	I - 1	Rural	18.1
Fayette	45,132	Served by Kanawha, Raleigh	6		Rural	19.9
Gilmer	8,618	Served by Doddridge	0		Rural	25.8
Grant	11,687	0	0		Rural	15.9
Greenbrier	35,450	1	5		Rural	19.0
Hampshire	23,483	Served by Morgan	1		Rural	18.6
Hancock	30,112	Served by Brooke	3		Urban	13.7
Hardy	13,923	0	0		Rural	14.4
Harrison	68,761	3	12	I - 3 SC - 3	Rural	16.0
Jackson	29,126	1	3		Rural	15.4
Jefferson	55,713	1	4	I - 2 SC - 1	Urban	10.6

County	Population Estimate 2014 Census	Fitting Stations	Certified Technicians	Planned FFY 2017 CPS Events	Rural vs. Urban*	Percent Below Poverty Level**
Kanawha	190,223	1	24	I - 4 SC - 8	Urban	16.5
Lewis	16,414	Served by Doddridge, Harrison, Upshur	1		Rural	20.6
Lincoln	21,561	Served by Cabell, Kanawha, Wayne	0		Rural	28.3
Logan	35,348	0	1		Rural	22.4
Marion	56,803	4	11	I - 3	Rural	16.0
Marshall	32,416	Served by Ohio County	2	SC - 1	Urban	12.6
Mason	27,016	Served by Cabell, Jackson	0		Rural	22.3
McDowell	20,448	Served by Mercer	1		Rural	34.5
Mercer	61,785	3	14	SC - 3	Rural	21.1
Mineral	27,578	Served by Morgan	1	I - 1	Urban	15.4
Mingo	25,716	Served by Wayne	1		Rural	29.0
Monongalia	103,463	3	12	I - 3	Rural	19.6
Monroe	13,582	1	2		Rural	18.5
Morgan	17,453	1	5	SC - 1	Rural	14.1
Nicholas	25,827	Served by Fayette, Greenbrier, Kanawha	1		Rural	18.5
Ohio	43,328	2	28	I - 4 SC - 3	Urban	14.0
Pendleton	7,371	0	0		Rural	16.4
Pleasants	7,634	C Served by Wood	1	I - 1	Rural	15.4
Pocahontas	8,662	Served by Greenbrier	1		Rural	18.9
Preston	33,788	2	2	I - 1	Rural	17.0
Putnam	56,770	1	7	SC - 1	Urban	10.4
Raleigh	78,241	2	22	I - 4 SC - 1	Rural	19.9
Randolph	29,429	Served by Upshur	1		Rural	19.8
Ritchie	10,011	1	1		Rural	18.5
Roane	14,664	1	2		Rural	21.1
Summers	13,417	1	1		Rural	26.4
Taylor	17,069	1	1	I - 1	Rural	16.2
Tucker	6,927	Served by Preston	0		Rural	17.1

County	Population Estimate 2014 Census	Fitting Stations	Certified Technicians	Planned FFY 2017 CPS Events	Rural vs. Urban*	Percent Below Poverty Level**
Tyler	9,098	Served by Doddridge	0		Rural	16.3
Upshur	24,731	1	2		Rural	17.3
Wayne	41,122	1	4	I - 1 SC - 2	Urban	22.5
Webster	8,834	Served by Greenbrier, Upshur	0		Rural	29.6
Wetzel	15,988	1	4		Rural	20.0
Wirt	5,845	1	1		Rural	17.9
Wood	86,237	2	46	I - 2 SC - 2	Urban	17.3
Wyoming	22,598	Served by Mercer, Raleigh	1		Rural	22.5
West Virginia	1,850,326	45	285	63 total events I = 31 SC = 32	55 counties 43 Rural 12 Urban	18.0 31 counties are above state rate
Population Served	1,704,062	92.1% Directly Served by Fitting Station/ CPST in County			78% Rural	56% above state poverty rate
Additional Population Served	113,283	98.2% Directly and Indirectly Served by Fitting Station/ CPST in bordering County				

Source: Governor's Highway Safety Program.

* Urban/rural designations from the U.S. Department of Health & Human Services Office of Rural Health Policy (ORHP/HHS) and dependent on the Metropolitan Statistical Area (MSA) designations of metropolitan and non-metropolitan.
 ** Percent below Poverty Level based on 2015 data from USDA Economic Research Service

The Regional Coordinators work to increase the number of certified technicians in their region, as well as encourage current technicians to maintain their certification past the first two-year certification cycle. To date in 2017, West Virginia's recertification rate is 60.0 percent, compared to 55.8 percent during this time last year. Although there is always a need for new technicians, by encouraging current technicians to maintain their certification and recertify every two years, the availability of certified technicians in every community will become more prevalent and the children of West Virginia will be better served.

Each fiscal year, in conjunction with Safe Kids International, the GHSP offers the following courses on a statewide level at a minimum:

Thirty-Two-Hour CPS Certified Technician Courses (Four). This course combines classroom instruction, hands-on work with car seats and vehicles, and a community safety seat checkup event, where students demonstrate proper use and installation of child restraints and safety belts and then teach these skills to

parents and caregivers. Successful completion of this course certifies the individual as a CPS technician for two years.

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

Eight-Hour Kidz in Motion Courses (Three to Four). Upon completion of this course, the technician earns all six CEUs needed in order to recertify with Safe Kids.

The eight GHSP regional coordinators are responsible for recruiting students for the courses. The GHSP statewide CPS coordinator also provides statewide notification of courses via email, phone, and in-person visits as well as a quarterly CPS Newsletter and informational articles to all technicians and CPS instructors.

The number of CPS training courses and estimated number of students needed to ensure coverage of CPS inspection stations and events is provided in Table 3.7.

Table 3.8 Potential CPS Training Courses for FFY 2018

Type of Class	Tentative Location	Tentative Date	Estimated Students
Kidz in Motion	Martinsburg	November 2017	10
Kidz in Motion	Beckley	February 2018	15
Kidz in Motion	Charleston	March 2018	15
Kidz in Motion	Huntington	July 2018	10
Kidz in Motion	Clarksburg	August 2018	15
CPS Technician Certification	Morgantown	April 2018	10
CPS Technician Certification	Charleston	June 2018	15
CPS Technician Certification	Lewisburg	July 2018	10
CPS Technician Certification	Flatwoods	August 2018	15
CPS Renewal	Charleston	September 2018	5
10 Total Classes for FY 2018			120

Occupant Protection Task Force

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

- Tara Bartlett, Marketing Director, Warner Law Offices;
- Amy Boggs, GHSP Occupant Protection and CPS Coordinator; Chair;

- Dean Capehart, GHSP Law Enforcement Liaison, CPST Lead Instructor;
- Jeb Corey, CEO, C&H Taxi;
- Doug Douglas, Trauma Nurse Clinician, Charleston Area Medical Center;
- Debbie Gilbert, Trauma Coordinator, Charleston Area Medical Center;
- Crissy Gray, Retail Manager, AAA Club Alliance, Inc.
- Donna Hardy, Highway Engineer, West Virginia Division of Highways;
- Matthew Herbert, RN, CNRN, TIPS Coordinator, St. Mary's Medical Center; CPST Instructor;
- Vicki Hildreth, EMS for Children Coordinator, WVDHHR;
- Shane Hudnall, Occupant Safety Specialist II, WV Division of Highways;
- Thomas Judy, Safety & Loss Control Manager, Office of the Insurance Commissioner;
- Kristi Justice, Executive Director, Kanawha Communities That Care;
- Robin Lassak, Grant Coordinator, WV Public Service Commission,
- Barbara Lobert, Federal Programs Administrator, GHSP;
- Zoe Morris, Public Affairs Specialist, WV National Guard;
- Shaneka Owens, Safety and Traffic Operations Engineer, FHWA, WV Division;
- Brett Pickens, Sergeant, Wood County Sheriff's Office; CPST Lead Instructor;
- Melissa Shade, Lieutenant Colonel, Public Affairs Officer, WV National Guard;
- Andrea Thomas, Manager of Health & Safety Programs, WV American Water; and
- Bob Tipton, Director, GHSP, CPST Instructor.

This task force was formed in 2010 as part of a West Virginia Strategic Highway Safety Plan (SHSP) subcommittee, which is a cooperative effort between various government safety agencies to formulate a SHSP for the State. Meetings occur three to four times a year to discuss ways to work together to address the state's occupant protection issues.

Legislation

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

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

Evaluation

The GHSP will evaluate its Occupant Protection Program using the following performance measures:

- Reduction in unrestrained passenger vehicle occupant fatalities in all seating positions; and
- Reduction drivers under age 21 involved in fatal crashes;
- Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles.
- Increase grant-funded seat belt citations.

Programs and Projects

Target: 1 and 2

Project Number: F18-HS-10

Project Title: West Virginia State Police – Occupant Protection



Description: West Virginia's lead law enforcement agency supports the *FFY 2018 Strategic Occupant Protection Plan* through overtime enforcement, including directed patrols, saturation patrols, and seat belt informational checkpoints. The seven West Virginia State Police Troop Coordinators work in collaboration with the eight Regional Traffic Safety Program Coordinators, law enforcement agencies, and local law enforcement liaisons in the region, and the GHSP Law Enforcement Liaison during the seat belt enforcement campaigns and CIOT. The State Police is primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments. Enforcement is focused on roadways that produced low seat belt use rates, as determined by the annual scientific seat belt survey. The State Police coordinators also conduct earned media activities, with at least two media activities per month, and public information and education events.

Evidence of Effectiveness: CTW, Chapter 2: Section 2.1, 2.2, and 3.1

Funding Source/Amount: 405b - \$65,000

Match Amount: \$16,250

MOE: \$1,550

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Project Number: F18-HS-15

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

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

Evidence of Effectiveness: N/A

Funding Source/Amount: 405b - \$100,000

Match Amount: \$25,000

MOE: \$3,935

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Project Number: F18-HS-09

Project Title: Law Enforcement Liaison (LEL) Office – Occupant Protection



Description: The GHSP Law Enforcement Liaison is responsible for oversight and coordination of the efforts of the Regional Traffic Safety Coordinators and West Virginia State Police coordinators in implementation of the *FFY 2018 Strategic Occupant Protection Plan*. The LEL serves on the Occupant Protection Task Force, coordinates the presentation of the NHTSA Traffic Occupant Protection and Strategies (TOPS) Course for each law enforcement agency LEL receiving Federal Highway Safety grant funds, and attends the NHTSA Occupant Protection Course.

