

September 2019

# **Highway Safety Plan FY 2020 Virgin Islands**

## Highway Safety Plan

**NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:**

- S. 405(b) Occupant Protection: No
- S. 405(e) Distracted Driving: Yes
- S. 405(c) State Traffic Safety Information System Improvements: Yes
- S. 405(f) Motorcyclist Safety Grants: No
- S. 405(d) Impaired Driving Countermeasures: No
- S. 405(g) State Graduated Driver Licensing Incentive: Yes
- S. 405(d) Alcohol-Ignition Interlock Law: Yes
- S. 405(h) Nonmotorized Safety: No
- S. 405(d) 24-7 Sobriety Programs: Yes
- S. 1906 Racial Profiling Data Collection: Yes

## Highway safety planning process

### Data Sources and Processes

#### DATA SOURCES

The Virgin Islands Office of Highway Safety (VIOHS) utilizes a data-driven approach to highway safety by analyzing available qualitative and quantitative data to identify significant problems and create performance targets. The Government of the Virgin Islands (GVI) has placed high importance on the availability of crash data. As a result, VIOHS is in the process of procuring the Traffic and Criminal Software (TraCS) system – a data collection, records, management and reporting software for public safety professionals. TraCS aims to increase accuracy and timely access to data via replacing VIPD’s Report Beam and the partial electronic crash reporting system.

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

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

Currently, VIOHS data sources include:

The Virgin Islands Police Department’s Report Beam – a partial electronic system that stores detailed crash data (e.g. age, gender, location, roadway, time of day, weather, driver’s actions, etc.) compiled from police reports input into VIPD’s Virgin Islands Electronic Crash Reporting System.

The Virgin Islands Superior Court’s Case Management System – an electronic system that stores all

traffic court records including convictions and citations.

The Department of Health Emergency Medical Services (EMS) Patient Care Reporting System – a database containing patients' emergency medical service runs information from Juan F. Luis Hospital, Roy Lester Schneider Hospital and Myrah Keating Smith Community Health Center.

The Bureau of Motor Vehicle Database – containing records of all licensed drivers and registered vehicles in the United States Virgin Islands (USVI).

VIOHS' Annual Scientific Observational Survey of Seat-Belt Use – an observational probability-based estimate of seat-belt usage relevant to front-seat-passengers. [BA(1) The 2018 Observational Survey of Seat-Belt use was conducted and a usage rate of 83.9% was submitted by the chosen vendor.

However, the result was not certified and the USVI was non-compliant with that area of the plan. A search for a new vendor will be conducted for the 2019 and 2020 surveys.

The Department of Justice, Office of the Attorney General – which allows VIOHS to more accurately track citations as DOJ must certify each citation prior to it being forwarded to the V.I. Superior Court for processing.

VIOHS data sources are particularly important as all grant proposals must address critical safety needs determined through analysis of localized crash data via Report Beam. In addition to crash data, VIOHS reviews data from other sources to ensure a comprehensive approach to problem identification and to fund investments that provide the greatest return. Additional data sources may provide further information useful to identify traffic safety problems and select appropriate countermeasures targeting specific at-risk/offending demographics.

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

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

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

## PROBLEM IDENTIFICATION PROCESS

Below is an outline of VIOHS' problem identification process:

**Safety Focus/Program Area:** Highway safety high priority areas are determined through data analysis which identify statistically significant problem and trends.

**Problems Identification:** Data including demographic information is utilized to identify highway safety problems. Evidence-based identified problems guide selection and implementation of

countermeasures to address localized highway safety issues.

Performance Targets: Targets relevant to crashes, injuries, and fatalities by program area are set based on projected trends.

Countermeasures: VIOHS employs strategies via programs and projects to accomplish performance targets and mitigate identified problems. These NHTSA developed strategies are proven effective nationally and are appropriate based on localized data, problem identification and available resources. VIOHS' goal is to develop and execute projects that address the evolving needs of USVI residents and visitors relevant to highway safety. In accordance, VIOHS utilizes a data-driven approach to highway safety by analyzing crash data. VIOHS also partners with VIPD, DOJ, BMV, SC and DOH; these GVI agencies collect and input relevant data into various electronic monitoring systems for analysis.

In order to most effectively focus investments, VIOHS coordinators access, review and analyze data from the prior sources to determine fatality and serious injury trends relevant to each program area. Via Report Beam, crash location criteria can be reviewed as follows: high-incident areas, alcohol related crashes, seat-belt use, distracted driving, age, gender, weather, holiday, etc. This allows VIOHS to better understand localized high-risk highway safety problems and statistically significant trends in the USVI.

VIOHS set a goal to modify VIPD's traffic records systems. To meet this goal, VIPD, which spearheads traffic crash data collection, is in the process of procuring the TraCs system. TraCs will modernize traffic data collection in the USVI, allow for more timely access to information, mitigate the incidence of error in data collection through on-the-spot entry capability and streamline the process for effectiveness and efficiency. VIOHS anticipates the system will be up and running by August 2020.

#### PERFORMANCE MEASURES & TARGETS

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

NHTSA Core Performance Measures include: 1.) Traffic Fatalities, 2.) Suspected Serious Injuries, 3.) Unrestrained Passenger Vehicle Occupant Fatalities, 4.) Drivers Age 20 or Younger Involved in Fatal Crashes, 5.) Fatalities Involving Drivers or Motorcycle Operators with > 0.08 Blood Alcohol Count (BAC), 6.) Speeding-Related Fatalities, 7.) Motorcyclist Fatalities, 8.) Number of Unhelmeted Motorcyclist Fatalities, 9.) Pedestrian Fatalities, 10.) Seat Belt Usage and 11.) Bicyclist Fatalities.

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

Linear Trend Model: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An analysis of data over a period of several years is conducted to identify the most signification problems and create targets.

Discussion: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets maybe adjusted based on past, current and future safety-related activities and programs.

#### COUNTERMEASURE STRATEGIES

VIOHS works to achieve performance targets through employing evidence-based countermeasure activities that mitigate identified problems and satisfy performance targets. VIOHS will utilize Countermeasures That Work:

A Highway Safety Countermeasure Guide for State Highway Safety Offices (8th Edition, 2015) as guidance to identify strategies that have proven effective nationally and are appropriate given data relevant to problem identification and available resources. VIOHS also considers the Uniform Guidelines for State Highway Safety Programs.

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

## Processes Participants

### PARTICIPANTS

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

VIOHS' territorial safety partners consist of:

Impaired Driving Committee – Virgin Islands Department of Education (DOE), DOH, St. Croix Mission Outreach (SCMO) and VIPD

Occupant Protection Committee – VIPD, Virgin Islands Fire Service, Department of Human Services (DOHS), Queen Louis Home for Children and DOH (Juan F. Luis Hospital and Medical Center, Roy Lester Schneider Hospital and Medical Center and Myrah Keating Smith Community Health Center)

Traffic Records Coordinating Committee – DOJ, Bureau of Information Technology (BIT), LGO, DOH, Virgin Islands Territorial Emergency Management Agency (VITEMA), SC and BMV

VIOHS is undertaking a large scale public outreach campaign, including elevated enforcement, relevant to the impaired driving and occupant protections programs. Through the campaign VIOHS has developed added partnerships with the Department of Tourism (DOT), the Virgin Islands Port Authority (VIPA), the Virgin Islands Department of Public Works (VIDPW), popular local entertainers and various print, radio and televised media outlets. Project execution is currently underway.

VIOHS distributes federal funds amongst GVI, non-profit and other private sector partners to implement countermeasure strategies based on evidence-based identified problems. Interested applicants are provided an application packets detailing application and program requirements and receive one-on-one assistance from area specific VIOHS coordinators to ensure accepted countermeasures and metrics are submitted. Applicants will be provided with guidance to successfully complete an application packets alongside VIOHS coordinators.

## Description of Highway Safety Problems

### VIOHS PROBLEM IDENTIFICATION

The mission of the VIOHS is to prevent motor vehicle crashes and reduce fatalities and severe injury, by providing the safest roadways possible for residents and visitors to the Territory. VIOHS aims to accomplish this mandate through an evidence-based approach. As such, VIOHS implements continuous improvements to programs which develop, promote and execute educational, outreach and enforcement initiatives relevant to highway safety.

VIOHS' top priorities for the FY2020 highway safety program include mitigating increases in Serious Injuries in Traffic Crashes Fatalities – reviewing the methodology of reporting serious injuries to insure that it falls in line with standardized methods to ensure relevance and accuracy; Unrestrained Passenger Vehicle Occupant Fatalities – continues to increase due to lack of enforcement and reduced educational and media outreach; Pedestrian Fatalities; and Speeding Fatalities.

