

State of

# West Virginia

## Governor's Highway Safety Program



# Annual Report

2006



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## A message from the Governor's Representative for Highway Safety



**H**ello from the Mountain State,

West Virginia is proud of its efforts in highway safety initiatives! We look back on our accomplishments this year, and look forward to overcoming the challenges ahead of us in making West Virginia's roads a safe place to travel. Let me give you a brief overview of our program:

In West Virginia, the Governor's Highway Safety Program encourages the development of local traffic safety initiatives. Approximately 60% of the Section 402 funds received by the Governor's Highway Safety Program this year were forwarded to Safe Community Programs formed by local government and civic and business groups in eight different areas of the state. Using this approach, the entire state's population is covered by a Safe Community Program. The Governor's Highway Safety Program provides technical assistance to the Safe Community Programs in developing highway safety campaigns that are both geared to the local geographic area and can be easily adapted for use statewide.

### Accomplishments

In 2003, we became the lead agency for several training programs in West Virginia, including Traffic Occupant Protection Strategies (TOPS), Managing and Supervising Sobriety Checkpoints, Operation of Sobriety Checkpoints, and a DUI Update, Standard Field Sobriety Testing Refresher course. In 2004 and 2005, we continued with these training programs. We also increased our seat belt usage rate to 85% up from 76%. In 2006, our seat belt usage rate jumped to an all-time high of 88.5%. The *Click It or Ticket* LifeSavers Program, as well as Checkpoint Strikeforce, were both successful campaigns this year, and are discussed later in detail in separate sections.

### Challenges

In the coming year we will continue our efforts to reduce the percentage of alcohol-related injuries and fatalities to under 30%. Another challenge we face is keeping our seat belt usage rate to over 85%. Though we are now at 88.5%, we are facing our toughest percentage of people to "win over"-those that are adamant against buckling up. If we can reach or exceed 85% again for the next year, we will be eligible for \$5 million in federal funds.

## Introduction

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

### Mission

The Governor of West Virginia has designated the Commissioner of the Division of Motor Vehicles as his Representative for Highway Safety, and the Director of the Governor's Highway Safety Program is designated as the Highway Safety Coordinator. The Division of Motor Vehicles and the Governor's Highway Safety Program are committed to ensuring that the traveling experience in West Virginia is not only a beautiful and scenic experience, but a safe experience as well.

### Commitment

West Virginians are well known worldwide for their volunteerism. It is that spirit of cooperation that lends to the overall success of a comprehensive Highway Safety Program in the Mountain State. We value our partners who have joined our staff's committed effort in carrying out the mission of the Highway Safety Program and who work diligently to make a difference in saving lives. Our valued partners include the National Highway Traffic Safety Administration (NHTSA), the Federal Highway Administration (FHWA), and the Federal Motor Carrier Safety Administration (FMCSA), who provide invaluable leadership and technical assistance. Other state agencies, such as the West Virginia State Police, the West Virginia Department of Transportation, the West Virginia Office of Emergency Services, the West Virginia Prosecuting Attorneys Institute, West Virginia University, and Marshall University support our mission and provide a variety of supportive resources to our program.

### Support

Other supporting groups include the WV Chiefs of Police Association, the WV Sheriffs Association, local law enforcement agencies statewide, health departments, hospitals, schools, the religious/faith community; civic and non-profit groups (i.e. MADD and SADD) and other private sector businesses and organizations.

### Success

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

## Occupant Protection

The Governor's Highway Safety Program continues to be the lead agency for occupant protection in West Virginia. Special educational and enforcement programs through continued cooperation of local and state law enforcement agencies are providing a strong foundation to increase West Virginia's seat belt usage rate, which is currently 88.5%, up from an abysmal 49% five years ago.



*Click It or Ticket is a program that encourages law enforcement to make seat belts a priority during routine traffic stops.*



The eight Safe Community Program Coordinators and their task forces continue to use the local media markets and education systems to get the message out to West Virginians to buckle up. The Governor's Highway Safety Program launched the *Click It or Ticket* campaign to demonstrate law enforcement's commitment to save lives by enforcing the current seat belt law, which states that all persons should be buckled up, with the stipulation that adults 18

years of age and older are not required to buckle up in the back seat. Unfortunately, we still carry a secondary enforcement stipulation on that law, meaning that a driver cannot just be ticketed for not wearing a seat belt.