Evidence of Effectiveness: CTW, Chapter 2: Section 2.1, 2.2, and 3.1

Funding Source/Amount: 402 - \$30,000; 405b - \$15,000

Match Amount: \$11,250

MOE \$340

Indirect Cost: \$0

Local Benefit: \$18,000

Target: 1 and 2

Project Numbers: F18-HS-02 through F18-HS-08, F18-HS-14, F18-HS-19, and F-18-HS-20

Project Title: Regional Traffic Safety Programs – Occupant Protection

Description: The eight Regional Traffic Safety Program Coordinators implement the *FFY 2018 Strategic Occupant Protection Plan* within their region in collaboration with the seven West Virginia State Police Troops, law enforcement agencies, and local law enforcement liaisons in the region, and the GHSP Law Enforcement Liaison. Each region conducts seat belt enforcement activity, and participates in the CIOT mobilization and state-mandated blitzes. Enforcement is focused on roadways that produced low seat belt use rates as determined by the annual scientific seat belt survey. Regional coordinators conduct earned media activities, with at least two media activities per month, public information and education events, age group activities, and attends the NHTSA Occupant Protection Course.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2.1, 2.2, 3.1, and 3.2

Funding Source/Amount: 405b - \$425,000

Match Amount: \$106,250

MOE: \$6,610

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Project Number: F18-HS-17

Project Title: Monongalia County Sheriff's Department – Occupant Protection



Description: This project provides funds to the Sheriff's Department to conduct CIOT and seat belt overtime enforcement in support of the *FFY 2018 Strategic Occupant Protection Plan*. They also provide funds to smaller law enforcement agencies in the county, including West Virginia University Police.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2.1, 2.2, and 2.3

Funding Source/Amount: 405b - \$9,000

Match Amount: \$2,250

MOE: \$215

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Project Number: F18-HS-18

Project Title: City of Morgantown – Occupant Protection



Description: This project provides funds for the Morgantown Police Department to conduct CIOT and seat belt overtime enforcement in support of the *FFY 2018 Strategic Occupant Protection Plan*.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2.1, 2.2, and 2.3

Funding Source/Amount: 405b - \$10,000

Match Amount: \$2,500

MOE: \$240

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Project Number: F18-HS-16

Project Title: Public Safety Commission – Occupant Protection



Description: This project provides funds to the Public Safety Commission to conduct seat belt overtime enforcement specific to commercial drivers during CIOT and in support of the *FFY 2018 Strategic Occupant Protection Plan*.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2.1, 2.2, and 2.3

Funding Source/Amount: 405b - \$10,000

Match Amount: \$2,500

MOE: \$240

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Project Number: F18-HS-01

Project Title: Governor's Highway Safety Program – Occupant Protection Paid Media

Description: This project funds purchase of paid media by the Governor's Highway Safety Program to during CIOT and in support of the *FFY 2018 Strategic Occupant Protection Plan*.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2.1, 2.2, and 2.3 (will verify this)

Funding Source/Amount: 402 - \$375,000

Match Amount: \$93,750

MOE: \$0

Indirect Cost: \$

Local Benefit: \$0

Target: 1

Project Numbers: F18-HS-02 through F18-HS-08, F18-HS-14, F18-HS-19, and F-18-HS-20

Project Title: Regional Traffic Safety Programs – CPS Program

Description: The eight Regional Traffic Safety Programs Coordinators implement the *FFY 2018 Strategic Occupant Protection Plan* CPS activities within their region. The Coordinators sponsor the NHTSA 32-Hour Child Passenger Safety Technician Course, host local events, such as car seat check events and support existing/develop additional child safety seat fitting stations, and implement earned media opportunities.

Evidence of Effectiveness: CTW, Chapter 2: Sections 6.2 and 7.3

Funding Source/Amount: 402 - \$9,000; 406 - \$22,000; 405b - \$117,000

Match Amount: \$37,000

MOE: \$1,865

Indirect Cost: \$0

Local Benefit: \$59,200

Target: 1

Project Number: F18-HS-01

Project Title: GHSP – CPS Program

Description: The GHSP oversees all aspects of West Virginia's CPS program and implementation of the CPS activities identified in the *FFY 2018 Strategic Occupant Protection Plan*.

Evidence of Effectiveness: CTW, Chapter 2: Sections 5.1, 6.1, 6.2, 7.1, 7.2, and 7.3

Funding Source/Amount: 402 - \$25,000; 405b - \$10,000

Match Amount: \$8,750

MOE: \$230

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Project Number: F18-HS-09

Project Title: Law Enforcement Liaison Office – CPS Program



Description: This project funds the position (salary and expenses) of a statewide Law Enforcement Liaison and is an extension of the GHSP. Coordinates with all eight Regional Traffic Safety Programs to provide law enforcement training in Traffic Occupant Protection Strategies (TOPS), Speed Enforcement – Radar Training, Instructor Development, SFST Updates, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other law enforcement training. The GHSP Law Enforcement Liaison serves as the Chairman of the Occupant Protection Task Force and implements the *FFY 2018 Strategic Occupant Protection Plan* CPS activities.

Evidence of Effectiveness: CTW, Chapter 2: Sections 5.1, 6.1, and 6.2

Funding Source/Amount: 405b - \$20,000

Match Amount: \$5,000

MOE: \$490

Indirect Cost: \$0

Local Benefit: \$0

3.3 Impaired Driving

Overview

According to data from the Foundation for Advancing Alcohol Responsibility⁶, of the 84 impaired driving fatalities in 2014, nine involved drivers under 21 years of age. The same source informs that there were 4.5 impaired driving fatalities per 100,000 people in West Virginia in 2014. This is 45% higher than the national average of 3.1 per 100,000 people. Similar to national trends, male drivers are more likely to be involved in DUI related crashes, injuries, and deaths. Table 3.9 details alcohol impaired fatalities, citations, and arrests for 2008 to 2015.

⁶ Foundation for Advancing Alcohol Responsibility. <http://responsibility.org/get-the-facts/state-map/?state=west-virginia>.

Table 3.9 Alcohol Impaired Driving Fatalities, Citations, and Arrests

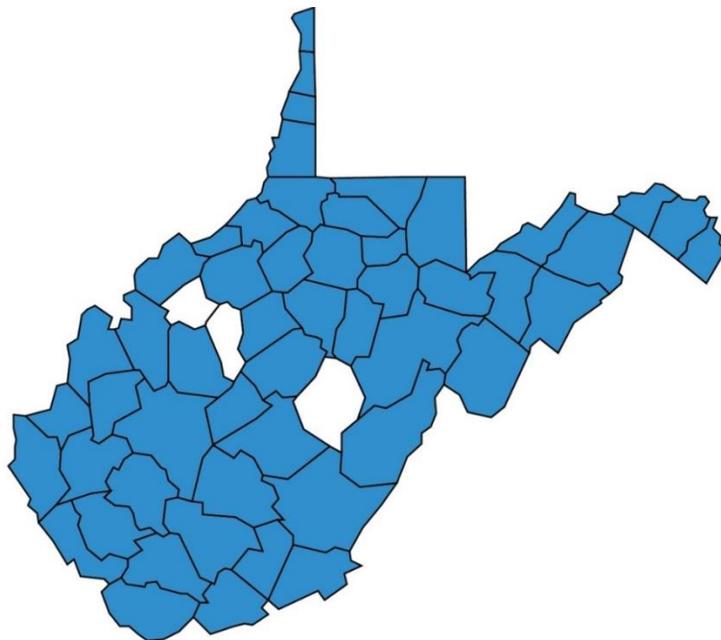
Core Performance Measure	Actual									
	2008	2009	2010	2011	2012	2013	2014	2015	2016	
Alcohol-Impaired Fatalities (driver or motorcycle operator with a 0.08 BAC or greater)	126	112	87	93	94	91	84	71	66	
Impaired Driving Citations Issued and Arrests Made ^a	–	–	1,965	2,714	3,577	3,676	3,604	3,518	3,406	

^a 2015 fatalities are preliminary. ^b Arrests Made” during grant-funded activities only.

Additional demographic information related to impaired driving is included in the *FFY 2018 West Virginia Governor’s Highway Safety Program Evidence-Based Enforcement Plan for DUI* developed by the GHSP to reduce DUI-related crashes, injuries, and deaths by using a sustained enforcement effort. The plan’s enforcement effort includes the West Virginia State Police, city, and county law enforcement agencies that represent every Class I, II, and III city in the State. The plan covers the entire state.

The counties participating during the current grant year represents 99 percent of the State’s population, and 99 percent of the alcohol-related traffic crashes. Figure 3.4 represents city and county law enforcement agencies only (in blue) and illustrates the counties where either the major community within the county or the county Sheriff’s Office is participating in the *FFY 2018 West Virginia Governor’s Highway Safety Program Evidence-Based Enforcement Plan for DUI*. In addition to these agencies, the West Virginia State Police are participating in the Sustained Impaired Driving Enforcement Program in all 55 counties. The State Police patrol rural areas in addition to cities which either do not have a police department or the local police department is so small that they do not do road patrols.

Figure 3.3 West Virginia Counties with Participating Law Enforcement Agencies



Source: Governor’s Highway Safety Program.

Performance Targets

1. Reduce alcohol impaired driving fatalities 25 percent from 108 (2011-2015 average) to 81 by December 31, 2018.

Strategies

The FFY 2018 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI is focused on reducing DUI-related crashes, injuries, and deaths by using a sustained enforcement effort. The plan's activities will cover the entire state in a comprehensive and sustained manner through implementation of the following components:

- High-Visibility Enforcement Activities;
- Public Education and Information Activities;
- Media Activities;
- Training Activities;
- Age Group Activities;
- Underage Enforcement Activities; and
- Focused Patrols.

This plan takes a comprehensive approach using city, county, and state law enforcement agencies; Regional Traffic Safety Program Coordinators; Alcohol Beverage Control Administration (ABCA); community agencies; schools; retail; and wholesale alcohol agents. The GHSP's Alcohol Coordinator and the Law Enforcement Liaison will take the lead in statewide planning and coordination. The eight Regional Traffic Safety Program and the seven West Virginia State Police coordinators will coordinate their regions of the State to insure compliance with this plan.

High-Visibility Enforcement Activities

Each of the Regional Traffic Safety Program Coordinators will be required to arrange a minimum of at least one DUI enforcement activities in each of their areas each week at high-risk days and times for DUI crashes. The seven West Virginia State Police coordinators will arrange a minimum of one DUI enforcement activity within each of their troop areas each week also during high-risk days and times for DUI crashes. The GHSP Law Enforcement Liaison is responsible for coordinating the efforts of the Traffic Safety Coordinators and West Virginia State Police coordinators. Each group divides the State of West Virginia into areas (eight Traffic Safety Areas and seven State Police troop areas) covering 100 percent of the State. Additionally during the six-month period of enhanced enforcement, the enforcement level will double to two enforcement events per week in each Traffic Safety Coordinator and State Police area.

Publicized checkpoint and saturation patrol programs, using specially trained officers and equipment, have been proven effective in reducing alcohol-related fatal, injury, and property damage crashes up to 20 percent each. Approved examples of "high-visibility enforcement activities" are as follows:

- **Saturation Patrols.** Officers will patrol areas identified as high-DUI areas in groups of at least three patrols. Officers will stage in the enforcement area to alert motorist to the high-visibility saturated patrol.
- **Sobriety Checkpoints.** Officers will conduct checkpoints according to local department regulations requiring a large number of officers (usually 10 to 12 officers).

- **Low-Manpower Sobriety Checkpoints.** Officers will conduct checkpoints according to local department regulations requiring six or fewer officers.
- **Underage Alcohol Sales Stings.** Officers will work with ABCA investigators or within department regulations in an effort to monitor the sale of alcohol to underage purchasers and make arrests of violations.
- **Participate in the National and State Mobilizations.** Officers will participate in four law enforcement events during the national mobilization and as mandated for the State mobilizations.
- **Participate in the Enhanced Enforcement Program** as mandated by the Governor's Highway Safety Program.
- **Conduct Enforcement Activities during Peak Alcohol-Related Crash Times,** (holidays, special events), and at high alcohol-related crash locations (DOH will provide those locations from the crash reports).

DUI enforcement will be focused where there are people, access to alcohol, DUI fatal crashes, and increased use of DREs. Table 3.10 shows the breakdown of the State of West Virginia by county. GHSP will place emphasis for enhanced DUI Enforcement in the counties highlighted in red (1st priority), yellow (2nd. priority), and green (3rd priority) during the FFY 2018 grant year in addition to baseline DUI enforcement conducted in all counties. The color codes shown below the title explain the population and licenses metrics used to determine the priority counties.