VIOHS will work to maintain and expand reductions that have been achieved in Traffic Fatalities – increased by fifteen (15) fatalities in 2018; Alcohol Impaired Driving Fatalities – decreased by two (2) fatalities in 2018; Motorcycle Fatalities – decreased by two (2) fatality in 2018; Bicyclist Fatalities increased by one (1) in 2018; and Driver Age 20 or Younger Fatalities – decreased by zero (0) fatalities in 2018; as well as areas that have not previously been problematic such as Unhelmeted Motorcyclist which have sustained zero (0) fatalities in the last five (5) years.

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

Unfortunately, VIOHS was unable to complete the Observed Seat Belt use for Passenger Vehicle Front Outboard Occupants (Seatbelt Survey) in 2017 due to the devastating impacts of Hurricanes Irma and Maria from which the USVI is still recovering. The Seatbelt Survey for 2018 was completed and the vendor reported a usage rate of 83.9%. However, the observational survey methods were deemed incorrect and the submitted report was non-compliant. VIOHS must solicit new vendors to complete the 2019 and 2020 mandated annual observational survey. Although there has been some increase in seatbelt usage for the four (4) Year Moving Average, VIOHS has set the 2020 goal at 85% usage.

To accomplish the prior goals, VIOHS has initiated an aggressive public outreach campaign, coupled with elevated high-visibility enforcement activities, including citations, to promote highway safety. In 2018, there was a 933 seatbelt citations during grant-funded enforcement. Along with various countermeasure initiatives, VIOHS will focus on enforcement activities as a primary countermeasure. The results of these analyses provide the basis for setting performance measures, selecting countermeasure strategies and identifying planned activities that will be developed into projects. Likewise, sub-grantee projects are selected based on how well the applicant's proposal addresses problem identification, program targets, countermeasure strategy, project evaluation and the proposed budget.

\*VIOHS has acknowledged the need to revamp the USVI's data collection. Most importantly, the incoming TraCS systems will allow for more accurate data over time for comparison. VIOHS will then be equip to more effectively analyze trends, identify problems and select countermeasure strategies for mitigation.

## Methods for Project Selection

### METHODS OF PROJECT SELECTION

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

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

Establish a grant application schedule including: 1) a timeframe wherein coordinators will solicit potential applicants in the government, non-profit and private sectors; 2) coordinators will host two (2) informational sessions for interested candidates; 3) a timeframe for applicants to work with coordinators to complete comprehensive application packets; 4) and a firm submittal deadline.

Upon conclusion of the grant application period, a team of scorers will equally apply an objective scoring method to all applications. Successful applications will be determined by how well the applicant’s proposal addresses problem identification, program targets, countermeasure strategy and project evaluation in addition to other required information. Applicant qualifications and the proposed budget are also considered in scoring applications.

Unsuccessful applicants will be provided with the opportunity for a debriefing by the VIOHS Director relevant to the applicant’s proposal. Feedback is designed to help the applicant strengthen future submissions.

Successful applicants move into negotiations with VIOHS to include requesting changes to project scopes, measurements, and budgets. Project budgets are established based on a review of multi-year crash data and prioritized problematic programs areas and/or locations.

Upon completion of negotiations, proposals are routed through the VIOHS grant approval workflow, consisting of review and approval by VIOHS Director, VIPD Grants Manager, VIPD Administrator, VIPD Commissioner and the National Highway Traffic Safety Administration (NHTSA) Regional Office.

Once approved and implemented, all projects are monitored in accordance with procedures established by VIOHS reflecting local and Federal rules and regulations. VIOHS coordinators are required to submit monthly reports indicating activities and progress. Annual reports are requested for identified projects. DUI enforcement projects are required to submit enforcement activity reports within one (1) week of the operations.

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

### List of Information and Data Sources

Please see the first question of the current section marked “Data Sources.”

### Description of Outcomes

Not Applicable.

## Performance report

### Progress towards meeting State performance targets from the previous fiscal year’s HSP

Sort Order	Performance measure name	Progress
13	C-1) Number of Traffic Fatalities	In Progress
13	C-2) Number of serious injuries in Traffic Crashes	In Progress

13	C-3) Number of Fatalities/VMT	
13	C-4) Number Unrestrained Passenger Vehicle Occupant Fatalities	In Progress
13	C-5) Number of Alcohol Impaired Driving Fatalities	In Progress
13	C-6) Number of Speeding Related Fatalities	Met
13	C-7) Number of Motorcyclist Fatalities	In Progress
13	C-8) Number of Unhelmeted Motorcyclist Fatalities	Met
13	C-9) Number of Drivers Age 20 or Younger Fatalities	Met
13	C-10) Number of Pedestrian Fatalities	In Progress
13	C-11) Number of Bicyclist Fatalities	In Progress
13	B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Seatbelt Survey)	In Progress
13	Accuracy Traffic Records Performance Measure	In Progress
13	Total Number of Collisions	

### Performance Measure: C-1) Number of Traffic Fatalities

Progress: In Progress

#### Program-Area-Level Report

During FY 2018 the planned target was not met as the number of Traffic Fatalities in the Territory was 15 which was a 50% increase over the set target of 10.

### Performance Measure: C-2) Number of serious injuries in Traffic Crashes

Progress: In Progress

#### Program-Area-Level Report

The method of capturing serious injuries from the Report Beam system varied in the past year. The prior reported target information selected was limited to only reports where the injured person was transported by ambulance. If there was no ambulance transport, the severity of the injury was not captured in the reports in the past five year information.

The USVI planned target for 2018 was fifteen (15). However, the actual number of serious injuries for 2018 was seven hundred and ninety-three (793).

The VIOHS must review the method of obtaining the required information, the analytical method used to obtain the finalized figures, and implement a standardized and accurate reporting method which is verified before release.

### Performance Measure: C-3) Number of Fatalities/VMT

Progress:

### Program-Area-Level Report

Does not apply

### Performance Measure: C-4) Number Unrestrained Passenger Vehicle Occupant Fatalities

Progress: In Progress

### Program-Area-Level Report

There were five (5) unrestrained passenger fatalities during 2018 which is two (2) more than the planned targeted three (3).

During the planned period, there was a lapse in leadership at the Office of Highway Safety. Therefore, planned projects which included media outreach, education and enforcement were not fully executed. The VIOHS and the VIPD must work more effectively to promote Occupant Protection in the territory.

### Performance Measure: C-5) Number of Alcohol Impaired Driving Fatalities

Progress: In Progress

### Program-Area-Level Report

The target of 1 alcohol impaired fatality was not met as there were 2 fatalities in the territory during 2018. The interruption of leadership at the Office of Highway Safety and the minimized Impaired Driving enforcement activities did not serve the territory's best interest to decrease the number of alcohol impaired fatalities.

### Performance Measure: C-6) Number of Speedig Related Fatalities

Progress: Met

### Program-Area-Level Report

The USVI Office of Highway Safety met its goal of

### Performance Measure: C-7) Number of Motorcyclist Fatalities

Progress: In Progress

### Program-Area-Level Report

The targeted goal of 1 was not met as the territory reported 2 motorcyclist fatalities for 2018. The USVI Office of Highway Safety will increase enforcement activities in the territory which will minimize the possibility of motorcyclist fatalities.

### Performance Measure: C-8) Number of Unhelmeted Motorcyclist Fatalities

Progress: Met

### Program-Area-Level Report

The USVI Office of Highway Safety met its planned goal of 0.

### Performance Measure: C-9) Number of Drivers Age 20 or Younger Fatalities

Progress: Met

### Program-Area-Level Report

The USVI Office of Highway Safety met its planned goal of 0.

## Performance Measure: C-10) Number of Pedestrian Fatalities

Progress: In Progress

### Program-Area-Level Report

The USVI Office of Highway Safety's planned goal of 1 was not met as there were 2 Pedestrian fatalities in 2018. The

## Performance Measure: C-11) Number of Bicyclist Fatalities

Progress: In Progress

### Program-Area-Level Report

The number of bicyclist fatalities in the USVI was 1 during 2018 and did not meet the Office of Highway Safety's goal of 0. Increased media outreach of traffic laws and having more enforcement will enable the Office of Highway Safety to meet the planned goal of 0 bicyclist fatalities for the territory.