*Click It or Ticket*, a program that encourages law enforcement to make seat belts a priority during

routine traffic stops, is making an impact. Thanks to five years of combining effort from law enforcement and a strong media message, our usage rate has risen a great deal. We feel it would rise more if a primary seat belt law were passed.

In recent years, we have come closer to achieving our goal of a primary enforcement seat belt law for the State of West Virginia. The WV Governor's Highway Safety Program will continue to assist the Division of Motor Vehicles in the promotion of a primary seat belt law and other occupant protection legislation.



**W**est Virginia LifeSavers, an organization consisting of law-enforcement officers from State Police Detachments, Sheriff Departments, municipal police agencies, and the Transportation Division of the Public Service Commission, begins its third year with individual officers devoted to saving lives on West Virginia streets and highways through zero-tolerance enforcement of seatbelt laws. Presently, more than 600 officers are enrolled in the program with additional officers being registered each month. During the last fiscal year, LifeSaver officers cited nearly 11,000 motorists for failure to use seatbelts and/or child restraints. This incentive-based program has exceeded the annual production of the earlier Click It or Ticket program at a small fraction of the cost per citation issued.

It was the contention of Roland Jones, WV LifeSaver State Coordinator, that agencies did not enforce seatbelt laws, but indi-



vidual officers. Accordingly, it was those individual officers who should receive credit for the effective enforcement of these laws. If given the opportunity, he argued there were individual police officers who would rise to the occa-

sion, effectively and aggressively enforcing the statutes that would reduce the fatalities and serious injuries on the state's highways.

The West Virginia LifeSavers Program differs from Click It or Ticket in that it involves competition between individual officers rather than between agencies. Realizing that officers from large agencies hold an advantage over small rural agencies who can not possibly issue the number of citations as the larger departments, LifeSavers utilizes a weighted scoring system thereby rendering a level playing field for officers from all sized agencies. At the annual LifeSavers award banquet in November, officers from small and extra-small agencies took more than 50% of the performance awards. The top-performing officer in the state was John T. Garten of the Charleston Police Department.

West Virginia LifeSavers is an on-going program that operates on a month-to-month and year-to-year basis. Officer's credits accumulate perpetually with none ever lost. Awards are issued to the officer as their cumulative amounts reach pre-determined levels.

Any WV officer with arrest power is eligible to join West Virginia LifeSavers and can enroll at any time of the year.

Jones has been invited to present the WV LifeSaver program in the Adult Occupant Protection Workshop at the Lifesaver 2007 National Conference on Highway Priorities in Chicago in March.

# L I F E S A V E R S

*During the past year, 60 technicians have successfully completed the 32 hour Child Passenger Safety Technician Training Program. The 8 hour Technician Renewal Certification Courses offered 17 participants the opportunity to renew their certification.*

The Governor's Highway Safety Program continues to be advocates for the safety of children in West Virginia while riding in motor vehicles. West Virginia's child passenger safety law says that all children up to the age of eight have to be properly secured in a federally approved and safely maintained child safety seat. However, if the child reaches the height of four feet, nine inches tall before their eighth birthday, a seat belt then becomes legally sufficient. This law went into effect in July of 2005.



The state GHSP and regional coordinators have worked with pediatrician's offices, daycares, and schools across the state to distribute copies of the law, brochures and posters on the law and national recommendations for keeping children safe in vehicles. Check up events were held every month in various locations across the state and with community partners like insurance agencies and car dealerships.



We have also held four Child Passenger Safety Technician Training courses, which are certified through Safe Kids. 60 technicians completed the course which includes a check-point on the last day. Classes were held in Charleston, Beckley, and Martinsburg. Additionally, we held four renewal courses to allow previous technicians that had

let their certification expire to re-certify. 17 former technicians went through the classes that were held in Beckley, Charleston, Martinsburg, and Parkersburg.

In 2007 we look forward to training more technicians across the state and holding more renewal classes. In addition, we have hopes of working with local hospitals to get nurses certified that work with women and children.

## *Impaired Driving*



**I**n September 2004, the Governor's Highway Safety Program and its Law Enforcement partners kicked off a year long sustained enforcement campaign which has extended through 2005/2006. The plan was to commit to 1,526 High Visibility Enforcement Events and 780 Public Education Events, along with Training, Media Events, and age specific activities. High Visibility Enforcement Events include Sobriety Checkpoints, Low Manpower Checkpoints, Saturation Patrols, Point of Sales Enforcement, and

Directed Patrols. This renewed emphasis on sustained enforcement, coupled with the recently passed .08 BAC bill, should help reduce the numbers of alcohol related fatalities, injuries, and crashes.