Table 3.10 ABCA Licenses, Fatal Crashes Over 0.08 BAC, DUI and Drug Arrests, and DREs by Priority Counties

Population

First	County Population more than 100,000
Second	County Population 50,000 to 100,000
Third	County Population 30,000 to 50,000

Licenses

First	More than 200 Licenses in County
Second	100-200 Licenses in County
Third	50-100 Licenses in County

Highway Safety Region	County	2015 ABCA License					2014 Fatal Crashes		2015 Total DUI Arrests	DUI Arrests per 1000 Population	2015 DRE's	DRE Officer within 1 hour ^a	2015 Drug Related Arrests ^b
		2015 Population	On Premise	% On	Off Premise	% Off	>.08 BAC						
1	Boone	23,714	15	36%	27	64%	7	77	3.25	0	Yes	13	
1	Clay	8,941	3	21%	11	79%	0	15	1.68	0	No	5	
1	Kanawha	190,223	265	55%	219	45%	6	911	4.79	7	Yes	318	
1	Logan	35,348	41	52%	38	48%	4	245	6.93	0	Yes	125	
Region 1 Totals		258,226	324	41%	295	59%	17	1,248	4.83	7		36.90%	
2	Cabell	97,109	186	62%	114	38%	4	724	7.46	3	Yes	332	
2	Lincoln	21,561	10	37%	17	63%	1	44	2.04	0	Yes	4	
2	Mason	27,016	36	57%	27	43%	1	80	2.96	0	Yes	8	
2	Mingo	25,716	21	40%	32	60%	5	121	4.71	0	Yes	68	
2	Putnam	56,770	53	45%	64	55%	4	182	3.21	1	Yes	36	
2	Wayne	41,122	42	58%	32	32%	3	96	2.33	0	Yes	17	
Region 2 Totals		269,294	348		286		18	1,247	4.63	4		37.07%	
3	Calhoun	7,513	2	20%	8	80%	0	23	3.06	0	No	2	
3	Doddridge	8,391	3	27%	8	73%	0	23	2.74	0	No	5	
3	Gilmer	8,618	6	47%	7	53%	0	21	2.44	0	No	3	
3	Jackson	29,126	24	40%	36	60%	0	109	3.74	0	Yes	13	
3	Pleasants	7,634	7	50%	7	50%	0	17	2.23	0	No	3	
3	Ritchie	10,011	7	29%	17	71%	2	26	2.60	0	No	1	
3	Roane	14,664	7	27%	19	73%	0	49	3.34	0	No	14	

Highway Safety Region	County	2015		2015 ABCA License			2014 Fatal Crashes		2015 Total DUI Arrests	DUI Arrests per 1000 Population	2015 DRE's	DRE Officer within 1 hour ^a	2015 Drug Related Arrests ^b
		Population	On Premise	% On	Off Premise	% Off	>.08 BAC						
3	Wirt	5,845	3	21%	11	79%	0	14	2.40	0	No	0	
3	Wood	86,237	145	59%	99	41%	4	334	3.87	0	No	26	
Region 3 Totals		178,039	204		212		6	616	3.45	0		10.96%	
4	Brooke	23,530	90	77%	27	23%	0	159	6.76	0	Yes	23	
4	Hancock	30,112	98	69%	44	31%	0	281	9.33	3	Yes	56	
4	Marshall	32,416	77	71%	31	29%	0	135	4.16	0	Yes	10	
4	Ohio	43,328	75	56%	59	44%	2	179	4.13	0	Yes	17	
4	Tyler	9,098	8	28%	21	72%	1	21	2.31	0	No	3	
4	Wetzel	15,988	32	53%	28	47%	1	39	2.44	0	Yes	2	
Region 4 Totals		154,472	380		210		4	814	5.26	3		14.18%	
5	Barbour	16,766	16	50%	16	50%	1	44	2.62	0	Yes	8	
5	Harrison	68,761	129	60%	85	40%	2	281	4.09	1	Yes	49	
5	Lewis	16,414	28	48%	30	52%	2	83	5.06	0	Yes	9	
5	Marion	56,803	90	57%	69	43%	1	255	4.49	0	Yes	43	
5	Monongalia	103,463	230	71%	94	29%	4	621	6.00	2	Yes	50	
5	Preston	33,788	46	55%	38	45%	2	57	1.69	0	Yes	3	
5	Taylor	17,069	14	53%	12	47%	0	37	2.17	0	Yes	8	
5	Upshur	24,731	30	51%	29	49%	0	91	3.68	0	Yes	7	
Region 5 Totals		337,795	438		272		9	1,469	4.34	2		12.00%	
6	Berkeley	110,497	140	64%	80	36%	4	676	6.12	1	Yes	96	
6	Grant	11,687	9	37%	15	63%	1	40	3.42	0	Yes	2	
6	Hardy	23,483	19	51%	18	49%	0	56	2.38	1	Yes	15	
6	Hampshire	13,923	17	43%	23	57%	1	81	5.82	0	Yes	6	
6	Jefferson	55,713	79	56%	61	44%	2	348	6.25	2	Yes	46	
6	Mineral	27,578	41	61%	26	39%	0	88	3.19	0	Yes	24	

Highway Safety Region	County	2015	2015 ABCA License				2014 Fatal Crashes		2015 Total DUI Arrests	DUI Arrests per 1000 Population	2015 DRE's	DRE Officer within 1 hour ^a	2015 Drug Related Arrests ^b
		Population	On Premise	% On	Off Premise	% Off	>.08 BAC						
6	Morgan	17,453	30	60%	20	40%	0	66	3.78	0	Yes	16	
6	Pendleton	7,371	4	24%	13	75%	1	19	2.58	0	No	0	
6	Randolph	29,429	47	53%	42	47%	1	69	2.34	1	Yes	19	
6	Tucker	6,927	28	62%	17	38%	1	11	1.59	0	Yes	0	
Region 6 Totals		304,061	414		315		11	1,454	4.78	5		14.94%	
7	Braxton	14,463	15	31%	33	69%	1	64	4.43	0	Yes	18	
7	Fayette	45,132	62	47%	70	53%	0	289	6.40	1	Yes	99	
7	Greenbrier	35,450	77	56%	61	44%	1	222	6.26	1	Yes	37	
7	Nicholas	25,827	25	37%	43	63%	3	124	4.80	0	No	34	
7	Pocahontas	8,662	31	60%	21	40%	1	45	5.20	0	No	5	
7	Raleigh	78,241	118	54%	102	46%	3	478	6.11	0	Yes	120	
7	Webster	8,834	3	27%	8	77%	0	48	5.43	0	No	20	
Region 7 Totals		216,609	331		338		9	1,270	5.86	2		26.08%	
8	McDowell	20,448	7	17%	34	83%	2	316	15.45	1	Yes	232	
8	Mercer	61,785	80	53%	72	47%	5	388	6.28	2	Yes	123	
8	Monroe	13,582	8	48%	9	52%	1	23	1.69	0	Yes	2	
8	Summers	13,417	18	53%	16	47%	0	29	2.16	0	Yes	3	
8	Wyoming	22,598	16	36%	28	64%	0	212	9.38	0	Yes	84	
Region 8 Totals		131,830	129		159		8	968	7.34	3		45.98%	
West Virginia Total		1,850,326	2,712	55%	2,197	45%	85	9,086	4.71	27		25.08%	

Source: Governor's Highway Safety Program.

^a 1 hour based on county seat to county seat driving time. ^b Figures include arrests that were combined with alcohol.

Note: 14 Counties have at least one agency with a DRE Officer, covering a population of 907,825 or 49% of state population.
 41 Counties have access to a DRE Officer within 1 hour call out time, covering a population of 1,632,680 or 88% of state population.

The West Virginia Alcohol Beverage Control Administration will coordinate their grant-funded enforcement efforts in the priority counties identified in Table 3.6 and conduct compliance checks in accordance with the percentages shown on this list focusing DUI enforcement on the priority counties will address 73 percent of the State's population and 68 percent of the DUI fatal crash locations.

State-Mandated Blitzes

The GHSP designates the following periods as State-mandated blitz periods: Thanksgiving, Christmas, New Years, West Virginia Day, and the Fourth of July weekend. Also, the State enhances the national blitz to include the entire month of August. During these designated blitz periods, the Traffic Safety Coordinators and the West Virginia State Police endeavor to secure as many law enforcement agencies as possible to conduct DUI enforcement activities.

Public Education and Information Activities

Each Traffic Safety Coordinator conducts public education and information activities in their area. The coordinator is required to conduct at least one event each week. The West Virginia State Police coordinator will conduct one activity each week within their troop area. In coordinating these efforts, an estimated 780 public education and information activities will occur statewide during the one-year period. Approved examples of public education and information activities are as follows:

- Presenting impaired driving prevention information to a group such as school classes, civic groups, and church groups, in a face-to-face setting or in a public forum; and
- Presenting impaired driving prevention information through a media outlet such as TV, radio, newspaper, or at a local fair or festival.

Media Plan

Crackdown Period

Dates for the FFY 2018 Impaired Driving National Enforcement will be determined by the National Highway Traffic Safety Administration.

State-Mandated Blitzes

Thanksgiving, Christmas, New Year's, West Virginia Day, and the Fourth of July weekend are the periods established for the State-mandated blitzes. During these periods, the GHSP will conduct a media campaign that includes an enforcement message in coordination with the enforcement blitzes.

Advertising Period

These campaigns will coincide with the national and state blitzes. The advertising campaign will begin one week before the blitz and run through each blitz period. The State will also maintain a baseline of DUI commercials throughout the year to enhance the State's sustained enforcement efforts.

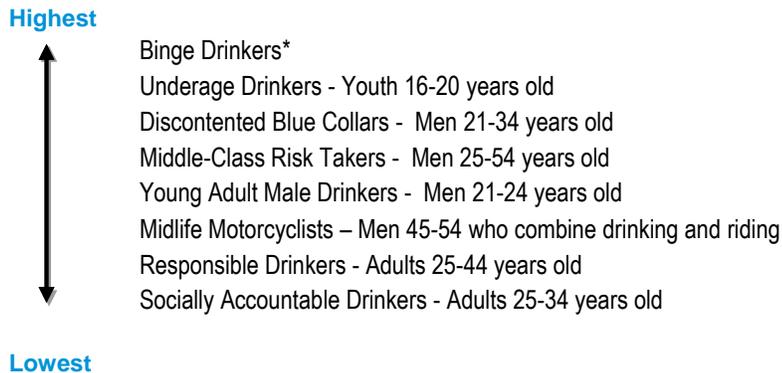
Budget

GHSP will budget \$1,000,000 utilizing 405d funds.

Target Profile

The primary target audience is broken out into eight at-risk segments, listed below from “Highest” to “Lowest” by relative degrees of “at risk”:

Relative Degrees of “At-Risk”



* Includes people who drink for the sole purpose of getting as drunk as they can as fast as they can.

In addition to the primary audiences described above, we also will target the following secondary audiences:

- College Youth;
- Unemployed Youths;
- Unemployed Men; and
- Blue Collar Workers.

Media Purchasing Demographic

This plan will provide emphasis on the five highest “at-risk” groups: Binge Drinkers, Underage Drinkers, Discontented Blue Collar, Middle-Class Risk Takers, and Young Adult Male Drinkers. These at risk groups are represented in the following media demographics:

- Primary: Men 18 to 34 and Youth 16 to 20; and
- Secondary: Middle-Class Risk Takers 25 to 54.

Geography

The \$1,000,000 budget will be placed for West Virginia advertising only. The campaign will complement the national media buy plan during the national blitz and support the state-mandated blitz periods as well.