## Performance Measure: B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Seatbelt Survey)

Progress: In Progress

### Program-Area-Level Report

The seat belt usage rate during 2018 was 83.9% which indicated a negative trend of more persons within the territory not utilizing their seat belt while in a moving vehicle. The planned goal was 82%. Increased educational outreach, media campaigns and enforcement will be used to ensure that residents and visitors are aware of the benefits of utilizing seat belts.

## Performance Measure: Accuracy Traffic Records Performance Measure

Progress: In Progress

### Program-Area-Level Report

The USVI Office of Highway Safety was without leadership during for a portion of 2018 and this caused delays in implementing relevant projects. However, the office is in the middle stage of installing the TraCS system to improve the timeliness, accuracy and accessibility of reports to all relevant government agencies.

## Performance Measure: Total Number of Collisions

Progress:

### Program-Area-Level Report

This measure is no longer being used by the USVI Office of Highway Safety. Other performance measures that are more detailed will be used.

## Performance Plan

Sort Order	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value
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1	C-1) Number of traffic fatalities (FARS)	5 Year	2016	2020	
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2016	2020	750.00
3	C-3) Fatalities/VM T (FARS, FHWA)				
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2020	2020	4.00
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2020	2020	1.00
6	C-6) Number of speeding-related fatalities (FARS)	Annual	2020	2020	2.00
7	C-7) Number of motorcyclist fatalities (FARS)	Annual	2020	2020	2.00
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Annual	2020	2020	0.00
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Annual	2020	2020	0.00

10	C-10) Number of pedestrian fatalities (FARS)	Annual	2020	2020	1.00
11	C-11) Number of bicyclists fatalities (FARS)	Annual	2020	2020	0.00
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2020	2020	85.00
13	Number of Alcohol Impaired Driving Fatalities	Annual	2020	2020	1.00
14	Number of Serious Injuries Attributed to Impaired Driving	Annual	2020	2020	43
15	Increased implementati on of Strategically Targeted Enforcement	Annual	2020	2020	5.00
16	MEAN NUMBER OF DAYS FROM (a) THE DATE A CITATION IS ISSUED TO (b) THE DATE THE CITATION IS ENTERED IN THE TERRITORY 'S CITATION DATABASE	Annual	2020	2020	35.00

17	THE PERCENTAGE OF CITATION RECORDS WITH NO ERRORS IN CRITICAL DATA ELEMENTS, SPECIFICALLY GEOLOCATION DATA	Annual	2020	2020	90.00
18	QUERY THE PRINCIPAL USERS TO ASSESS (a) THEIR ABILITY TO OBTAIN THE DATA OR OTHER SERVICES REQUESTED AND (b) THEIR SATISFACTION WITH THE TIMELINES OF THE RESPONSE..	Annual	2020	2020	7.00

## Performance Measure: C-1) Number of traffic fatalities (FARS)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)-2020	Numeric	13.00	5 Year	2016

### Performance Target Justification

VIOHS has implement best practices as it relates to determining performance measures and targets. VIOHS has adopted the following method going forward: Linear Trend Model: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An analysis of data over a period of several years is conducted to identify the most significant problems and create targets. Discussion: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets maybe adjusted based on past, current and future safety-related activities and programs.

## Performance Measure: C-2) Number of serious injuries in traffic crashes (State

## crash data files)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	Numeric	750.00	5 Year	2016

### Performance Target Justification

VIOHS has implement best practices as it relates to determining performance measures and targets. VIOHS has adopted the following method going forward: Linear Trend Model: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An analysis of data over a period of several years is conducted to identify the most significant problems and create targets. Discussion: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets maybe adjusted based on past, current and future safety-related activities and programs.

Data from fiscal years 2015, 2016 and 2017 were unavailable but we are working on mining the data from moving forward. Based on the past two years data and trend analysis we've formulated this performance measure.

### Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

#### Performance Target details

### Performance Target Justification

Not Applicable

### Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

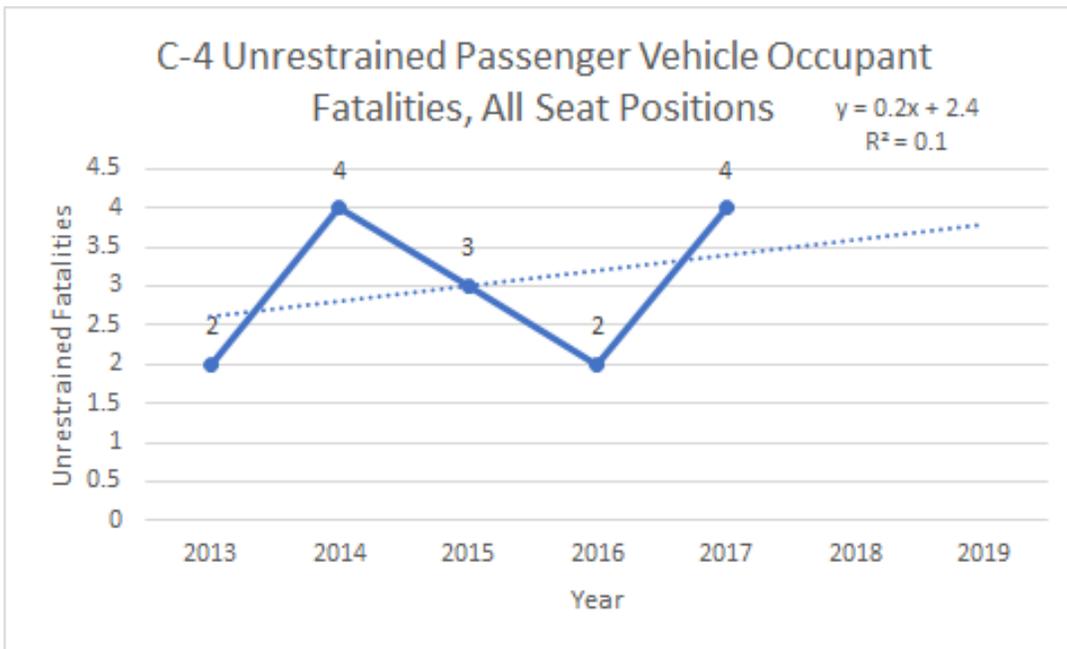
#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	Numeric	4.00	Annual	2020

### Performance Target Justification

VIOHS has implement best practices as it relates to determining performance measures and targets. VIOHS has adopted the following method going forward: Linear Trend Model: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An

analysis of data over a period of several years is conducted to identify the most significant problems and create targets. Discussion: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets maybe adjusted based on past, current and future safety-related activities and programs.



Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

**Performance Target details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	Numeric	1.00	Annual	2016

**Performance Target Justification**

VIOHS has implement best practices as it relates to determining performance measures and targets. VIOHS has adopted the following method going forward: Linear Trend Model: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An analysis of data over a period of several years is conducted to identify the most significant problems and create targets. Discussion: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets maybe adjusted based on past, current and future safety-related activities and programs.

## Performance Measure: C-6) Number of speeding-related fatalities (FARS)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS)-2020	Numeric	2.00	Annual	2020

### Performance Target Justification

VIOHS has implement best practices as it relates to determining performance measures and targets. VIOHS has adopted the following method going forward: Linear Trend Model: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An analysis of data over a period of several years is conducted to identify the most significant problems and create targets. Discussion: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets maybe adjusted based on past, current and future safety-related activities and programs.

## Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS)-2020	Numeric	2.00	Annual	2020

### Performance Target Justification

VIOHS has implement best practices as it relates to determining performance measures and targets. VIOHS has adopted the following method going forward: Linear Trend Model: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An analysis of data over a period of several years is conducted to identify the most significant problems and create targets. Discussion: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets maybe adjusted based on past, current and future safety-related activities and programs.

## Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
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C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	Numeric	0.00	Annual	2020
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### Performance Target Justification

VIOHS has implement best practices as it relates to determining performance measures and targets. VIOHS has adopted the following method going forward: Linear Trend Model: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An analysis of data over a period of several years is conducted to identify the most significant problems and create targets. Discussion: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets maybe adjusted based on past, current and future safety-related activities and programs. Unhelmeted Motorcyclist Fatalities have not previously been problematic. VIOHS will work to maintain the sustained number of zero (0) Unhelmeted Motorcyclist Fatalities in FY 2020.

### Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	Numeric	0.00	Annual	2020

### Performance Target Justification

VIOHS has implement best practices as it relates to determining performance measures and targets. VIOHS has adopted the following method going forward: Linear Trend Model: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An analysis of data over a period of several years is conducted to identify the most significant problems and create targets. Discussion: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets maybe adjusted based on past, current and future safety-related activities and programs. VIOHS will work to maintain reductions that have been achieved in 2015 of Drivers Age 20 or Younger Fatalities. Drivers Age 20 or Younger Fatalities have sustained zero (0) fatalities in the last three (3) years.