The GHSP participates in a NHTSA Region III Impaired Driving Initiative "Checkpoint Strikeforce".

We are working closely with the Commission on Drunk Driving Prevention and State and local law enforcement on lowering the alcohol involved fatality rate from its current level of 33%.

In 2002, there were 62 Sobriety Checkpoints with 87 DUI arrests, and in 2003 there were 103 Checkpoints with 175 DUI arrests. In 2005, there were 208 Sobriety Checkpoints with 218 DUI Arrests. Saturation and directed patrols resulted in 32,974 driver contacts, with 1,116 persons arrested for DUI offenses. In 2006 there were 382 Checkpoints with 153 DUI arrests. Driver contacts were at 42,999 and 929 people were arrested. Significant progress has been achieved in this area. Funding is in place to continue this effort through 2007.

The GHSP offered the following training to law enforcement in fiscal year 2006:

- |                                   |                         |
|-----------------------------------|-------------------------|
| 1. DUI Issues Update              | - 3 classes 38 students |
| 2. Detecting the Impaired Driver  | -2 classes 24 students  |
| 3. DUI Overview for Public Safety | -3 classes 93 students  |

In 2006/2007, the GHSP will broaden its training activities and have a goal of increasing law enforcement training by 10% from 2006.



**Jessica Armel-**  
**Eastern Panhandle**  
**Community Traffic**  
**Safety Program:**  
**Berkeley, Grant,**  
**Hampshire, Hardy,**  
**Jefferson, Mineral,**  
**Morgan, Pendleton,**  
**Randolph, Tucker**

**Sgt. Ron Didion-**  
**Northern Regional**  
**Highway Safety**  
**Office:**  
**Brooke, Hancock,**  
**Marshall, Ohio,**  
**Tyler, Wetzell**

**Dave Cook-**  
**Mercer Co.**  
**Community Traffic**  
**Safety Program:**  
**Mercer, Monroe,**  
**McDowell**

**Sgt. Shawn**  
**Williams-**  
**South Central High-**  
**way Safety Program:**  
**Boone, Clay,**  
**Kanawha, Logan**

**I**n 2004, West Virginia had 49,987 crashes that injured 24,702 people, killed 408, and resulted in \$ 3,710,089,400 in economic loss. There were 119,834 people involved in reported motor vehicle crashes. West Virginia's seat belt usage rate rose above the national average this year for the first time at 85%. 2005 alcohol related fatalities were 120, a 19% decrease from 2004. The WV Governor's Highway Safety Program is the lead agency for Highway or Traffic Safety in West Virginia. The state has been divided into eight regions by geography and demographics. Through Federal 402 funding, a Regional Traffic Safety Program has been implemented. The Coordinators of these programs will be responsible for the implementation of highway safety projects throughout their program area.

The objectives for these eight communities are to draw heavily upon not only traditional traffic safety partners such as law enforcement, local governments and the court system, but also to expand this concept to include hospitals, doctors, nurses, EMS, rehabilitation specialists, private business, and the general public. We strive to be citizen focused, not agency focused, and to educate the public as to the magnitude and consequences of traffic injuries.

- To provide to the citizens of all fifty five counties access to the Governor's Highway Safety Program. (100% - 2004)
- Reduce the fatality rate per 10,000 population from 2.13 in 1998 to 1.9 in 2006 (2.25) - 2004
- Reduce the fatality rate per 100 MVMT from 2.08 in 1998 to 1.75 in 2006 (2.10)- 2004
- Reduce the number of injured persons per 100 MVMT from 213 in 1998 to 190 in 2006 (127.21)-2004
- Reduce crashes per 10,000 registered vehicles from 310 in 1998 to 290 in 2006 (308)-2004
- Reduce the number of crashes per 100 MVMT from 265 in 1998 to 250 in 2006 (257)- 2004
- Reduce the number of drivers involved in crashes per 10,000 licensed drivers from 370 in 1998 to 350 in 2006. (376) - 2004

All fifty-five counties in WV are covered by one of the eight regional traffic safety programs. They are located in Beckley, Bluefield, Charleston, Huntington, Parkersburg, Clarksburg, Wheeling and Martinsburg. Each area employs a full time Coordinator , a fixed office site, and maintains a broad based Community Task Force. The Coordinator focuses on traffic safety issues on a local or regional basis. Their tasks also consist of supporting state and national highway safety initiatives on the local level. The programs are approved for funding after each program reviews the state Highway Safety Plan and submits an application that includes their problem identification and their plans to address those problems. Incorporated into their grants are twenty eight (28) specific activities or tasks that they are expected to complete. The tasks directly relate to Occupant Protection, Impaired Driving, Program Coordination, and Media/PI&E.