Media Planned for the 2017 for Enforcement Blitzes

Venues for advertising the enforcement blitzes will include network and cable television, radio, pre-movie ads in theaters, internet/social media, and printed and electronic billboards, as well as electronic signage and

sports radio broadcasts affiliated with West Virginia University and Marshall University sporting events. Other creative media advertising will be engaged on an as-needed basis.

Overall Media Strategy

Young Men

- Continue to generate frequency in order to affect behavioral change;
- Maintain the use of television via broadcast (reach) and cable (frequency);
- Use radio to increase the frequency of the message; and
- Use digital media to reach our targets in the fastest growing medium today (specifically the underage).

Network Television and Radio Strategy

The GHSP Public Affairs Coordinator works closely with the media vendors to ensure the proper types of media are reaching the target audiences. The Public Affairs Coordinator coordinates the media program and is responsible for arranging the media purchases and reporting.

Earned and Other Media Efforts

The GHSP Public Affairs Coordinator also will work with the Division of Highways to air the *Highways or Die* program during the Driver Sober or Get Pulled Over campaign. The Division of Highways pays for airtime, and the GHSP Public Affairs Coordinator coordinates the media buy. This media effort targets the young adult and underage driver and will occur before, during, and after the Drive Sober or Get Pulled Over campaign.

Each Regional Traffic Safety Program and West Virginia State Police coordinator will be required to conduct at least one media activity per week, and advertise enforcement activities before, during, and after each enforcement event within their area or troop. A media activity involves the coverage of an ongoing event or dissemination of information through a media outlet. This combined effort will result in at least 1,000 media activities a year. Media activities include the following:

- TV, radio, and newspaper coverage of a DUI-related activity;
- TV, radio, and newspaper, and signage used to relay DUI-related information to the public; and
- Billboard or other media (e.g., stadium ad, movies).

These media events are more than simple media notification of an upcoming enforcement event (i.e., media notification of the sobriety checkpoint). The GHSP receives a report of each media event. This report includes the coverage area or circulation of the media used and the amount of money it would have cost the State to purchase the media time/space.

Training Activities

The GHSP has developed the Law Enforcement Training Sub-committee and certified in-service credit for several training classes focusing on impaired driving issues. A training cadre consisting of ten instructors to

instruct these classes is maintained by the GHSP. All classes offered by the GHSP are free of charge to any member of law enforcement agencies. The following classes are available:

- **Standardized Field Sobriety Testing (SFST) Refresher Course** – This is a recertification class for SFST. This 8-hour class is offered 16 times a year.
- **Advanced Roadside Impaired Driving Enforcement (ARIDE)** – ARIDE was created to address the gap in training between the SFST and the Drug Evaluation and Classification (DEC/DRE) Program. This 16-hour class is offered at least once in each of the eight Regional Traffic Safety Programs each year.
- **Presentation of Evidence at DMV Administrative Hearing** – This class assists officers in preparing for and presenting evidence at a DMV administrative hearing. We will offer this class eight times a year.
- **Managing Sobriety Checkpoints** – A Supervisory level course for law enforcement supervisors who plan and supervise sobriety checkpoints. We will offer this class eight times a year.
- **Operating Sobriety Checkpoints** – This class is for law enforcement officers who operate the sobriety checkpoints. We will offer this class eight times a year.
- **Intoximeter Training** – This class will instruct all law enforcement officers in the use of new breath testing equipment. This training consists of a 4-hour block of instruction in conjunction with a general update of DUI enforcement in West Virginia. All law enforcement officers who have the 40-hour certification on the Intoximeter will receive this course.
- **Statewide DUI Conference** – The GHSP will conduct the statewide DUI/Training Conference to enhance the enforcement efforts of the police who are effective in DUI enforcement and to both train and acknowledge those officers.
- **DRE School** – Since DREs tend to be “cream of the crop” officers, many will be selected for other positions that take them out of the daily DRE lane of responsibilities. After serving a minimum three-year obligation, as many as 25 percent will need replaced. The GHSP will support an annual DRE school until sufficient DREs are certified and available statewide.

The State passed a DRE law (HB 2513) during the 2013 West Virginia Legislative session. This Bill provided the minimum statutory requirements to qualify as a Drug Evaluation and Classification (DEC) state or more commonly referred to as a DRE state. The GHSP formed an 11 member committee to serve on the newly formed DEC/DRE Technical Advisory Committee (TAC). Members oversee the DRE Program’s implementation, expansion, and 3-17 accreditation process. Representatives of the TAC board include members from the GHSP, law enforcement members representing the Chiefs of Police and State Sheriffs’ Association, Division of Motor Vehicles, the West Virginia State Police, judges, prosecutors, the criminal justice system, training personnel, and toxicology staff. This committee approved a DEC/DRE application that was submitted to the International Association of Chiefs of Police (IACP) and approved in October 2013. The GHSP then devised a plan to train police officers throughout the State in the ARIDE program. The GHSP supports the training of DRE officers through funding.

The GHSP, in coordination with Huntington Police Officer, DRE, and State DRE Program Coordinator Joey Koher have set an ambitious training schedule. Offering over 30 SFST refresher and ARIDE training classes in 2016 assisted in the identification and recruitment of the best officers for DRE candidates. West Virginia now has 33 certified DREs and six certified DRE Instructors. Officer Koher will continue the statewide

training events to identify additional officers for DRE training until each Regional Traffic Safety region has an acceptable number of DREs.

Age Group Activities

Regional Traffic Safety Program Coordinators will conduct two “age group” specific activities per year in their area. West Virginia State Police coordinators will also conduct two age group specific activities per year in their troop area. This totals 30 age group specific activities throughout the state. In addition, each Traffic Safety Program Coordinator will conduct one on-going alcohol project focusing on the 21-34 year old age group, bringing the total of age group specific activities to 38 statewide. Age group-specific activities include but are not limited to the following:

- **High School Prom Activity.** Officers will assist schools during prom in monitoring for alcohol use. Pre-prom visits by law enforcement deter the use of alcohol.
- **High School Graduation Activity.** Officers will be involved in alcohol-free graduation parties and assist school personnel in the education of students concerning alcohol abuse.
- **High School Drivers Education Classes.** Visits to Drivers Education classes to educate students against driving while impaired.
- **High School SADD Groups.** Regional Traffic Safety Program Coordinators work with SADD groups in their region to assist with their activities and assist in the Statewide SADD Program.
- **College Project.** This project works with campus teams in all 23 Colleges and Universities in the State to reduce underage drinking on college campuses. In alternating years, a statewide conference brings the colleges together to discuss campus issues and showcase successful programs. In the off year, statewide training is conducted for selected teams from each participating college to enhance their programs and prepare them for the U.S. Department of Education’s biannual alcohol and drug abuse requirements. This year the colleges are forming a formal independent organization to carry on this program.
- **Ongoing Project for 21 to 34 Age Groups.** The Regional Traffic Safety Program Coordinators will work with area bars, distributors, and community agencies to establish an on-going project that will assist 21-34 year olds to avoid driving under the influence by finding alternative transportation (e.g., designated drivers, public transportation, and TIPs Training).

Underage Activities

The Regional Traffic Safety Program Coordinators will conduct a minimum of one coordinated statewide enforcement effort and eight other local underage activities during the year, in addition to the high visibility enforcement activities previously cited. Underage activities include:

- The statewide SADD conference that the GHSP will support to encourage the development of local SADD Chapters.
- All Regional Traffic Safety Program and West Virginia State Police coordinators will conduct a statewide underage alcohol sting on the same night across the state. The ABCC will be involved to enforce rules violations against owners of stores found in violation.

- In addition to the statewide sting, each Traffic Safety Coordinator will conduct a minimum of four underage stings with an ABCC enforcement officer during the year.
- The Traffic Safety Coordinators will work with the colleges in their areas to implement the approved college project.
- The Regional Traffic Safety Program Coordinators will work with the High School SADD chapters to help the public information and education messages reach the high school audience.

Focused Patrols

In addition to the required enforcement activities, officers will conduct patrol activities focusing on locating alcohol-impaired drivers. Officers will conduct this patrol during their regular duty while focusing their activities on impaired drivers. This activity does not replace the required weekly activity. The Regional Traffic Safety Program and West Virginia State Police coordinators will track DUI arrests made by on-duty officers to evaluate this area.

Evaluation

The GHSP will evaluate the success of the approved FFY 2018 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI using the following performance measure:

1. Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) fatalities by 25 percent from 108 (2011-2015 average) to 81 by December 31, 2018.

Programs and Projects

Target: 1

Project Numbers: F18-HS-02 through F18-HS-08, F18-HS-14, F18-HS-19, and F-18-HS-20

Project Title: Regional Traffic Safety Programs – Impaired Driving

Description: The eight Regional Traffic Safety Programs coordinate the enforcement effort detailed in the *FFY 2018 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI* in collaboration with the seven West Virginia State Police Troops. Each region is responsible for weekly enforcement, earned media, public information, and education events. There also is a training component in place to upgrade law enforcement's ability to be more effective in dealing with the impaired driving problem.

Evidence of Effectiveness: CTW, Chapter 1: Section 5.2

Funding Source/Amount: 405d – \$1,434,850

Match Amount: \$358,712

MOE: \$20,150

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Project Number: F18-HS-01

Project Title: GHSP – Impaired Driving

Description: The GHSP oversees all aspects of West Virginia’s Impaired Driving program and implementation of the impaired-driving activities identified in the *FFY 2018 West Virginia Governor’s Highway Safety Program Evidence-Based Enforcement Plan for DUI*.

Evidence of Effectiveness: CTW, Chapter 1: Sections 2, 5, 6, and 7

Funding Source/Amount: 402- \$60,000; 405d - \$1,000,000

Match Amount: \$265,000

MOE: \$23,300

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Project Number: F18-HS-09

Project Title: Law Enforcement Liaison Office – Impaired Driving



Description: This project funds the position (salary and expenses) of a statewide Law Enforcement Liaison and is an extension of the GHSP. Coordinates with all eight Regional Traffic Safety Programs to provide law enforcement training in Traffic Occupant Protection Strategies (TOPS), Speed Enforcement – Radar Training, Instructor Development, SFST Updates, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other Law enforcement training. The GHSP Law Enforcement Liaison implements activities in the *FFY 2018 West Virginia Governor’s Highway Safety Program Evidence-Based Enforcement Plan for DUI* activities.

Evidence of Effectiveness: CTW, Chapter 1: Sections 2.1, 2.2, 2.3, 2.5, 6.5, and 7.1

Funding Source/Amount: 402 - \$5,000; 405d - \$225,000

Match Amount: \$57,500

MOE: \$5,100

Indirect Cost: \$0

Local Benefit: \$92,000

Target: 1

Project Number: F18-HS-15

Project Title: Data Tracking and Agency Support. (City of Beckley) – Impaired Driving

Description: The DTAS Program Coordinator oversees the statewide DTAS Program that provides recognition and incentives to individual law enforcement officers who demonstrate a devotion to ongoing

enforcement of seat belt and DUI laws. The Coordinator also works to increase individual officer participation in the State's seat belt and impaired campaigns.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405d - \$75,000

Match Amount: \$18,750

MOE: \$1,665

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Project Number: F18-HS-10

Project Title: West Virginia State Police – Impaired Driving



Description: The lead law enforcement agency in the State supports the *FFY 2018 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI* through overtime enforcement, including directed patrols, saturation patrols, and sobriety checkpoints. The seven West Virginia State Police Troop Coordinators coordinate with the eight Regional Traffic Safety Program Coordinators and the GHSP Law Enforcement Liaison during the impaired driving campaigns and the national mobilization. The State Police are primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments. Each troop is responsible for weekly enforcement, earned media, public information, and education events.