### Performance Measure: C-10) Number of pedestrian fatalities (FARS)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
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C-10) Number of pedestrian fatalities (FARS)-2020	Numeric	1.00	Annual	2020
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### Performance Target Justification

VIOHS has implement best practices as it relates to determining performance measures and targets. VIOHS has adopted the following method going forward: Linear Trend Model: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An analysis of data over a period of several years is conducted to identify the most significant problems and create targets. Discussion: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets maybe adjusted based on past, current and future safety-related activities and programs. In FY 2020, VIOHS will mitigate increases in Pedestrian Fatalities - decreasing to one (1) fatality.

### Performance Measure: C-11) Number of bicyclists fatalities (FARS)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of bicyclists fatalities (FARS)-2020	Numeric	0.00	Annual	2020

### Performance Target Justification

VIOHS has implement best practices as it relates to determining performance measures and targets. VIOHS has adopted the following method going forward: Linear Trend Model: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An analysis of data over a period of several years is conducted to identify the most significant problems and create targets. Discussion: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets maybe adjusted based on past, current and future safety-related activities and programs. Bicyclist fatalities have not previously been problematic. VIOHS will work to maintain the sustained number of zero Bicyclist Fatalities in FY 2020.

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

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
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B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	Numeric	85.00	Annual	2020
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### Performance Target Justification

VIOHS was unable to complete the Observed Seat Belt Use for Passenger Vehicle Front Outboard Occupants (Seatbelt Survey) in 2017 due to the devastating impacts of Hurricanes Irma and Maria. Although the FY2018 survey was delivered by the selected vendor. The survey data was flawed and none compliant with the requirements of 23 C.F.R. Section 1340 as was discovered by review from NHTSA. The reported usage rate (uncertified) for the territory in FY2018 was 83.9%. The Seatbelt Survey will be completed in FY 2019 using a new vendor. VIOHS has set the 2020 Goal at 85% usage.

### Performance Measure: Number of Alcohol Impaired Driving Fatalities

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Number of Alcohol Impaired Driving Fatalities	Numeric	1.00	Annual	2020

### Performance Target Justification

VIOHS has implement best practices as it relates to determining performance measures and targets. VIOHS has adopted the following method going forward: Linear Trend Model: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An analysis of data over a period of several years is conducted to identify the most significant problems and create targets. Discussion: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets maybe adjusted based on past, current and future safety-related activities and programs.

### Performance Measure: Number of Serious Injuries Attributed to Impaired Driving

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Number of Serious Injuries Attributed to Impaired Driving	Numeric	43	Annual	2020

### Performance Target Justification

VIOHS has implement best practices as it relates to determining performance measures and targets. VIOHS has

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

## Performance Measure: Increased implementation of Strategically Targeted Enforcement

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Increased implementation of Strategically Targeted Enforcement	Numeric	5.00	Annual	2020

### Performance Target Justification

VIOHS has implement best practices as it relates to determining performance measures and targets. VIOHS has adopted the following method going forward: Linear Trend Model: As recommended by NHTSA, a linear trend analysis will be conducted using the FORECAST function in Microsoft Excel based on available data. An analysis of data over a period of several years is conducted to identify the most significant problems and create targets. Discussion: Estimated targets produced by the linear trend model will be discussed by VIOHS and key territorial safety partners. When warranted, targets maybe adjusted based on past, current and future safety-related activities and programs.

## Performance Measure: MEAN NUMBER OF DAYS FROM (a) THE DATE A CITATION IS ISSUED TO (b) THE DATE THE CITATION IS ENTERED IN THE TERRITORY'S CITATION DATABASE

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
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MEAN NUMBER OF DAYS FROM (a) THE DATE A CITATION IS ISSUED TO (b) THE DATE THE CITATION IS ENTERED IN THE TERRITORY'S CITATION DATABASE	Numeric	35.00	Annual	2020
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Primary performance attribute: Timeliness

Core traffic records data system to be impacted: Crash

### Performance Target Justification

Collecting timely, accurate, and efficient traffic safety data continues to present challenges for the territory. The territory's low score on the Traffic Records Assessment shows its systems limitations, and its inability for effective decision-making, resource allocation, and promotion of real time roadway safety data. Thus, the Virgin Islands has used the traffic records assessment as its problem identification to determine issues related to timeliness, accuracy, completeness, accessibility, and integration within the Virgin Islands' six core data systems, and to create its performance targets and countermeasure strategies. These countermeasures were developed from NHTSA's Model Performance Measures for State Traffic Records Systems and the traffic records assessment. These countermeasures will improve the timeliness, completeness and accessibility of the territory's traffic citation/adjudication data. The coordination and usability of data for planning and policy decisions will improve by the implementation of projects developed from these countermeasures. Timely processing and accuracy of citation and adjudication data will increase, and it will improve the identification of high crash areas, thus improving highway safety. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasures strategies that would improve traffic records systems.

### Performance Measure: THE PERCENTAGE OF CITATION RECORDS WITH NO ERRORS IN CRITICAL DATA ELEMENTS, SPECIFICALLY GEOLOCATION DATA

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
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THE PERCENTAGE OF CITATION RECORDS WITH NO ERRORS IN CRITICAL DATA ELEMENTS, SPECIFICALLY GEOLOCATION DATA	Percentage	90.00	Annual	2020
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Primary performance attribute: Accuracy

Core traffic records data system to be impacted: Crash

### Performance Target Justification

Collecting timely, accurate, and efficient traffic safety data continues to present challenges for the territory. The territory's low score on the Traffic Records Assessment shows its systems limitations, and its inability for effective decision-making, resource allocation, and promotion of real time roadway safety data. Thus, the Virgin Islands has used the traffic records assessment as its problem identification to determine issues related to timeliness, accuracy, completeness, accessibility, and integration within the Virgin Islands' six core data systems, and to create its performance targets and countermeasure strategies. These countermeasures were developed from NHTSA's Model Performance Measures for State Traffic Records Systems and the traffic records assessment. These countermeasures will improve the timeliness, completeness and accessibility of the territory's traffic citation/adjudication data. The coordination and usability of data for planning and policy decisions will improve by the implementation of projects developed from these countermeasures. Timely processing and accuracy of citation and adjudication data will increase, and it will improve the identification of high crash areas, thus improving highway safety. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasures strategies that would improve traffic records systems.

**Performance Measure: QUERY THE PRINCIPAL USERS TO ASSESS (a) THEIR ABILITY TO OBTAIN THE DATA OR OTHER SERVICES REQUESTED AND (b) THEIR SATISFACTION WITH THE TIMELINESS OF THE RESPONSE..**

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
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<p>QUERY THE PRINCIPAL USERS TO ASSESS (a) THEIR ABILITY TO OBTAIN THE DATA OR OTHER SERVICES REQUESTED AND (b) THEIR SATISFACTION WITH THE TIMELINESS OF THE RESPONSE..</p>	Numeric	7.00	Annual	2020
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Primary performance attribute: Accessibility

Core traffic records data system to be impacted: Crash

**Performance Target Justification**

Collecting timely, accurate, and efficient traffic safety data continues to present challenges for the territory. The territory’s low score on the Traffic Records Assessment shows its systems limitations, and its inability for effective decision-making, resource allocation, and promotion of real time roadway safety data. Thus, the Virgin Islands has used the traffic records assessment as its problem identification to determine issues related to timeliness, accuracy, completeness, accessibility, and integration within the Virgin Islands’ six core data systems, and to create its performance targets and countermeasure strategies. These countermeasures were developed from NHTSA’s Model Performance Measures for State Traffic Records Systems and the traffic records assessment. These countermeasures will improve the timeliness, completeness and accessibility of the territory’s traffic citation/adjudication data. The coordination and usability of data for planning and policy decisions will improve by the implementation of projects developed from these countermeasures. Timely processing and accuracy of citation and adjudication data will increase, and it will improve the identification of high crash areas, thus improving highway safety. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasures strategies that would improve traffic records systems.

**Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.**

I certify: No

**A-1) Number of seat belt citations issued during grant-funded enforcement activities\***

Seat belt citations: 138

Fiscal Year A-1: 2018

**A-2) Number of impaired driving arrests made during grant-funded enforcement activities\***

Impaired driving arrests: 1

Fiscal Year A-2: 2018

**A-3) Number of speeding citations issued during grant-funded enforcement activities\***

Speeding citations: 0

Fiscal Year A-3: 2018

## Program areas

### Program Area: Communications (Media)

#### Description of Highway Safety Problems

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

The key objective of the VIOHS' fiscal year 2020 communication initiative is to introduce a high-visibility communication and outreach plan which complements an active sustained enforcement schedule territory-wide. The VIOHS intends to implement a combination of high-visibility enforcement while maintaining sustained traffic safety messages directed towards reducing dangerous driving behaviors throughout the U.S. Virgin Islands. The development of a mass media campaign which combines the promotion of occupant protection and denounces impaired driving targeting various segments of the population simultaneously reflects the approach suggested for success by NHTSA's eight edition of A Highway Safety Countermeasure Guide for Highway Safety Offices (Chapter2: Section 3.1).

During fiscal year 2018, the Virgin Islands experienced a total of 4,502 collisions territory-wide, 793 (379 reported on St. Croix; 414 St. Thomas/St. John district) of those collisions resulted in serious injuries while 15 were reported as fatalities. Of the 1,931 crashes, 379 injuries within the district of St. Croix, 53 were attributed to impaired driving; while 20 of the 2,571 collisions within the St. Thomas/St. John district which resulted in 414 injuries; totaling 73 DUI arrests and 2 impaired driving related fatality. An ongoing area of concern regarding highway safety, the fiscal year 2018 data displayed increases in occurrences of impaired driving related crashes despite a noted 39% increase in DUI arrests from enforcement territory-wide from the previous fiscal year.

Unrestrained motorists accounted for 33% of crash victims for fiscal year 2018. The St. Thomas/St. John district experienced a total of two thousand five hundred and seventy-one (2,571) collisions – 2,541 on St. Thomas and 30 on the island of St. John. Twenty (20) of the collisions within the St. Thomas/St. John district were attributed to impaired driving, with one (1) impaired driving related fatality. Of the fifteen (15) fatalities reported during fiscal year 2018, two (2) drivers and three (3) passengers were unrestrained

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

## Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	Annual	4.00
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2020	Annual	85.00

## Countermeasure Strategies in Program Area

Countermeasure Strategy
Communication Campaign

## Countermeasure Strategy: Communication Campaign

Program Area: Communications (Media)

### Project Safety Impacts

Effective, high-visibility communication and outreach campaigns remain key to the success of enforcement programs. According to NHTSA’s eight edition of A Highway Safety Countermeasure Guide for Highway Safety Offices (Chapter 2: Section 3.1), the success of paid advertising in such campaigns as “seat-belt use,” suggests that it may be a considered approach for other highway safety programs. The key objective of the VIOHS’ fiscal year 2020 communication initiative is to introduce a high-visibility communication and outreach plan which complements an active sustained enforcement schedule territory-wide. The VIOHS intends to implement a combination of high-visibility enforcement while maintaining sustained traffic safety messages directed towards reducing dangerous driving behaviors throughout the U.S. Virgin Islands. This would include utilizing various media/advertisement outlets such as LCD backlit ads at the airports on St. Thomas and on St. Croix; utilizing local celebrity group and internationally acclaimed duo Rock City, Soca artist AdamO, and other performers to engage a targeted demographic, and Stanley and the Ten Sleepless Nights to execute television and radio commercials for airing on local radio stations, cinemas within both districts and on social media; and renting ad space on five (5) mass transit busses – 2 on STX, 2 on STT and 1 on STJ. The promotion entails the development of a mass media campaign which combines the promotion of occupant protection and denounces impaired driving targeting various segments of the population simultaneously. The selection of a graphic artist and a voice-over technician to develop the artistic components and digitized productions for audio and televised mediums completes the production of this initiative

### Linkage Between Program Area

A combination of evidence-based enforcement and communications planning provides one of the greatest

potential opportunities for reducing traffic crashes according to the eight edition of A Highway Safety Countermeasure Guide for Highway Safety Offices. The enforcement of traffic laws to include such violations as impaired driving and occupant protection initiatives combined with repeated messages should affect the knowledge, behavior and action of motorists on the territory’s roadways. The objective should be to provide information about the program, including expected safety benefits, and to persuade motorists that detection and punishment for violations is certain. VIOHS aims to discourage impaired driving among residents, particularly youth, and visitors to the territory, and thus decrease incidences of fatality and serious injuries while experiencing increase use of restraints.

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

### Rationale

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

An advertising approach that has not been utilized throughout the Virgin Islands, implementing a wide-scaled media campaign would draw attention to the VIOHS, what we do, our objectives and the overall message we’re delivering. Combined with community outreach efforts and the adoption of an aggressive enforcement plan, law enforcement officers will experience a sense of pride and purpose for involvement and will willingly support future enforcement efforts. This serves as the basis for selecting this countermeasure strategy, funding for which shall be appropriate and reasonable.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-COMMGMT-402	COMMUNICATIONS MEDIA MANAGEMENT
20-HVECOM-402	HIGH VISIBILITY ENFORCEMENT MEDIA CAMPAIGN
20-IDMMCOM-402	IMPAIRED DRIVING MASS MEDIA CAMPAIGN
20-OPMMCOM-402	OCCUPANT PROTECTION MASS MEDIA CAMPAIGN
20-PTSCOM-402	POLICE TRAFFIC SERVICES/LEL MEDIA CAMPAIGN

### Planned Activity: COMMUNICATIONS MEDIA MANAGEMENT

Planned activity number: 20-COMMGMT-402

Primary Countermeasure Strategy ID:

### Planned Activity Description

NHTSA’s eight edition of A Highway Safety Countermeasure Guide for Highway Safety Offices (Chapter # 2: Section 3.2), reported that “mass-media outreach works best when it is part of a multifaceted campaign that includes high-visibility enforcement” (NHTSA, Chapter 5 Section: 2.1, 2.2).” The key objective of the VIOHS’ fiscal year 2020 communication initiative is to introduce a high-visibility communication and outreach plan which complements an active sustained enforcement schedule territory-wide. The VIOHS intends to implement a combination of high-visibility enforcement while maintaining sustained traffic safety messages directed towards reducing dangerous driving behaviors throughout the U.S. Virgin Islands. Through various media networks, the communications media management team will work with the VIOHS Director and staff to manage the FY2020 media outreach plan to increase the awareness of VIOHS’ mission and initiatives visibility through social media, advertising outlets such as LCD backlit ads at both airports on St. Thomas and on St. Croix, utilize as much local talent as is available to execute television and radio commercials for airing on local radio and television stations, cinemas, and renting advertising spaces on five mass transit busses – 2 on St. Croix, 2 on St. Thomas and one on St. John. The VIOHS will seek an established media company to manage its communication media outreach plan.

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

### Intended Subrecipients

Private Media Contractor

### Countermeasure strategies

Countermeasure Strategy
Communication Campaign

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2016	FAST Act NHTSA 402		\$80,000.00		
2016	NHTSA 402		\$100,000.00		

### Planned Activity: HIGH VISIBILITY ENFORCEMENT MEDIA CAMPAIGN

Planned activity number: 20-HVECOM-402

Primary Countermeasure Strategy ID:

### Planned Activity Description

NHTSA’s eight edition of A Highway Safety Countermeasure Guide for Highway Safety Offices (Chapter # 2: Section 3.2), reported that “mass-media outreach works best when it is part of a multifaceted campaign that includes high-visibility enforcement” (NHTSA, Chapter 5 Section: 2.1, 2.2).” The key objective of the VIOHS’ fiscal year 2020 communication initiative is to introduce a high-visibility communication and outreach plan which complements an active sustained enforcement schedule territory-wide. The VIOHS intends to implement a combination of high-visibility enforcement while maintaining sustained traffic safety messages directed towards reducing dangerous driving behaviors throughout the U.S. Virgin Islands. Strong communication between the VIOHS, VIPD and the motoring public of the Virgin Islands is necessary to ensure the coordination and consistency of effective enforcement and deterrence efforts throughout the territory. Through various media networks, the PTS Coordinator will communicate information and coordinate the involvement of law enforcement to accomplish VIOHS’ high-visibility enforcement plan. Additionally, this planned activity will publicize any planned enforcement while encouraging safe driving behaviors and compliance with the laws of the U.S. Virgin Islands. This objective of the High-Visibility Media Campaign is to utilize this countermeasure strategy to ensure the well-being of motorists throughout the Virgin Islands, funding for which shall be appropriate and reasonable.