Additionally, these eight traffic safety coordinators have created broad based community task forces that meet on a regular basis. Participation by law enforcement agencies in GHSP sponsored initiatives (CIOT, Checkpoint Strike force, Child Passenger Safety, Law Enforcement Training) have never been higher. Fatalities rates due to alcohol have declined, and are also seeing a decline in the overall fatality rate. Media coverage has increased significantly over the last two years, especially with the advent of paid media efforts to support enforcement activities. Local Coordinators have improved on their efforts to incorporate earned media into their activities. Local Coordinators have acted as an extension of the state Highway Safety Office, facilitating training, media, PI&E, law enforcement activities, and legislative initiatives. While the GHSP has been recognized as the authority on highway safety issues on a statewide level, the regional programs have the same recognition on the local level.

## **Georgia Hatfield-**

**WV High-Tech  
Corridor:**

**Barbour, Harrison,  
Lewis, Marion,  
Monongalia, Preston,  
Taylor, Upshur**

**Cpl. Paul Blume-  
So. Regional High-  
way Safety Program:**

**Braxton, Fayette,  
greenbrier, Nicholas,  
Pocahontas, Raleigh,  
Summers, Webster,  
Wyoming**

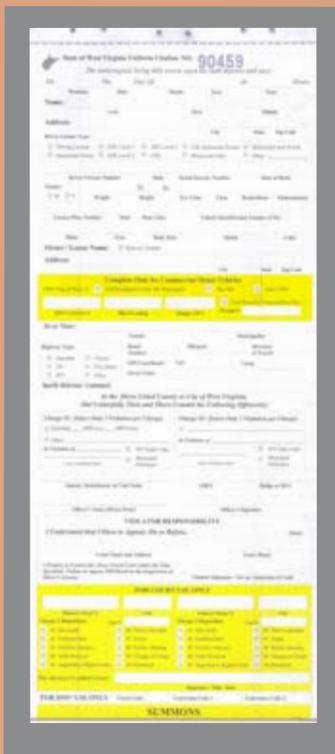
**Larry Kendall-  
Safe Traffic Opera-  
tions Program:**

**Cabell, Lincoln,  
Mason, Mingo,  
Putnam, Wayne**

**Toni Tiano/Tim  
Knopp-**

**Mid-Ohio Valley  
Regional HSP:**

**Calhoun, Doddridge,  
Gilmer, Jackson,  
Pleasants, Ritchie,  
Roane, Wirt, Wood**



In FY 2006, the Governor's Highway Safety Program Traffic Records Coordinator and the Traffic Records Coordinating Committee (TRCC) worked to meet criteria for the new federal Transportation Authorization, SAFETY-LU. The application was successful and West Virginia was awarded \$300,000 for Traffic Records projects. The Governor's Highway Safety Program continues to lead the vision of the creation of a comprehensive statewide traffic records system. The foundation and infrastructure for completion of this vision was accelerated during FY 2006. The long process of evaluation and procurement of an electronic reporting system was completed in the last quarter of 2006 with the purchase of "Report Beam" ([WWW.reportbeam.com](http://WWW.reportbeam.com)). The software and operating license will be made available to all law enforcement agencies and participating agencies. In anticipation of implementation in FY 2007, several projects were initiated:

**Uniform Traffic Citation:** For the first time, every law enforcement agency is using a Uniform Traffic Citation with a unique identifying citation number. The citations were delivered to all agencies by July 1, 2006. A deadline for mandatory use was set for January 1, 2007. The citation number will be used to track citations in the state court system and the Division of Motor Vehicles.