Evidence of Effectiveness: CTW, Chapter 1: Section 2

Funding Source/Amount: 410 - \$204,000; 410HVE - \$104,000; 410HFR - \$29,000; 405d - \$200,000

Match Amount: \$134,250

MOE: \$5,700

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Project Number: F18-HS-12

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

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

Evidence of Effectiveness: CTW, Chapter 1: Section 5

Funding Source/Amount: 405d - \$100,000

Match Amount: \$25,000

MOE: \$1,925

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Project Number: F18-HS-11

Project Title: Kanawha County Commission

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

Evidence of Effectiveness: CTW, Chapter 1: Section 3

Funding Source/Amount: 154- \$100,000; 405d - \$100,000

Match Amount: \$25,000

MOE: \$2,330

Indirect Cost: \$0

Local Benefit: \$80,000

Target: 1

Project Number: F18-HS-17

Project Title: Monongalia County Sheriff's Department – Impaired Driving



Description: This project provides funds to the Sheriff's Department to conduct Directed Patrols, Saturation Patrols, Sobriety Checkpoints, and Under 21 Alcohol Enforcement in support of the *FFY 2018 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI*. They also provide funds to smaller law enforcement agencies in the county, including West Virginia University Police.

Evidence of Effectiveness: CTW, Chapter 1: Section 2

Funding Source/Amount: 405d - \$100,000

Match Amount: \$25,000

MOE: \$2,285

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Project Number: F18-HS-18

Project Title: City of Morgantown – Impaired Driving



Description: This project provides overtime DUI Enforcement funds for the Morgantown Police Department to conduct Directed Patrols, Saturation Patrols, Sobriety Checkpoints, and Under 21 Alcohol Enforcement in support of the *FFY 2018 West Virginia Governor’s Highway Safety Program Evidence-Based Enforcement Plan for DUI*.

Evidence of Effectiveness: CTW, Chapter 1: Section 2

Funding Source/Amount: 405d - \$45,000

Match Amount: \$11,250

MOE: \$975

Indirect Cost: \$0

Local Benefit: \$0

3.4 Motorcycle Safety

Overview

In 2014, 23 percent of all motorcyclist fatalities in West Virginia were unhelmeted, compared to 33 percent who were unhelmeted in 2013. Since 2008, the proportion of unhelmeted motorcyclist fatalities compared to all motorcyclist fatalities in West Virginia has not been steady. In 2008, the proportion was 21.2 percent, and it decreased slightly to 19.2 percent in 2009. Then, in 2010, unhelmeted motorcyclists fatalities represented nearly a third (30 percent) of all motorcyclist fatalities. The proportion decreased to 22.2 percent in 2011, and then jumped to 45.2 percent in 2012. West Virginia experienced 26 motorcyclist fatalities in 2014, seven motorcyclists, or 27 percent, were not wearing a helmet. Data on motorcyclist fatalities is provided in Table 3.12.

Table 3.11 Motorcyclist Fatalities

Core Performance Measure	Actual							
	2008	2009	2010	2011	2012	2013	2014	2015
Motorcyclist Fatalities	52	26	33	27	31	24	26	32
Unhelmeted Motorcyclist Fatalities	11	5	10	6	14	8	7	7

The DMV currently funds and administers the West Virginia Motorcycle Safety Program. The Motorcycle Safety Program was transferred to the GHSP in October 2006. West Virginia qualified funding under the Section 2010 Motorcyclist Safety Program in FFY 2006 through FFY 2011. Section 2010 and Section 405(f) funding will be used by DMV/GHSP to enhance the Motorcycle Safety Awareness Program through paid media and through PI&E. Each of the eight Regional Traffic Safety Programs will be responsible for

Motorcycle Simulator Training in their areas. A reduction in the number of unhelmeted fatalities will be addressed through emphasis on West Virginia's motorcycle helmet law in both media campaigns and Motorcycle Safety training courses.

Performance Targets

1. Reduce motorcyclist fatalities by 7.1 percent from 28 (2010-2014 average) to 26 by December 31, 2018.
2. Reduce unhelmeted motorcyclist fatalities by 24.4 percent from 8 (2011-2015 average) to 6 by December 31, 2018.

Strategies

West Virginia's Motorcycle Safety and Awareness Program will continue to monitor crash data provided by the West Virginia Division of Highways and FARS to help identify problem areas and locations. Additional training sites in rural and remote areas will afford the program a greater contact with potential students seeking motorcycle training in both the Basic Rider's Course and the Experienced Rider's Course.

West Virginia's Motorcycle Safety and Awareness Program will continue to employ a statewide advertisement program through paid media. Radio and television ads and billboards will be geared to reach both the rider of motorcycles and drivers of motor vehicles. This approach will hopefully make both drivers and riders aware of each other and each individual's responsibility to the other, thus creating a safer driving environment.

Programs and Projects

Target: 1 and 2

Project Number: F18-HS-09

Project Title: Law Enforcement Liaison Office – Motorcycle Safety

Description: This project funds the position (salary and expenses) of a statewide Law Enforcement Liaison and is an extension of the GHSP. The LEL coordinates with all eight Regional Traffic Safety Programs to provide law enforcement training in Traffic Occupant Protection Strategies (TOPS), Speed Enforcement – Radar Training, Instructor Development, SFST Updates, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other law enforcement training.

Evidence of Effectiveness: CTW, Chapter 5: Sections 3.1, 3.2, and 4.2

Funding Source/Amount: 405f - \$5,000; 2010 - \$5,000

Match Amount: \$2,500

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Project Number: F18-HS-01

Project Title: Governor’s Highway Safety Program – Motorcycle Safety Paid Media

Description: This project funds purchase of paid media by the Governor’s Highway Safety Program to promote motorcycle safety and motorist awareness messages. Radio and television ads and billboards will be purchased to reach both motorcycles riders and motor vehicle drivers to increase awareness among both groups and each individual’s responsibility to create safer roadways.

Evidence of Effectiveness: CTW, Chapter 5: Sections 4.2

Funding Source/Amount: \$405f - \$65,000

Match Amount: \$16,250

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

3.5 Speed Enforcement

Overview

Speed-related fatalities in West Virginia rose steadily from 73 to 133 fatalities between 2006 and 2010. Following a 14 percent decline between 2010 and 2011, these fatalities increased 25 percent in 2012. Between 2013 and 2014, speed-related fatalities decreased by almost half (49 percent), going from 130 to 66 and remained at 66 in 2015. However, analysis conducted for the Strategic Highway Safety Plan (SHSP) showed that speeding in combination with other high-risk behaviors (e.g., impaired driving and failure to wear a seat belt) is prevalent in a majority of fatalities. The Safety Management Task Force (SMTF) selected speed and aggressive driving as an emphasis area for the next SHSP update. Speeding-related fatalities and citations are listed below.

Table 3.12 Speeding-Related Fatalities and Citations

Core Performance Measure	Actual							
	2009	2010	2011	2012	2013	2014	2015	2016
Speeding-Related Fatalities	121	133	115	144	130	66	66	
Speeding Citations Issued ^a	3,333	7,132	9,892	11,537	14,229	10,729	11,279	11,368

Source: Governor’s Highway Safety Program.

^a Citations Issued” during grant-funded activities only.

The West Virginia Legislature passed legislation allowing all classes of cities to use radar speed measurements as prima facie evidence for speeding violations. The Law Enforcement Liaison Office will continue to provide this training statewide for law enforcement officers during 2018.

Performance Targets

1. Reduce speeding-related fatalities by 37.4 percent from 104 (2011-2015 average) to 65 by December 31, 2018.

Programs and Projects

Target: 1

Project Numbers: F18-HS-02 through F18-HS-08, F18-HS-14, F18-HS-19, and F-18-HS-20

Project Title: Regional Safety Community Programs – Speed Enforcement



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

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402 - \$180,000

Match Amount: \$45,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$72,000

Target: 1

Project Number: F18-HS-10

Project Title: West Virginia State Police – Speed Enforcement



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

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

Funding Source/Amount: 402 - \$100,000

Match Amount: \$25,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Project Number: F18-HS-09

Project Title: GHSP Law Enforcement Liaison – Speed Enforcement



Description: The GHSP Law Enforcement Liaison is responsible for oversight of the statewide overtime speed enforcement. The GHSP Law Enforcement Liaison coordinates with the eight Regional Traffic Safety Programs to provide Traffic Occupant Protection Strategies (TOPS), Speed Enforcement – Radar Training, Instructor Development, SFST Updates, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other law enforcement training.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402 - \$10,000

Match Amount: \$2,500

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$4,000

3.6 Traffic Safety Information System Improvements

Overview

West Virginia places a high priority on the implementation of an electronic data collection and reporting system, specifically for crash and citation data. Timely and accurate crash data are the most crucial components to the comprehensive traffic records system. In 2007 West Virginia purchased a software program called Report Beam, an electronic crash and citation reporting system, which is available to all law enforcement agencies. The software can be used on mobile computers or on desktop hardware inside the station. Adoption rates of the software are such that very nearly all the crash reports submitted to the State crash repository are electronic data transmissions. Crash data access has been given to key highway safety personnel and law enforcement. The Highway Safety office works to assist those personnel with the analysis of that data so it can be used effectively.

The West Virginia State Police piloted using electronic citations for the state which has now been expanded for use at other agencies. Currently, there are fifty-one agencies actively using e citations with several more on the way. While the use of electronic citations is not mandatory many local law enforcement agencies report they are ready and willing to adapt to them. They also report that their municipal courts will have few problems in accepting e-citations and moving them to the court's case management system in a timely manner. In most cases the use of electronic citations will increase both the speed in which a court can process a ticket and the time an officer will spend on the side of the road writing it. Local law enforcement agencies also will have no problem downloading and transferring e-citation data to their own record management systems.

The State's goal is to have a modern, effective, and comprehensive traffic safety and information system of crash, citation, and other related records to accurately identify safety problems, to develop countermeasure programs, and to evaluate effectiveness and measure progress.

Performance Targets

1. Improve the timeliness of citation data exchange from police agencies to the DMV.
2. Improve the accessibility of electronic citations to every agency in the state.

3. Increase the timeliness and accuracy of crash reports through the implementation of a statewide electronic data collection and reporting system.
4. Increase local, state, and Federal traffic safety professionals' accessibility to state traffic safety data to conduct analysis through implementation of a statewide or web-based system.

Strategies

The GHSP hired a new Traffic Records Coordinator in July 2014. The Coordinator will conduct Traffic Records Coordinating Committee (TRCC) meetings and revise the Traffic Records Strategic Plan. The TRCC will continue to act as the primary advisory committee for traffic records-related activities and projects. The working Traffic Records Coordinating Committee will continue to strengthen its status by following the recommendations contained in the latest Traffic Records Assessment (conducted from August 1st to November 3rd 2016).