### Intended Subrecipients

VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

### Countermeasure strategies

Countermeasure Strategy
Communication Campaign

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	NHTSA 402		\$35,000.00		

### Planned Activity: IMPAIRED DRIVING MASS MEDIA CAMPAIGN

Planned activity number: 20-IDMMCOM-402

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity has received approval from the NHTSA Regional office for FY19, but planned activities that could not be completed in FY19 will be completed in FY20, if approved by the Region.

While the territory experienced a 16% decrease in DUI arrests from fiscal year 2017 to 2018. VIOHS’ top priorities for the FY2020 highway safety program includes mitigating increases in Unrestrained Vehicle Fatalities increased and Alcohol Impaired Driving Fatalities, which increased by one (1) fatality in fiscal year 2018. NHTSA’s eight edition of A Highway Safety Countermeasure Guide for Highway Safety Offices

(Chapter # 5: Section 5.2), reported that effectively delivered mass-media campaigns “were associated with a 13% reduction in alcohol-related crashes.” The publication further states that intensive communications and outreach activities regarding alcohol-impaired efforts should use radio, television, print and other media outlets (NHTSA, Chapter #5: Section: 5.2). The objective of the Impaired Driving Media Campaign is to utilize this countermeasure strategy to positively affect the selected performance measures.

### Intended Subrecipients

Virgin Islands Office of Highway Safety, Virgin Islands Police Department, Government of the Virgin Islands Agencies

### Countermeasure strategies

Countermeasure Strategy
Communication Campaign

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	NHTSA 402		\$200,000.00		

### Planned Activity: OCCUPANT PROTECTION MASS MEDIA CAMPAIGN

Planned activity number: 20-OPMMCOM-402

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity has received approval from the NHTSA Regional office for FY19, but planned activities that could not be completed in FY19 will be completed in FY20, if approved by the Region.

Historically, seat belt usage rates throughout the territory have been low compared to many States’ that have a seat belt usage rate of 90% or above. The VIOHS was unable to complete the Observed Seatbelt use for Passenger Vehicle Front Outboard Occupants (Seatbelt Survey) in 2017 due to the devastating impacts of Hurricanes Irma and Maria from which the USVI is still recovering. However, the results of the calendar year 2018 survey indicated a usage rate of 83.9%. The low seat belt usage rate demonstrates a lack of a safety culture throughout the U.S. Virgin Islands.

VIOHS’ top priorities for the FY2020 highway safety program includes mitigating increases in Unrestrained Passenger Vehicle Occupant Fatalities, which increased by one (1) fatalities in 2018. NHTSA’s eight edition of A Highway Safety Countermeasure Guide for Highway Safety Offices (Chapter # 2: Section 3.2), reported that “communications and outreach campaigns directed at low-belt -use groups have been demonstrated to be effective for targeted programs that support, and are supported by, enforcement (NHTSA, Section: 3.2).” The publication further states that high-visibility enforcement programs generally have been effective in increasing belt use (NHTSA, Chapter #2: Section: 2.1) through targeted publicity messages directed at specific lower-belt use groups. The objective of the Occupant Protection Media Campaign is to generate an increase in awareness of seat belt usage based sustained on seat belt enforcement activities, combined with a targeted campaign to ensure the well-being of motorists throughout the Virgin Islands.

## Intended Subrecipients

### Countermeasure strategies

Countermeasure Strategy
Communication Campaign

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	NHTSA 402		\$200,000.00		

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

Planned activity number: 20-PTSCOM-402

Primary Countermeasure Strategy ID:

### Planned Activity Description

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

## Intended Subrecipients

VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

### Countermeasure strategies

Countermeasure Strategy
Communication Campaign

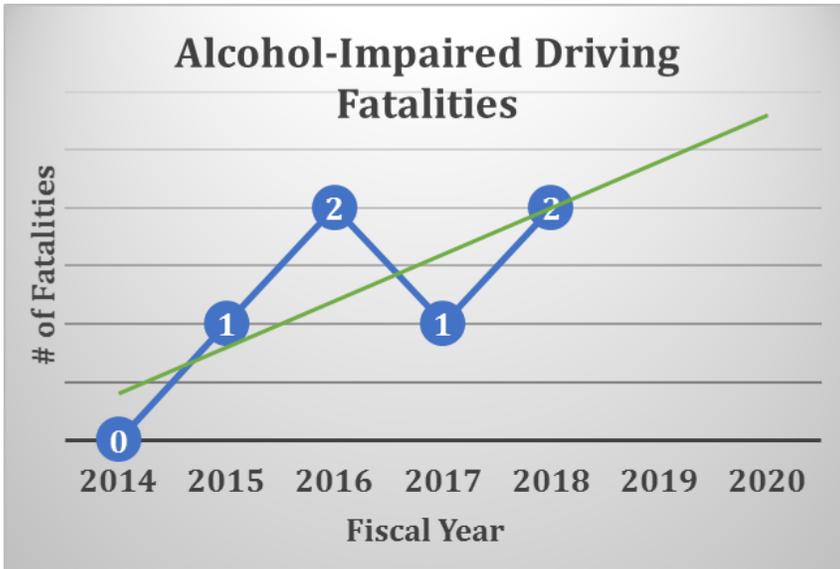
### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	NHTSA 402		\$35,000.00		

## Program Area: Impaired Driving (Alcohol)

### Description of Highway Safety Problems

Fiscal Year 2018, the Virgin Islands experienced a total of 4,502 collisions territory-wide, 793 of those collisions resulted in injuries while 15 were reported as fatalities. Of the 1,931 crashes within the district of St. Croix, 53 were attributed to impaired driving, while 20 of the 2,571 collisions within the St. Thomas/St. John district; totaling 73 DUI arrests and 2 impaired driving related fatality. An ongoing area of concern regarding highway safety, the fiscal year 2018 data displayed increases in occurrences of impaired driving related crashes despite a noted 39% increase in DUI arrests from enforcement territory-wide from the previous fiscal year.



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

There were 73 DUI arrests during FY 2018 of these 1 were grant funded whereas 72 DUI arrests were non-grant funded highway on the island of St. Croix; during which 20 non-grant funded DUI arrests were executed in the St. Thomas/St. John district. This illustrates a 17% decrease from the eighty-seven (87) arrests reported in fiscal year 2017 and revealed a pattern within the noted data set of issued citations and arrests.

Age	% of DUI Issued Citations	% of DUI Arrests	% of Fatalities
56 or higher	19%	33%	47%
36-55	4%	44%	20%
21-35	68%	21%	33%
16-20	9%	2%	-%
16 and below	-%	-%	-%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

The greatest amount of citations issued among motorists in the 21 to 35 years old. Surprisingly, this age range is higher than the 2017 fiscal year, given that DUI arrests were among the 36 to 55 years old with the lowest segments for citations. This is different from the section that experienced the highest percentage of DUI arrests and was among the age range of 36-55 years old. Regrettably, the highest category of fatalities transpired amongst motorists ages 56 and higher and received only 19% of the citations issued during periods of DUI Enforcement. Based on the data received from VIPD's traffic reporting database, Report Beam, the following outlines data-specific arrests by day of the week for the hours of 6:00 p.m. to 3:00 a.m. during the 2018 fiscal year.

St. Croix District Day of the Week	% of DUI Issued by Day of the Week	Crash Volume by Day of the Week
Sunday	37%	36%
Monday	10%	16%
Tuesday	8%	14%
Wednesday	5%	4%
Thursday	14%	22%
Friday	13%	4%
Saturday	13%	4%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

St. Thomas/St. John District Day of the Week	% of DUI Issued by Day of the Week	Crash Volume by Day of the Week
Sunday	30%	26
Monday	3%	6%
Tuesday	20%	16%
Wednesday	10%	8%
Thursday	2%	12%
Friday	10%	8%
Saturday	25%	24%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

### Associated Performance Measures

#### Countermeasure Strategies in Program Area

Countermeasure Strategy
Highway Safety Office Program Management
Training
Youth Programs

### Countermeasure Strategy: Highway Safety Office Program Management

Program Area: Impaired Driving (Alcohol)

#### Project Safety Impacts

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

#### Linkage Between Program Area

The efficient implementation of highway safety programs remains critical to the success of the VIOHS. Efforts

to promote highway safety compliance through education, awareness, and the resulting reduction in incidences of impaired driving fatalities in FY 2020 by 1 and related collisions, resulting in serious injuries attributed to impaired driving by 43; has been key factors of assessing the effectiveness of the VIOHS. The inclusion of a Coordinator to develop and facilitate activities geared towards mitigating the risks associated with impairments among motorists on the territory’s highways supports the overall objective of the VIOHS’ mission.