**Uniform Crash Report:** This was revised in 2006 and finalized. The implementation is delayed until the Report Beam electronic reporting system is deployed to the field. Three agencies must sign off on the report before it can be deployed. The DMV and DOH have done so, and the West Virginia State Police will after the reporting system is in place. With this system in place, a comprehensive crash data base will be available for all system users. The report will be 100% MUGCC compliant. This revised report will make the data more complete, timely, and accessible.

**Racial Profiling Data Collection:** The WV Governor's Highway Safety Program applied for federal funding to complete this project in FY 2006. The West Virginia Motor Vehicle Stop Form (MVSF) was developed, and rules and guidance for the project were put into place. For every motor vehicle stopped by law enforcement for a violation of the WV Motor Vehicle Code, the MVSF must be completed and submitted to WVDMV. The "Bubble Scan" form will be scanned and the information entered into a data base that will provide information to create a public report on motor vehicle stops in West Virginia. There will be a great deal of information that will be helpful to the GHSP. The collection of data will begin on January 1, 2007, however the planning, design, distribution, and training occurred in FY 2006.

## ***Traffic Records***

**Traffic Records Assessment:** A Traffic Records Assessment was conducted in West Virginia in 1999. In accordance with NHTSA guidelines, a second Traffic Records Assessment was held in September 2006. The Assessment identified recommendations for improvement along with commendations of our current program. The TRCC and GHSP reviewed the Assessment and will incorporate the information into the Strategic Traffic Records Plan.

**Electronic Traffic Citation:** Planning and discussions continue on this project. The platform for hosting e-citation was secured; however, several questions remain unresolved. We will work towards elimination of those obstacles in 2007.

**DMV/Supreme Court:** Electronic Exchange Interoperability – In 2006, the WV Supreme Court upgraded its Magistrate Court Computer system to capture all the data elements from the new Uniform Traffic Citation. The DMV is still working to link their files to the courts files.

**Registration Bar Coding:** Meeting with WV DMV and vendors in reference to bar coding motor vehicle registration cards to AMVA Standards. This will allow the inclusion of information into all police reports (Intoximeter Breath Testing Machine, Uniform Crash Report, Uniform Traffic Citation, and other applications). This will increase accuracy and timeliness. The results of 2006 activities were successful and all WV registrations will have a barcode beginning March 1, 2007.

The majority of the goals of the Traffic Records Program are ongoing and multi-year. We will continue to implement projects to reach those goals and milestones. Most of the long term goals are listed below:

1. Creation of a Statewide Citation Data Base accessible to Highway Safety professionals.
2. Creation of a DUI Tracking System.
3. Linkage of the Driver file, Vehicle file, and Crash file.
4. Creation of standards for reporting of available files, layouts, and data elements.
5. Development and implementation of strategies to ensure the capture of 100% of all reportable crashes.
6. To implement the recommendations of the 2006 Traffic Records Assessment.
7. To act as the liaison between all state agencies to facilitate the sharing of Traffic Records Data.
8. To update the state's Traffic Records Plan and implement the recommendations of the TRCC.
9. To provide training and technical support.

*In September 2006, the Traffic Records Coordinator resigned her position. The position has not been filled to date. It is the desire of the GHSP that the Traffic Records Coordinator be a "Staff" position.*

## Paid Media

It was the intent of the Public Affairs Program to make this a dynamic year. Many hours of planning and preparation allowed the Governor's Highway Safety Program opportunities to realize a goal of saving lives in West Virginia.

The Governor's Highway Safety Program chose to use approximately the same amount of funds as in recent years for the *Click It or Ticket* media buy in May due to past success. Before and after this enforcement and education period, seat belt surveys were done, and the results showed that the usage rate for West Virginia had risen to 88.5%, up from 85% last year.

Following is a breakdown of the CIOT media campaign costs:

Tab-Ons:	\$4,400.00
Billboard:	\$54,993.00
Radio:	\$42,259.80 for a total of 4,160 spots
TV:	\$173,313.61 for a total of 3,886 spots

**TOTAL AMOUNT: \$273,966.41**

## Earned Media

The state Highway Safety Office generated earned media this year from press events, as well as interviews with local TV, radio stations, and newspapers throughout the year on issues such as seat belts, child safety seats, impaired driving, and highway fatalities.

Statewide, each of our eight Safe Community Coordinators also generated earned media. Specific examples include DUI checkpoints for our statewide program, "Checkpoint Strikeforce West Virginia", as well as press events about *Click It or Ticket*.