The Strategic Plan will be utilized as a guide to ensure proper steps are being taken to implement a statewide comprehensive traffic records system that will be used by Federal, state, and local highway safety stakeholders, including the Governor's Highway Safety Program, Division of Highways, Division of Motor Vehicles, Supreme Court Administrator's Office, and Department of Health and Human Resources. The TRCC identifies projects that will improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility for the core data systems (crash, roadway, driver, vehicle, citation/adjudication, and EMS/injury surveillance). For each core system, the TRCC catalogs existing, future, and proposed projects and ideas that would both significantly and remotely impact the quality of the State's safety data. Each project is prioritized by high/low cost and high/low payoff using the following considerations: cost, length, difficulty of coordination, significant effect if successful, likelihood of desired impact, and major costs associated with failure. The catalog, which is in the strategic plan, is updated as new projects are selected and project completions and updates become available. Project elements are included such as problem identification, project description, short-term\long-term completion, priority risk, and other variables. In 2018, the TRCC is focused on the following strategies:

- Implementing a law enforcement-friendly electronic, statewide data collection and reporting system for data to be captured accurately, efficiently, and timely. The expected completion date for this project is July 2018.
- Implementing electronic citations statewide for all law enforcement agencies. This project will enhance the state's ability to analyze problem traffic areas and increase the timeliness of the entire citation process. The expected completion date for this project is July 2018.

The Traffic Records Coordinating Committee will continue to act as the primary advisory committee for traffic records-related activities and projects. The TRCC routinely tracks progress on each project. The Strategic Plan will be utilized as a guide to ensure proper steps are being taken to implement a statewide comprehensive traffic records system that will be used by Federal, state, and local highway safety stakeholders, including the Governor's Highway Safety Program, Division of Highways, Division of Motor Vehicles, Supreme Court Administrator's Office, and Department of Health and Human Resources. The following projects support the priorities in the Traffic Records Strategic Plan.

Programs and Projects

Target: 1, 2, and 3

Project Numbers: F18-HS-02, F18-HS-03, F18-HS-04, F18-HS-05, F18-HS-06, F18-HS-07, F18-HS-08, F18-HS-14, and F18-HS-19, and F18-HS-20

Project Title: Regional Safe Community Programs – Traffic Records

Description: The eight Regional Safe Community Program Coordinators assist the TRCC in implementation of the *FFY 2018 Traffic Records Strategic Plan* within their region. The Coordinators support efforts to convert law enforcement agencies in their region to electronic reporting and provide training to enforcement personnel in their region on electronic crash and citation reporting.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c - \$50,000; 408 - \$450,000

Match Amount: \$125,000

MOE: \$1,165

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 3, and 4

Project Number: F18-HS-10

Project Title: West Virginia State Police – Traffic Records

Description: The West Virginia State Police will continue to assist in implementation of the *FFY 2018 Traffic Records Strategic Plan*. The State Police are a vital part of maintaining and upgrading the State's Traffic Records System and provides support through the purchase of electronic reporting hardware, laptops, scanners, printers, and other equipment necessary for electronic reporting. The State Police's Director of Traffic Records serves on the Traffic Records Coordinating Committee.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c - \$100,000

Match Amount: \$25,000

MOE: \$2,330

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, and 3

Project Number: F18-HS-09

Project Title: Law Enforcement Liaison Office – Traffic Records

Description: The GHSP Law Enforcement Liaison assists the TRCC in implementation of the *FFY 2018 Traffic Records Strategic Plan* by working with state and local law enforcement agencies throughout the State. The GHSP LEL coordinates and supports Regional Safe Community Program Coordinators and LELs' efforts to convert law enforcement agencies to electronic reporting and provide training to enforcement personnel in their region on electronic crash and citation reporting.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c - \$125,000

Match Amount: \$31,250

MOE: \$2,915

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, 3, and 4

Project Number: F18-HS-01

Project Title: Governor's Highway Safety Program – Traffic Records

Description: The Governor's Highway Safety Program provides support to the TRCC in implementation of the *FFY 2018 Traffic Records Strategic Plan*. The GHSP's Traffic Records Coordinator serves as the champion for safety data initiatives and markets the traffic records ideal throughout the State, is chairperson of the TRCC, and administers the daily business of the committee. All aspects of the Strategic Plan are maintained and managed by the Coordinator, as well as providing regular progress reports to Federal sponsors about its implementation. The GHSP Director and Federal Programs Administrator also serve on the Traffic Records Coordinating Committee.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c - \$60,000

Match Amount: \$15,000

MOE: \$1,400

Indirect Cost: \$0

Local Benefit: \$0

3.7 Distracted Driving

Overview

In July 2012, West Virginia passed a cell phone/texting ban while driving which prohibits texting or the use of a cell without hands free technology while operating a motor vehicle. The number of drivers found guilty of using a cell without hands free technology while operating a motor vehicle averaged 12 per month statewide ten months after the ban was passed and rose to 389 per month in 2016. As of April 2017, 1,111 individuals have been convicted of distracted driving-related violations.

Despite the state's primary laws banning handheld device use and texting for all drivers, and all cell phone use for novice drivers, distracted driving is still a problem in West Virginia. While detailed distracted driving

crash data currently are not available, the GHSP has citation and survey data that support the need to address distracted driving.

Annually the GHSP tracks the number of citations issued during grant funded enforcement activities. In FFY 2015, citation data reported under grant-funded activities include 8,554 cell phone citations and 3,254 warnings, in addition to 761 texting citations and 263 warnings. As of May 2016, 6,348 cell phone citations and 3,338 warnings, and 636 texting citations and 366 warnings have been issued under grant-funded activities.

The GHSP also conducts surveys of drivers regarding their attitudes and awareness of programs addressing seat belt use, speeding, and impaired driving. The *West Virginia Driver Attitudes and Awareness Survey, 2016: Selected Results* compared survey results for every two years starting in 2010. In this survey, respondents were asked to self-report how often they talk on a cell phone and text when driving their vehicles. In 2016, the most respondents reported never talking on their cell phone (33.5 percent). Fifty-nine percent of respondents reported never texting while driving, which was close to the 2014 rate of 58.4 percent but a decline from 2010 and 2012 rates which were 63 and 62.3 percent, respectively. Across the years, very few individuals report texting or talking while driving all the time; most drivers who talk on their phone while driving do so some of the time, rarely, or never while most drivers who text while behind the wheel report doing so rarely or never.

In addition, the Alcohol Beverage Control Administration (ABCA) sets up a DUI Simulator at schools, fairs, etc., and asks event participants to take a 22 question survey regarding their alcohol use, seat belt use, adherence to speed limits, use of electronic devices while driving, etc. Two of the questions are: a) Have you ever talked on a cell phone while driving, and b) Have you ever texted on a cell phone while driving. In 2015, 2,058 individuals took the survey (98 percent were ages 15-18); following is their response to these two questions:

- 827 people (40.18 percent) indicated they had talked on a cell phone while driving; and
- 668 people (32.46 percent) indicated they had texted on a cell phone while driving.

The Division of Highways provided \$1,500,000 to the GHSP in FFY 2015 to provide awareness, education, and enforcement programs that address distracted driving. These funds will be carried over to FFY 2018 to continue efforts to decrease distracted driving. The GHSP anticipates receiving new 405e funding for distracted driving due to the new qualification criteria.

Performance Targets

1. Decrease the percent of drivers 20 or younger who reported driving a vehicle while talking on a cell phone from 40.18 percent in 2015 to 35 percent by December 31, 2018.
2. Decrease the percent of drivers 20 or younger who reported texting on a cell phone while driving from 32.46 percent in 2015 to 28 percent by December 31, 2018.

The results for last two performance targets will be tracked through responses to surveys collected during the ABCA DUI Simulator activities.

Strategies

West Virginia will continue its successful strategy of addressing this program area through the Regional Traffic Safety Programs, coordinated with law enforcement through the Law Enforcement liaison. The Regional Traffic Safety Programs will conduct or facilitate one or more activities/media events on distracted driving, cell phone use/texting while driving. In conjunction, law enforcement agencies will implement targeted enforcement focusing on distracted driving violations. Distracted driving blitzes may also include speed enforcement activities. The GHSP will provide statewide support of the effort through awareness materials and messaging.

Programs and Projects

Target: 1 and 2

Project Numbers: F18-HS-02 through F18-HS-08, F18-HS-14, F18-HS-19, and F-18-HS-20

Project Title: Regional Safety Community Programs – Distracted Driving

Description: The eight Regional Traffic Safety Programs coordinate their region’s distractive driving effort in collaboration with the seven West Virginia State Police troops. Each region must conduct or facilitate at least one activity/media event on distracted driving, cell phone use/texting while driving and is responsible for associated enforcement and earned media.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 402-\$31,000; 405e - \$5,000; DOHDD - \$220,000

Match Amount: \$9,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$14,400

Target: 1 and 2

Project Number: F18-HS-10

Project Title: West Virginia State Police – Distracted Driving Enforcement



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

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

Funding Source/Amount: 405e - \$150,000; DOHDD - \$50,000

Match Amount: \$37,500

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Project Number: F18-HS-17

Project Title: Monongalia County Sheriff's Department – Distracted Driving



Description: This project provides funds to the Sheriff's Department to conduct distracted driving overtime enforcement. The Department also provides funds to smaller law enforcement agencies in the county, including West Virginia University Police.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

Funding Source/Amount: DOHDD - \$10,000

Match Amount: \$0

MOE \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Project Number: F18-HS-18

Project Title: City of Morgantown – Distracted Driving



Description: This project provides funds for the Morgantown Police Department to conduct distracted driving overtime enforcement.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

Funding Source/Amount: DOHDD - \$20,000

Match Amount: \$0

MOE \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Project Number: F18-HS-09

Project Title: GHSP Law Enforcement Liaison – Distracted Driving Enforcement



Description: The GHSP Law Enforcement Liaison is responsible for oversight of the statewide overtime enforcement efforts that include distracted driving. The GHSP Law Enforcement Liaison coordinates with the eight Regional Traffic Safety Programs to provide enforcement training that includes training on distracted driving-related laws and enforcement.

Evidence of Effectiveness: CTW, Chapter 3: Sections 2.2 and 4.1

Funding Source/Amount: 405e - \$3,000

Match Amount: \$750

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Project Number: F18-HS-01

Project Title: Governor’s Highway Safety Program – Distracted Driving Paid Media

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

Evidence of Effectiveness: CTW, Chapter 1: Section 5.2, Chapter 2: Section 3.2, and Chapter 4: Section 2.2

Funding Source/Amount: 405e - \$40,000

Match Amount: \$10,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

3.8 Pedestrian and Bicyclist Safety

Overview

Pedestrian fatalities between 2006 and 2015 have been on an upward trend, with spikes to 27, 31, and 28 in 2007, 2012, and 2013, then dropping to 19 in 2014 and 2015. Bicycle fatalities have remained between zero to three over this same time period. As of 2015, many of the pedestrians seeking treatment were aged 15 to 24 or 35 to 44. Bicyclists seeking medical treatment were younger, predominantly between the ages of 5 and 9 or 10 and 14.

Although the number of pedestrian and bicycle fatalities are less than 10 percent of the state’s total fatalities, the GHSP wants to move these numbers lower and feels that education on pedestrian/bicycle safety is warranted. West Virginia will address this program area through the Regional Traffic Safety Programs in combination with activities conducted by the GHSP Pedestrian and Bicycle Coordinator. The regional problem identification report that includes pedestrian and bicycle crash information will determine where to target pedestrian and/or bicycle safety programs in FFY 2018.

In FFY 2017, the GHSP, through the Region 1 Regional Traffic Safety Program, provided a subgrant to West Virginia Connecting Communities for a bicycle safety project that included printing and distribution of a bicycle rules of the road “rack card” and creating a bicycle safety video targeted to teen drivers and bicyclists. This video will focus on the rules of the road as they pertain to bicyclists and also as they pertain to drivers. The video will be disseminated to all driver’s education classes and available to the Regional Coordinators to incorporate into existing highway safety education programs. The video should be ready to distribute for the 2017-2018 school year, which overlaps FFY 2017 and FFY 2018.