## Rationale

### Planned activities in countermeasure strategy

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

## Planned Activity: Impaired Driving Management Grant

Planned activity number: 20-IDMAN-402

Primary Countermeasure Strategy ID:

### Planned Activity Description

The implementation of highway safety programs remains critical to the success of the VIOHS. Efforts to promote highway safety compliance through education, awareness, and the resulting reduction in incidences of impaired driving fatalities in FY 2020 from 2 to 1 and related collisions, resulting in serious injuries attributed to impaired driving from 53 to 43; has been key factors of assessing the effectiveness of the VIOHS. The Coordinator under the Impaired Driving Highway Safety Program will assist in the VIOHS’ effort to promote highway safety throughout the U.S. Virgin Islands..

Primary responsibilities include the successful development and implementation of targeted activities which contributes towards promoting highway safety throughout the territory. In support of this measure, the Coordinator would be responsible for the formation of an Impaired Driving Task Force comprising of such Government agencies as the Virgin Islands Police Department (VIPD), Department of Education (DOE), Department of Human Services, (DHS) and the University of the Virgin Islands (UVI); while incorporating the assistance of non-profit entities vested in the interest of promoting safe and responsible driving behaviors throughout the territory. Additional duties of the Highway Safety Coordinator comprise program planning, initiating community outreach activities, accounting for reliable data, and assisting with the implementation of the overall objectives and initiatives of the VIOHS. The Coordinator will also provide oversight, monitoring and evaluation of sub-grantees under the Impaired Driving Program Area; complete the administrative aspects of the Impaired Driving Program; contribute towards the development of the VIOHS’ Annual Report and the development of the Highway Safety Plan; and facilitate staff education and development surrounding impaired driving.

This position serves as the single statewide resource responsible for the management of grant proceeds under the Impaired Driving program area. A program area responsible for the implementation of initiatives on alcohol and drug impairments as well as fatigued and distracted driving. Accountabilities include the expansion of community-based sub-grantees, long and short-term program planning, grant development, budget development and oversight.

### Intended Subrecipients

Virgin Islands Office of Highway Safety, Virgin Islands Police Department, VI governmental agencies, non-profits organizations.

### Countermeasure strategies

Countermeasure Strategy
Highway Safety Office Program Management

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402		\$103,000.00		

### Countermeasure Strategy: Training

Program Area: Impaired Driving (Alcohol)

#### Project Safety Impacts

The sole purpose of this countermeasure is to support round-table discussions between judicial entities with an objective to increase the knowledge and awareness of law proceedings on impaired driving which could possibly increase the conviction rates of impaired drivers throughout the Territory. The countermeasure strategy will include planned workshops which enhances the knowledge of local law professionals to include judges, prosecutors and court appointed personnel in efforts to decrease recidivist of DUI offenders. The countermeasure will also support the purchase of equipment to successfully complete enforcement activities under the program area. Funding for this activity shall be appropriate and reasonable.

#### Linkage Between Program Area

The incorporation of programs which supports the main objectives of the VIOHS are critical for the success of the agency. Expanding the knowledge base and resources of local laws professionals creates a unified process of addressing the impact of impaired driving in terms of highway safety. An effective countermeasure in deterring repeated behaviors and habitual offenders, planned activities identifies with the problem identification and serve as an effective approach of deterrence. A key to promoting reductions in crashes, fatalities and injuries resulting from unsafe driving behaviors. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasure strategies that would improve the performance of the VIOHS', the VIPD and the judicial system of the Virgin Islands.

#### Rationale

In addition to changing the course of the cultural norm towards a seemingly unpunishable custom in terms of impaired driving, the application of this countermeasure strategy augmented by planned activities will contribute to attaining the performance targets set to reduce the number of crashes, serious injuries, and fatalities throughout the Virgin Islands.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
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## Planned Activity: Judicial Workshops

Planned activity number: 20-IDJud-402

Primary Countermeasure Strategy ID:

### Planned Activity Description

Conferences and workshops which enhances the knowledge of law professionals will assist the VIOHS' in reducing recidivism throughout the territory. Initiatives discussed by NHTSA in the Highway Safety Guide for Offices (Chapter # 1: Section 3.1), encouraged teamwork from such judicial factors as judges, prosecutors, toxicologist and probation staff. The intended purpose of this countermeasure is to host round table discussions between an experienced DWI Judge and local law professionals.

### Intended Subrecipients

Virgin Islands Office of Highway Safety, Judicial Entities of the GVI, Department of Justice, Toxicologist DOH & JFLH

### Countermeasure strategies

Countermeasure Strategy
Training

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402		\$15,000.00		

## Countermeasure Strategy: Youth Programs

Program Area: Impaired Driving (Alcohol)

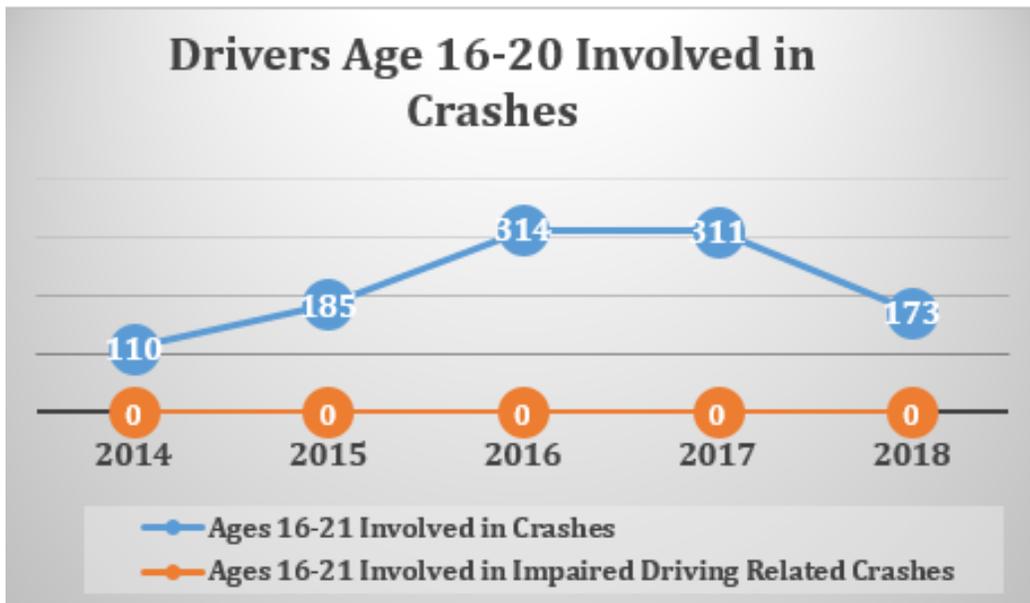
### Project Safety Impacts

Adolescent drivers between the ages of sixteen to twenty-one (16-21) were involved in a total of one-hundred and seventy-five (175) crashes in the district of St. Croix and one hundred and nineteen (119) crashes within the district of St. Thomas/St. John. This accounted for 7% of total crashes involving an adolescent driver territory-wide during fiscal year 2018. A forty-four-point four percent (44.4%) decrease from reported collisions occurring in fiscal year 2017, a percentage impacted by development and behavioral issues combined with inexperience.

To combat the percentage of crashes involving adolescent drivers and mitigate the future risk of impaired driving, as progressively displayed in the output of data gathered from report beam, the intention of the selected countermeasure is to address behavioral challenges within this targeted segment of the population. Intended strategies utilizes an approach focusing on "social norms" to include accurate information about youth drinking-and-driving prevention programs discouraging drinking and driving, driving with a driver who has been drinking, and motivations against drinking altogether.

Incorporating an outreach component, the VIOHS' agenda includes the utilization of such prevention tools as

Fatal Vision and SIDNE to assist in delivering engaging hands-on campaigns. Addressing the misuse and abuse of alcohol and other drugs, the highway safety coordinator will tie in a distracted driving piece as it relates to the targeted segment of the population. The lesson provided by Fatal Vision and SIDNE remains consistent. Participants will experience the delayed reactions of an impaired driver whose unable to react in time to avoid a collision. This experience will provide SIDNE participants with a first-hand account of the consequences of distraction, alcohol, and other drugs while driving. The goal is to communicate a culture of safety among drivers ages 16-21, thereby creating awareness and deterrence from the data-supported progression of motorists in higher age categories throughout the U.S. Virgin Islands.