Coordinators also received media attention during child safety seat checks, SADD events, educational programs at local schools, and bicycle rodeos, to name a few.

Holidays including Memorial Day, the Fourth of July, Labor Day, Thanksgiving and Christmas also gave coordinators and the state office the chance to spread the message about driver safety, especially during the holidays when people are in celebratory spirits.

School functions, including occupant protection programs, also generated media, especially during prom and graduation times when students are more likely to be in a party atmosphere.





# Motorcycle Safety

## **About our Program:**

To minimize the risk and maximize the fun of motorcycling, the program includes efforts to enhance public motorcycle safety awareness, alcohol and drug effect awareness for motorcyclists, rider improvement efforts, licensing improvement efforts, program promotions and other efforts to enhance motorcycle safety through education.



The West Virginia Motorcycle Safety Program has a single vendor, the Motorcycle Safety Foundation. The Motorcycle Safety Foundation provides the motorcycle training, technical assistance and all of the required equipment and training materials to each of the seven training sites located throughout the state. The combination of efforts of the West Virginia Motorcycle Safety and Awareness Program and Motorcycle Safety Foundation has reduced the cost of individual training to where it is the lowest in the region and very cost effective to the program itself. All of this training is conducted by "RiderCoaches" that are nationally certified by the Motorcycle Safety Foundation, who wrote the curriculum that is taught in West Virginia).

## **Mission:**

The mission of this program is to reduce the number of motorcycle related fatalities and injuries in the state by increasing the awareness of both, the automotive and motorcycling public through education, training and awareness (marketing, billboards, posters etc.).

## **Sites and Site Coordinators:**

In-State MSF Manager-Robert McKeithen

Poca – George Sauvageot  
Fairmont – Clyde Bates  
Glendale – Victoria Anderson  
Martinsburg – Roger Kryger  
Morgantown – Frank Headley  
Parkersburg – Carlus Moyers  
Shady Spring – Larry McComas

**Training Season 2006:**

	Withdrawn	Failed	Passed
Total Contacted Basic Ridercourse — <b>2578</b>	<b>465</b>	<b>112</b>	<b>1775</b>
Experienced Ridercourse — <b>17</b>	<b>4</b>	<b>0</b>	<b>9</b>
Totals — <b>2595</b>	<b>469</b>	<b>112</b>	<b>1784</b>

\* Reflected in the total number of students contacted was an additional **158** students that failed to show up for the classes and **29** students that were counseled out of the classes.

**Motorcycle Safety Foundation Staffing:**

1 In-State Program Manager – Robert McKeithen  
75 Certified RiderCoaches  
7 of those 75 are Site Coordinators, one for each of our seven sites around the state  
9 of those 75 are Military trainers

**West Virginia numbers at a glance:**

There were **40,199** registered motorcycles in the state during the year 2006.

We had a **93%** pass rate in the BRC and a **99%** pass rate in the ERC

The program has trained approximately **6,300** students since 2001

Total number of “F” Endorsements added to Drivers licenses in 2006 were – **3,528**

Total number of M/C registrations renewed in 2006 were – **29,001**

Total number of new M/C registrations in 2006 were – **13,760**

Total number of M/C Learners Permits issued to new riders in 2006 were – **4,522**



## ***Motorcycle Safety***

### **West Virginia Motorcycle Safety and Awareness Program Budget:**

The West Virginia Motorcycle Safety and Awareness Program are primarily funded as outlined in the West Virginia Motor Vehicle Law (17b-1d-7) which creates a special designated fund. The “*Motorcycle Safety Fund*” which was established in 2001 and receives all moneys from the motorcycle licensing fees with the exception of the instruction permit fees, five dollars and fifty cents of the money of each motorcycle registration fee collected. It is a special revolving fund that is exempted as part of the state’s general revenue fund. The West Virginia Motorcycle Safety and Awareness Program are funded by the motorcyclist of the state of West Virginia.

### **Licensing:**

The first step in the pursuit of a motorcycle license is obtaining an instruction permit. This is acquired by taking and passing a written test administered by the Division of Motor Vehicles regional office Drivers Examiner staff. The actual license can be obtained in two ways; the first way by passing the Division of Motor Vehicles “Alternate Most” skills test administered by the Drivers examiners; or the second way is successfully taking and passing a Motorcycle Safety Foundation training course. (In which case the skills test is waived). To pass a Motorcycle Safety Foundation training course the student must attend all classroom and all on-cycle (range) sessions and pass a written test and an on-cycle skills test. Once this is accomplished the Ridercoach will issue a completion card to the student that can be taken to Division of Motor Vehicles office to have the “F” endorsement added to their license.