The GHSP will continue to work with the Morgantown Pedestrian Board in FFY 2018. This Board is one of the few, if not the only, solely pedestrian-related organization in the state. The Board is comprised of pedestrian safety professionals and advocates across all sectors of the city, from highway engineering to university professors to city officials. Working with this Board can only help to improve pedestrian safety throughout the state. The GHSP will work with them to provide input on pedestrian safety issues, as well as to develop educational materials and opportunities not just in Morgantown and on the state's largest college campus, West Virginia University, but to develop materials and opportunities that can be adapted and implemented in communities statewide.

Performance Targets

1. Reduce pedestrian fatalities by 25.6 percent from 23 (2011-2015 average) to 17 by December 31, 2018.
2. Reduce bicyclist fatalities by 100 percent from one (2011-2015 average) to zero by December 31, 2018.

Strategies

The appropriate Regional Traffic Safety Programs will provide pedestrian and bicycle safety presentations to various age groups. Depending on the audience, presentations will address pedestrian and bicycle safety: that of being the pedestrian or bicyclist and that of being safe while driving alongside pedestrians and bicyclists. Regional coordinators may also host and/or participate in local Bicycle Rodeos or other youth fairs in which youth are taught safety aspects of riding a bicycle where a variety of materials related to bicycle safety are handed out. In addition to bicycle safety, youth fair presentations also include pedestrian safety. All Coordinators will work to gain earned media for both pedestrian and bicycle safety, whether due to participation in an upcoming event or a recent crash. When there is a crash involving bicycles or pedestrians, the media often reach out to our regional program offices to discuss the issues as well as applicable state laws.

In addition, the GHSP will continue to coordinate with the Morgantown Pedestrian Board, a municipal board that strives to create a pedestrian-friendly environment in this populous college town. The Board works with city, state and federal government officials, community members, and developers to ensure that common routes through the city are safe, attractive, and accessible by pedestrians and bicyclists. The GHSP Pedestrian and Bicycle Coordinator will be working with the Board to create pedestrian safety materials to disseminate to West Virginia University students, as well as city residents.

Programs and Projects

Target: 1 and 2

Project Numbers: F18-HS-02 through F18-HS-08, F18-HS-14, F18-HS-19, and F-18-HS-20

Project Title: Regional Traffic Safety Programs – Pedestrian and Bicycle Safety

Description: Regional Traffic Safety Programs will conduct pedestrian and/or bicycle safety programs. Throughout the year, safety presentations will be given to various age groups, including youth and senior drivers, addressing a variety of traffic safety topics including pedestrian and bicycle safety. Depending on the audience, presentations incorporate both aspects of pedestrian and bicycle safety: that of being the pedestrian or bicyclist and that of being safe while driving alongside pedestrians and bicyclists. During Back

to School initiatives, presentations are given to educate students on safely walking to and from school and the bus stop and crossing the street when walking to and from the bus. Some regional coordinators also host and/or participate in local Bicycle Rodeos or other youth fairs in which youth are taught safety aspects of riding a bicycle. In many cases, bicycle helmets are distributed to those participants in need of one, and a variety of materials related to bicycle safety are handed out. In many cases, bicycle helmets are distributed to those participants in need of one, and a variety of materials related to bicycle safety are handed out. In addition to bicycle safety, youth fair presentations also include pedestrian safety.

Evidence of Effectiveness: CTW, Chapter 8: Sections 2.1 and 2.3, Chapter 9: Sections 1.3, 1.4, 2.2, 3.3, and 4.1 and 4.2

Funding Source/Amount: 402 - \$15,000

Match Amount: \$3,750

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$6,000

3.9 Graduated Driver Licensing

The GHSP intends to use 405(g) funds received for the GDL/Teen Driver Campaign. Depending on the award amount, we will consider paid media, social media, brochures, or a video for use at high schools or other appropriate venues to increase understanding about the state's GDL law. GHSP will submit a revision to the HSP in FFY 2018 after the funding amount and program approach have been determined.

FFY 2018 – \$50,000 Section 405g

3.10 Planning and Administration

The Governor's Highway Safety Office serves as the primary agency responsible for ensuring that the State's highway safety concerns are identified and addressed through the development and implementation of appropriate countermeasures.

Goal

To administer a fiscally responsible, effective highway safety program that is data-driven, includes strategic partners and stakeholders, and addresses the State's specific safety characteristics.

Performance Targets

1. Deliver the FFY 2017 Annual Report by December 31, 2017.
2. Gather input for development of the FFY 2018 Highway Safety Plan from roundtable meetings conducted throughout the year with the Regional Traffic Safety Program staff, West Virginia State Police coordinators, and other state and local safety stakeholders.
3. Deliver the Federal Fiscal Year 2019 Highway Safety Plan by July 1, 2018.

Strategies

1. Administer the statewide traffic safety program:
 - a. Implement the FFY 2018 HSP and develop future initiatives;
 - b. Provide sound fiscal management for traffic safety programs;
 - c. Coordinate state plans with other Federal, state, and local agencies; and
 - d. Assess program outcomes.
2. Provide data required for Federal and state reports.
3. Provide program staff, professional development, travel funds, space, equipment, materials, and fiscal support for all programs.
4. Provide data and information to policy and decision-makers on the benefits of various traffic safety laws.
5. Identify and prioritize highway safety problems for future GHSP attention, programming, and activities.
6. Implement program management and oversight for all activities within this priority area.

Programs and Projects

Target: 1, 2, and 3

Project Number: F18-HS-01

Project Title: GHSP Operations

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

Funding Source/Amount: 402 - \$600,000

Match Amount: \$150,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

3.11 NHTSA Equipment Approval

West Virginia's equipment needs and the associated funding are unclear at the time of this submittal. The GHSP will submit a letter to NHTSA requesting approval prior to any purchase.

3.12 Paid Advertising

The Governor's Highway Safety Program will follow all federal guidelines for purchasing media and advertising for highway safety messages with federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the Performance Plan (Section 2.0).

An advertising contract will be in effect for FFY 2018 under the WV Department of Transportation. This contract provides an advertising agency to place media buys on behalf of the GHSP for statewide campaigns, including television, billboards, and online advertisements.

A statewide media buy for terrestrial radio will also be placed with WV MetroNews, providing over 30,000 30-second spots, as well as online advertisements and video commercial spots on the WV MetroNews website.



The GHSP utilizes social media accounts with Facebook at <https://www.facebook.com/wvghsp> and twitter at <https://twitter.com/WVhighwaysafety>. These accounts will be utilized for both social norming and to purchase targeted advertising promoting NHTSA messages concerning occupant protection and impaired driving in FFY 2018.

Each Regional Traffic Safety Program also has funding available for local terrestrial radio, billboards, online advertising, and broadcast television spots.

The media budget breakdown is as follows:

- FFY 2018 – \$1,000,000 – Section 405(d) Impaired Driving (DSOGPO Campaign);
- FFY 2018 – \$375,000 – Section 402 (CIOT Campaign);
- FFY 2018 – \$40,000 – 405e Distracted Driving (Cell Phones and Texting Campaign);
- FFY 2018 – \$25,000 – Section 402 (Child Passenger Safety Campaign);
- FFY 2018 – \$65,000 – Section 405(f) (Motorcycle Safety Campaign); and
- FFY 2018 – \$50,000 – Section 405(g) (GDL/Teen Driver Campaign).
- FFY2018 - \$50,000 – Section 402 (Target Red/Light Running Campaign)

Each year, the GHSP conducts a Driver Attitude Survey that is administered at DMV Regional Offices throughout the State. As part of the survey, participants can respond to their awareness/knowledge of various highway safety campaigns. The 2014 survey revealed that over 72 percent of the respondents had read, seen, or heard a message about seat belt enforcement in the past 60 days, and the Click It or Ticket campaign was the most widely read, seen, or heard message. Over 67 percent had read, seen, or heard a

message about drunk driving enforcement. This survey will be conducted again in 2016 and continue to be used to assess message recognition.

3.13 154 Transfer Funds

In 2015, West Virginia passed an open container law that was reviewed by NHTSA Counsel and judged compliant with the federal mandate. As a result, 154 transfer funds are no longer available as of FFY 2016.

Prior to MAP-21, 154 funds were tracked by the GHSP and a portion went to Hazard Elimination Projects, implemented by the Division of Highways, and a portion went to GHSP for Alcohol programs. In 2013, the GHSP ceased tracking “new” Hazard Elimination project funding, however continues to track \$5.9 million in 154 Hazard Elimination funds received prior to 2013; all of which has been obligated. The GHSP received \$589,757 for Alcohol programs in 2015, which was also the last year these funds were received.

3.14 Work Zone Safety Funds

The Division of Highways provided \$500,000 to the GHSP in FFY 2015 to provide awareness and enforcement programs that address work zone safety. Funding was awarded to the Regional Traffic Safety Programs and West Virginia State Police to coordinate overtime law enforcement efforts at the direction of the Division of Highways. While additional funding is not anticipated, approximately \$65,000 will be available for use in FFY 2018. The GHSP will provide statewide support of the effort through awareness materials and messaging.

4.0 Performance Report

West Virginia's progress in meeting the State's core performance targets identified in the FFY 2017 HSP is shown in Table 4.1. The performance targets, shown in the column titled "2017 HSP", uses 2010 through 2014 as the five-year average base with the overall goal of achieving a 50 percent reduction in fatalities by 2030. Since final 2016 FARS data are not available, 2015 FARS data are used to show progress in meeting the performance targets.

Table 4.1 Progress on FFY 2017 Performance Targets

Core Performance Measure	Goal											2010-2014 Average	2017 HSP
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016		
C-1 Traffic Fatalities	410	432	378	357	315	338	339	322	272	268		319	289
C-2 Serious Traffic Injuries	6749	5944	3416	2393	2164	1924	1858	1473	1378	1381		2351	1631
C-3 Fatalities/VMT	1.96	2.1	1.82	1.82	1.64	1.78	1.76	1.73	1.42	1.35		1.75	1.49
C-4 Unrestrained Passenger Vehicle Occupant Fatalities in All Seating Positions	162	158	156	152	131	133	137	113	93	99		133	111
C-5 Alcohol-Impaired Fatalities (operator with a 0.08 BAC or greater)	105	138	126	112	87	93	94	91	84	71		95	82
C-6 Speeding-Related Fatalities	73	76	97	121	133	115	144	130	66	66		129	100
C-7 Motorcyclist Fatalities	39	40	52	26	33	27	31	24	26	32		28	26
C-8 Unhelmeted Motorcyclist Fatalities	9	6	11	5	10	6	14	8	7	7		9	8
C-9 Drivers Age 20 or Younger Involved in Fatal Crashes	69	60	43	54	40	50	32	33	34	28		42	35
C-10 Pedestrian Fatalities	21	27	13	21	13	20	31	28	19	19		23	19
C-11 Bicycle Fatalities	1	1	2	0	3	0	1	0	2	1		1	0
Behavioral Measure	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017 Goal	
B-1 Statewide Observed Seat Belt Use (front seat outboard occupants)	88.5%	89.6%	89.5%	87.0%	82.1%	84.9%	84.0%	82.2%	87.8%	89.0%	86.8%	92%	
Activity Measures (by FFY)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016		
Seat Belt Citations Issued	-	-	-	-	3,309	3,741	5,190	9,099	15,862	15,002	13,196		
Child Safety Seat Citations Issued	-	-	-	-	297	293	317	411	420	285	289		
Impaired Driving Citations Issued and Arrests Made	-	-	-	-	1,965	2,714	3,577	3,676	3,604	3,518	3,551		
Speeding Citations Issued	-	-	-	-	7,132	9,892	11,537	14,229	10,729	11,279	11,368		

Note: Citations issued and arrests made were during grant-funded enforcement activities only.