### **2006 Highlights**

Promoted the program by traveling to the motorcycle events and rallies such as the 2<sup>nd</sup> annual Mountainfest Rally in Morgantown, which is rapidly becoming one of the premier motorcycle events on the east coast. At this event the program offered the service that we called (“Safe Ride”) which transported the rider and their motorcycle safely back to their hotel or campground if they had had too much to drink. We also attended the West Virginia State Harley Davidson Owners Group Rally in Canaan Valley and Freedomfest Rally in Snowshoe, promoting our “***Ride Straight***” slogan and speaking at different venues during the rallies and events. These three events alone it is estimated that over 75,000 individuals attended and participated

The program asked the Governor to issue a Proclamation proclaiming July 28th, 29th and 30th Mountainfest Motorcycle Rally Days which he did on March 13th 2006 at the Capitol. It was presented to the Mountainfest board during the opening ceremonies held July 28th 2006 in Morgantown where the event was held.

In March, 2006, the Program conducted a Professional Development Workshop at Flatwoods to assist the RiderCoaches in fulfilling their continuing education requirements to maintain their certification.

In April 2006, the Governor signed and presented two Proclamations to the program proclaiming the month of May as “**Motorcycle Safety and Awareness Month**”, and the other promoting the 18th annual “**Run for the Wall**”, event in support of veterans, their families and supporters to raise awareness of military personnel still missing in action.



The program and the Motorcycle Safety Foundation sponsored and conducted a RiderCoach Preparation (RCP) class in Morgantown, which **16** new RiderCoaches were successfully trained.

### Goals for 2007

To expand the availability of motorcycle training by adding a mobile training unit to the program by the use of grant funds awarded to the program. This would include the purchase of a truck and self contained trailer and training in locations throughout the state where training is not available at this time.

To host an MSF learning center in state for the continuing education and certification of the training staff.

To host a national Kawasaki owners group rally to be held at Canaan Valley Resort in August of 2007.

To open at least 2 new permanent training sites in Huntington and Princeton and replace the Fairmont site with a site in Buckhannon.

## 2005 - West Virginia Performance Goals

Program Area	2000	2001	2002	2003	2004	2005
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### Highway Safety -

The Governor's Highway Safety Program has dedicated the majority of its efforts in the following programmatic areas: Occupant Protection, Impaired Driving, Community Traffic Safety Programs, Traffic Records, and Underage Alcohol. The following are the results of these efforts as they relate to our 2005 HSP Goals and Objectives, with the latest available data compared to the previous four years (2000-2004).

<b>Total Fatalities -</b>	<b>411</b>	<b>376</b>	<b>439</b>	<b>394</b>	<b>410</b>	<b>374</b>
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*Goal: To reduce the total number of fatalities in motor vehicle crashes on public highways to less than 380 by 2006*

Compared to the previous four year average of 405, fatalities have declined 7.7% in 2005. Reported occupant protection use remains low in fatal crashes and single vehicle run off the road is the leading type of fatal crash. The GHSP will continue with the programs in place, and there will be a renewed effort to examine and evaluate each fatal crash to further develop problem identification.

<b>Total Injuries -</b>	<b>26,144</b>	<b>25,534</b>	<b>25,788</b>	<b>25,366</b>	<b>24,702</b>	<b>23,243</b>
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*Goal: To reduce the total number of injuries in motor vehicle crashes on public highways to less than 24,000 by 2006.*

Significant progress has been made in this area with a 4% reduction from the previous four year average of 25,347. The GHSP will continue to emphasize this area through education, enforcement, engineering, emphasizing occupant protection and other driver behavior improvements.

<b>Serious Injuries -</b>	<b>13,740</b>	<b>13,230</b>	<b>12,798</b>	<b>12,358</b>	<b>12,048</b>	<b>11,548</b>
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*Goal: To reduce the number of serious injuries that occur during motor vehicle crashes on public highways by 2006*

A significant decrease of 8.4% was reported from the previous four year average of 12,608. We attribute this decrease to the substantial increase in seatbelt usage from 49.5% to 84.9% over the last 5 years.

<b>Total Crashes -</b>	<b>51,306</b>	<b>48,881</b>	<b>49,913</b>	<b>51,376</b>	<b>49,956</b>	<b>47,100</b>
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*Goal: Reduce the total number of crashes on public highways to less than 46,500 by 2006.*

Decrease of 5.9 % from the previous four year average of 50,369 was reported. There appears to be an increase in the awareness of police agencies to report crashes, and to do so in a timely manner.

## Alcohol-

### Alcohol Related

**Fatalities**                      **181**              **136**              **179**              **148**              **136**              **127**

*Goal: To reduce the number of fatalities in alcohol related crashes to less than 125 by 2006.*

There was a significant 15% reduction from the previous four year average of 150. The development of a sustained impaired driving program in 2002 and involvement in the Mid-Atlantic "Checkpoint Strikeforce" program has reinvigorated DUI enforcement, and public awareness of drunk driving issues.

### Under Age Alcohol

**Purchase Percentage -**              **75%**              **43.6%**              **30.35 %**              **23.91%**              **27.16%**              **20.19%**

*Goal: To reduce the Alcohol buy rate by persons under the age of 21 to less than 20% by 2005*

A significant 35% reduction in the number of successful underage alcohol buys compared with the previous four year average of 31.25%. The GHSP is working closely with the WV Alcohol Beverage Control Commission and our traffic safety partners to focus attention on this issue.

### Occupant Protection

**Usage Rate**              -              **49.5%**              **51.9%**              **71.6 %**              **73.6\$**              **75.8%**              **84.9%**              **88.5%**

*Goal: To increase the usage of seatbelts to greater than 90% by 2006.*

The most significant change occurred in this area. The previous five year average of 75.56% was increased to 88.5%, which was an increase of 17%. Click it or Ticket has proven to be our most successful project. We have fully funded the majority of occupant protection activities with Section 157 funds. In 2006, we will not meet the criteria for occupant protection funding. It will be difficult to maintain the effort put forth in the past five years.

### Usage reported

**In Fatal Crashes**              -              **21.93%**              **22.02%**              **26.5%**              **28.16%**              **32.5%**

*Goal: To increase the reported use of seat belts and child passenger safety devices in fatal crash fatalities to 35% by 2007.*

Seatbelt usage in fatal crashes rose slightly over the last four years, but is still very low, and usage in all crashes and injury crashes has increased significantly.

**Annual Evaluation Summary**

<b>Year</b>	-	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
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<b>Population</b>	-	<b>1,808,344</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>1,810,354</b>
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In the 1990's, West Virginia's population was on the decline; however, in the last four years we have experienced a slight increase in our population. We expect it to remain within this range over the next four years. The vast majority of the population is Caucasian at 95.4%, 48.6% Male, 51.4% Female, and the median age is 38.9. The average household size is 2.4.

**Vehicle Miles**

<b>Traveled (HMMT)-</b>	<b>18,831.9</b>	<b>19,122.31</b>	<b>19,173.97</b>	<b>19,417.78</b>	<b>19,714.81</b>
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Vehicle miles traveled for the previous four year average is 19,136.49 compared to 2005 and shows a slight increase of 578.32.

<b>VMT Fatality Rate -</b>	<b>1.91</b>	<b>2.19</b>	<b>1.96</b>	<b>2.11</b>	<b>2.09</b>
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The fatality rate per vehicle miles traveled average for the previous four years was 2.04. A slight increase to 2.09 was experienced in 2005. It appears from early to date data we are currently 9.5% below 2004's rate.

<b>Alcohol Fatality Rate-</b>	<b>0.69</b>	<b>0.89</b>	<b>0.74</b>	<b>0.70</b>	<b>0.67</b>
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The Alcohol Related Fatality rate per vehicle miles traveled average for the previous four years was .815. A 10% decrease was experienced in 2005. Current (2006) FARS Data indicates that there appears to be a decline in this area from the 2005 total.

\*\*\*2005 traffic safety data is the latest available. The 2006 data will be available in April 2007. From the latest information it appears that West Virginia is making progress in the mission of the West Virginia Governor's Highway Safety Program. We will continue to monitor the progress of our programs.

# **Annual Report**

**Prepared for**

***National Highway Traffic Safety Administration***

**by**

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***West Virginia Governor's Highway Safety Program***

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