Lessons Learned

As of 2015, West Virginia has experienced a 35 percent total decline in the number of traffic-related fatalities since 2006. In 2015, West Virginia experienced another all-time low of 268 traffic-related fatalities for the second year in a row which decreased 1.5 percent from 2014.

When comparing 2015 state fatality data against the fatality averages for 2010 to 2014 we have seen reductions in 9 of 11 core performance measures. Significant decreases have occurred in fatalities, serious injuries, fatality rate, unrestrained passenger vehicle occupant fatalities in all seating positions, alcohol-impaired fatalities involving drivers or a motorcycle operators with a 0.08 BAC or greater, speed-related fatalities, and drivers age 20 or younger involved in fatal crashes. Serious injuries have dropped 36 percent over the five-year span. In addition, we have exceeded the performance targets we set in our FFY 2017 HSP in 8 of 11 core performance measures.

The priority areas detailed in the FFY 2018 and past HSPs align with NHTSA's Priorities (impaired driving, occupant protection, and speed). Data supports that these problem areas are consistent throughout West Virginia's eight Regional Traffic Safety Programs and young males are our predominant target audience. We remain committed to our focus on reducing the top three fatality categories – speeding, unrestrained vehicle occupants, and alcohol impairment.

Our pedestrian fatalities are down significantly from the 31 fatalities in 2012 and have 'stabilized' at 19 in 2015 and again in 2016. We will, however, encourage our Regional Traffic Safety Programs to conduct pedestrian programs when their data show it is a problem in their region to avoid the national trend of rising pedestrian fatalities. The GHSP also will actively participate in implementation of the recently updated Strategic Highway Safety Plan (SHSP) and encourage our safety stakeholders to focus on and deploy data-driven solutions to address our most critical problems and drive down fatalities in their respective areas.

5.0 Funding Information

Table 5.1 West Virginia FFY 2018 Project List

Project Number	Agency	Estimated Subgrant Award
F18-HS-01	Division of Motor Vehicles/Governor's Highway Safety Program	\$2,500,000
F18-HS-02	City of Huntington (Region 2 Safe Traffic Operations Program) ^a	\$975,000
F18-HS-03	Wood County Commission (Region 3 Mid-Ohio Valley Regional Highway Safety Program) ^a	\$300,000
F18-HS-04	City of Wheeling (Region 4 Northern Regional Highway Safety Office) ^a	\$320,700
F18-HS-05	City of Clarksburg (Region 5 High-Technology Corridor Regional Highway Safety Program) ^a	\$500,000
F18-HS-06	Jefferson County Commission (Region 6 Eastern Panhandle Community Traffic Safety Program) ^a	\$310,000
F18-HS-07	City of Beckley (Region 7 Southern Regional Highway Safety Program) ^a	\$500,000
F18-HS-08	City of Charleston (Region 1 Metro Valley Highway Safety Program) ^a	\$550,000
F18-HS-09	City of Beckley (LEL Office)	\$800,000
F18-HS-10	West Virginia State Police	\$1,000,000
F18-HS-11	Kanawha County Commission	\$200,000
F18-HS-12	ABCA (Alcohol Beverage Control Administration)	\$100,000
F18-HS-13	Not Assigned	-
F18-HS-14	Mercer County Commission (Region 8 WV Coalfields Highway Safety Program) ^a	\$500,000
F18-HS-15	City of Beckley (Data Tracking and Support Program)	\$400,000
F18-HS-16	Public Service Commission	\$20,000
F18-HS-17	Monongalia County	\$125,000
F18-HS-18	City of Morgantown	\$100,000
F18-HS-19	Berkeley County Commission	\$150,000
F18-HS-20	Morgan County Commission	\$125,000

Source: Governor's Highway Safety Program, 2017.

^a Regional Traffic Safety Programs.

Table 5.2 Source of Matching Funds

Source of Matching Funds	Funding Sources	Estimated Amount
Office of Administrative Hearings Total	State Road Fund	\$1,000,000
402 State Share Planning/Administration	State Road Fund	\$140,000
ABCA Enforcement Expenditures	Liquor Sales/Fines	1,200,000
Interlock Program Expenditures	Application Fees	350,000
Motorcycle Safety Program Expenditures	State Fund 8212	\$425,000
Kanawha Co. Commission (TSRP Grant)	Grantee Tracks	\$30,000
West Virginia Mobilizations and Sustained Enforcement Mileage	Grantee Tracks	\$180,000
Commission on Drunk Driving Prevention (CDDP) Total	Tax On Liquor Sales	\$800,000
In-Kind Match, PR, etc./Charleston Region 1	Grantee Tracks	\$75,000
In-Kind Match, PR, etc./Huntington Region 2	Grantee Tracks	\$700,000
Lamar Advertising/West Virginia Outdoor Advertising Huntington Region 2	Vendor/Grantee	\$160,000
In-Kind Match, PR, etc./Wood County Com Region 3	Grantee Tracks	\$125,000
In-Kind Match, PR, etc./Wheeling Region 4	Grantee Tracks	\$300,000
In-Kind Match, PR, etc./Clarksburg Region 5	Grantee Tracks	\$425,000
In-Kind Match, PR, etc. Jefferson Co EP Tri-County Program	Grantees Track	\$8,000
Berkeley Co EP Tri-County		\$4,000
Morgan Co EP Tri-County Program Region 6		\$4,000
In-Kind Match, PR, etc./Beckley Region 7	Grantee Tracks	\$100,000
In-Kind Match, PR, etc./Beckley Region 8	Grantee Tracks	\$125,000

Source: Governor's Highway Safety Program, 2017.

6.0 State Certifications and Assurances

6.1 Appendix A To Part 1300 – Certification And Assurances For Highway Safety Grants

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

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

[Each fiscal year, the Governor's Representative for Highway Safety must sign these Certifications and Assurances affirming that the State complies with all requirements, including applicable Federal statutes and regulations, that are in effect during the grant period. Requirements that also apply to subrecipients are noted under the applicable caption.]

State: West Virginia

Fiscal Year: 2018

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL PROGRAMS

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination (“Federal Nondiscrimination Authorities”). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), **and Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, sub-recipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,

public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR at 74087 to 74100)).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted.
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require any of its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Insert in all contracts and funding agreements with other State or private entities the following clause:

“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

- b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in Appendix B of 49 CFR part 21 and herein;
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs a through e, in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - o The dangers of drug abuse in the workplace.
 - o The grantee's policy of maintaining a drug-free workplace.
 - o Any available drug counseling, rehabilitation, and employee assistance programs.
 - o The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - o Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - o Abide by the terms of the statement.
 - o Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction.
- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –

- Taking appropriate personnel action against such an employee, up to and including termination.
 - Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

POLITICAL ACTIVITY (HATCH ACT)
(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508), which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING
(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who

fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING
(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION
(applies to subrecipients as well as States)

Instructions for Primary Certification (States)

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarment*, *suspension*, *ineligible*, *lower tier*, *participant*, *person*, *primary tier*, *principal*, and *voluntarily excluded*, as used in this clause, have the

meaning set out in the Definitions and coverage sections of 2 CFR Part 180. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction*, *debarment*, *suspension*, *ineligible*, *lower tier*, *participant*, *person*, *primary tier*, *principal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 2 CFR Part 180. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification

Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency with which this transaction originated may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase only steel, iron and manufactured products produced in the United States with Federal funds, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase

foreign produced items, the State must submit a waiver request that provides an adequate basis and justification to and approved by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE
(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably

equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

3. The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
4. At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
6. The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
7. The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seatbelts by occupants of motor vehicles;
 - Submission of information regarding mobilization participation into the HVE Database;
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
 - An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;
 - Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
 - Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

8. The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))
9. The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

The State: [**CHECK ONLY ONE**]

Certifies that automated traffic enforcement systems are not used on any public road in the State;

OR

Is unable to certify that automated traffic enforcement systems are not used on any public road in the State, and therefore will conduct a survey meeting the requirements of 23 CFR 1300.13(d)(3) AND will submit the survey results to the NHTSA Regional office no later than March 1 of the fiscal year of the grant.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



Signature Governor's Representative for Highway Safety

6/30/2017

Date

Pat S. Reed

Printed name of Governor's Representative for Highway Safety

6.2 Appendix B To Part 1300 – Application Requirements For Section 405 And Section 1906 Grants

For FFY 2018, West Virginia is applying for the following 405 incentive grants programs:

- Part 1 – Occupant Protection (23 CFR 1300.21);
- Part 2 – State Traffic Safety Information System Improvements (23 CFR 1300.22);
- Part 3 – Impaired Driving Countermeasures (23 CFR 1300.23);
- Part 4 – Distracted Driving (23 CFR 1300.24);
- Part 5 – Motorcyclist Safety (23 CFR 1300.25); and
- Part 6 – State Graduated Driver Licensing Laws (23 CFR 1300.26).

APPENDIX B TO PART 1300 – APPLICATION REQUIREMENTS FOR SECTION 405 AND SECTION 1906 GRANTS that is signed by West Virginia’s Governor’s Representative for Highway Safety begins on the next page.

**APPENDIX B TO PART 1300 –
APPLICATION REQUIREMENTS
FOR SECTION 405 AND SECTION 1906 GRANTS**

[Each fiscal year, to apply for a grant under 23 U.S.C. 405 or Section 1906, Pub. L. 109-59, as amended by Section 4011, Pub. L. 114-94, the State must complete and submit all required information in this appendix, and the Governor's Representative for Highway Safety must sign the Certifications and Assurances.]

State: West Virginia

Fiscal Year: 2018

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances –

- I have reviewed the above information in support of the State's application for 23 U.S.C. 405 and Section 1906 grants, and based on my review, the information is accurate and complete to the best of my personal knowledge.
- As condition of each grant awarded, the State will use these grant funds in accordance with the specific statutory and regulatory requirements of that grant, and will comply with all applicable laws, regulations, and financial and programmatic requirements for Federal grants.
- I understand and accept that incorrect, incomplete, or untimely information submitted in support of the State's application may result in the denial of a grant award.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



Signature Governor's Representative for Highway Safety

06/30/2017

Date

Pat S. Reed

Printed name of Governor's Representative for Highway Safety

6.3 Appendix C To Part 1200 – Assurances For Teen Traffic Safety Program

APPENDIX C TO PART 1200 – ASSURANCES FOR TEEN TRAFFIC SAFETY PROGRAM (23 U.S.C. CHAPTER 4)

State: **West Virginia**

Fiscal Year: **2018**

The State has elected to implement a Teen Traffic Safety Program - a statewide program to improve traffic safety for teen drivers-in accordance with 23 U.S.C. 402(m).

In my capacity as the Governor's Representative for Highway Safety, I have verified that:

The Teen Traffic Safety Program is a separately described Program Area in the Highway Safety Plan, including a specific description of the strategies and projects, and appears in HSP page number(s) 47-49 and 71-72 as required under 23 U.S.C. 402(m), the statewide efforts described in the pages identified above include peer-to-peer education and prevention strategies the State will use in schools and communities that are designed to:

- Increase seat belt use;
- Reduce speeding;
- Reduce impaired and distracted driving;
- Reduce underage drinking; and
- Reduce other behaviors by teen drivers that lead to injuries and fatalities.



Signature Governor's Representative for Highway Safety

6/30/2017
Date

Pat S. Reed
Printed name of Governor's Representative for Highway Safety