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

### Linkage Between Program Area

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

Adolescent drivers represented 7% of total crashes and 9% of citations issued during grant funded enforcement activities territory-wide during fiscal year 2018. Planned initiatives directed towards decreasing the number of crashes within this segment of the population remains the objective of this countermeasure. A performance measure focused on reducing the number of crashes by 15% from that reported during fiscal year 2019 has been

established as a performance target for fiscal year 2020. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasure strategies that would improve the output for this segment of the territory’s population.

**Rationale**

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

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

Based on Countermeasures that Work 2015, Chapter I Impaired Driving, Section 6.5 (Youth Programs-Peer to Peer Approach) and NHTSA’s Uniform Guidelines, Guideline #8. Impaired Driving.

**Planned activities in countermeasure strategy**

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

**Planned Activity: Impaired Driving Youth Awareness Programs**

Planned activity number: 20-IDYAP-402

Primary Countermeasure Strategy ID:

**Planned Activity Description**

The VIOHS Coordinator, through the guidance of the VIOHS Planner, will represent the interest of the office in inciting interests in creating local chapters for Students Against Destructive Decisions (SADD). Under this countermeasure, this program will be directed towards conducting community-based education and outreach

efforts using first-hand accounts, preventative tools, and avenues to discuss the consequences for driving impaired and promoting traffic safety.

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

### Intended Subrecipients

Virgin Islands Office of Highway Safety, Virgin Islands Department of Education

### Countermeasure strategies

Countermeasure Strategy
Youth Programs

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402		\$40,000.00		

### Planned Activity: Impaired Driving Youth Awareness Programs

Planned activity number: 20-IDYAPLC-402

Primary Countermeasure Strategy ID:

### Planned Activity Description

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

objective and will ensure the well-being of adolescent drivers between the ages of sixteen to twenty-one throughout the Virgin Islands. Funding for this activity shall be appropriate and reasonable.

### Intended Subrecipients

Virgin Islands Office of Highway Safety, Department of Licensing & Consumers, Virgin Islands Police Department

### Countermeasure strategies

Countermeasure Strategy
Youth Programs

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402		\$15,000.00		

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

### Description of Highway Safety Problems

VIOHS was unable to complete the Observed Seatbelt use for Passenger Vehicle Front Outboard Occupants (Seatbelt Survey) in 2017 due to the devastating impacts of Hurricanes Irma and Maria from which the USVI is still recovering. The Seatbelt Survey will, however, be completed in 2020. Past survey results have indicated fluctuating increases and decreases in seatbelt usage annually as indicated in the chart below. VIOHS has set the ‘2020 Goal’ at 82% usage.

2013	2014	2015	2016	2017	4 Year Moving Average	2020 Goal
76.80%	66.10%	82.70%	79.10%	NA	76.18%	82%

Historically, seat belt usage rates throughout the territory have been low compared to many States’ that have a seat belt usage rate of 90% or above. The low seat belt usage rate demonstrates a lack of a safety culture within the territory.

At this time restrained/unrestrained demographic data and location data are not available, but given the small population of the Virgin Islands (~106,000 people), the current countermeasure strategies targets a captive audience of residents and visitors engaged in utilizing public, commercial and/or personal vehicles as a means of transport to promote adhering to local law with the intent of decreasing/eliminating unrestrained fatalities and serious injuries. VIOHS’ top priorities for the FY2020 highway safety program includes mitigating increases in Unrestrained Passenger Vehicle Occupant Fatalities, which increased by five (5) fatalities in 2018.

VIOHS works to achieve performance targets through employing evidence-based countermeasure activities that mitigate identified problems and satisfy performance targets. VIOHS utilizes Countermeasures That Work:

A Highway Safety Countermeasure Guide for State Highway Safety Offices (8th Edition, 2015) as guidance to identify strategies that have proven effective nationally and are appropriate given data relevant to problem identification and available resources. VIOHS also considers the Uniform Guidelines for State Highway Safety Programs.

**Associated Performance Measures**

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	Annual	4.00
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2020	Annual	85.00

**Countermeasure Strategies in Program Area**

Countermeasure Strategy
CHILD PASSENGER SAFETY
HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT
OCCUPANT PROTECTION OBSERVATIONAL SURVEY

**Countermeasure Strategy: CHILD PASSENGER SAFETY**

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

**Project Safety Impacts**

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

Certified technicians participate in publicized inspection checkpoints and provide supplies and equipment to conduct the checkpoints. Purchase of child restrain seats for checkpoints, fittings stations and community outreach programs will be funded at 5% with 405(b) funds, to be distributed through the VIOHS car seat clinics.

**Linkage Between Program Area**

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

**Rationale**

This strategy is based on Countermeasures that Work 2015, Chapter 2, Seat Belt and Child Restraint, Section 7.2, programs that make child seat available at low cost. This countermeasure was chosen since 22 percent of the USVI population lives in poverty, according to the 2010 U.S. Census. In addition, 20% of the USVI

population is between 0 to 14 years of age (2010 U.S. Census) this countermeasure strategy will reach a good percentage of the population and instill in a young population the importance of using the appropriate restraint while in a vehicle. Funding will cover training equipment, training materials, per diem, lodging and other related costs.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
20-OPCPS-CONF-402	NATIONAL CHILD PASSENGER SAFETY CONFERENCE
20-OPCPS-FIT-402	CPS FITTING STATIONS
20-OPCPSTr-402	CPS TRAINING

**Planned Activity: NATIONAL CHILD PASSENGER SAFETY CONFERENCE**

Planned activity number: 20-OPCPS-CONF-402

Primary Countermeasure Strategy ID:

**Planned Activity Description**

The VIOHS’ will embark on a community campaign to promote child passenger safety through collaborations, networking and mentoring. In preparation for plans to present an innovative approach towards child passenger and the 2020 child safety week activities, the VIOHS’s director, Coordinator and two CPS Technician will attend the 2020 National Child Passenger Safety Conference. Armed with an acquired knowledge, conference attendees will work on the development of a customized local campaign geared towards expanding and empowering the territory’s Child Safety Community through the development of an active and interactive committee. The proposed initiative will enlist VIOHS’ staff, certified technicians, law enforcement officers and community participants in an effort to present an occupant safety conference in 2020 with a Child Passenger Safety component. The VIOHS will ensure that the proper management of funds within an established budget are adhered to by the Community Outreach Programs.

**Intended Subrecipients**

Virgin Islands Highway Safety Office, Selected Representation from the territory’s CPS Technicians

**Countermeasure strategies**

Countermeasure Strategy
CHILD PASSENGER SAFETY

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	NHTSA 402		\$15,000.00		

**Planned Activity: CPS FITTING STATIONS**

Planned activity number: 20-OPCPS-FIT-402

Primary Countermeasure Strategy ID:

## Planned Activity Description

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

## Intended Subrecipients

Virgin Islands Highway Safety Office, VI governmental agencies, non-profits, private contractor and hospitals

## Countermeasure strategies

Countermeasure Strategy
CHILD PASSENGER SAFETY

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	NHTSA 402		\$40,000.00		

## Planned Activity: CPS TRAINING

Planned activity number: 20-OPCPSTr-402

Primary Countermeasure Strategy ID:

## Planned Activity Description

Click or tap here to enter text.

## Intended Subrecipients

Virgin Islands Highway Safety Office, VI governmental agencies, non-profits, private contractor and hospitals

## Countermeasure strategies

Countermeasure Strategy
CHILD PASSENGER SAFETY

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	NHTSA 402		\$40,000.00		

## Countermeasure Strategy: HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT

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

## Project Safety Impacts

A highway safety planner will partake in occupant protection activities 60% of their time and dedicate the other 40% to planning outreach activities territory-wide for the VIOHS staff. This position serves as a professional

specialist with independent responsibility for the development of territory-wide efforts geared towards increasing sub-grantee applicants and the amount of VIOHS initiatives conducted with community groups, governmental agencies, universities and educational institutions. The Highway Safety Planner directs the oversight of the VIOHS community outreach efforts for all programs and coordinate the establishment of initiatives targeting various segments of the motoring public throughout the U.S. Virgin Islands.

### Linkage Between Program Area

The expansion of highway safety programs remains critical to the success of the VIOHS. Efforts to promote highway safety compliance through education, increased seatbelt usage and correct use of child protective safety seats has been identified as key points of assessing the effectiveness of the VIOHS. The inclusion of a Highway Safety Planner to assist in directing work activities and provide oversight over the expansion of current VIOHS programs remains key to the immediate success of the office. Particularly as efforts to increase data activity for addressing the needs of the motoring public throughout the territory has been highlighted as a key factor for attaining future grant opportunities. Of utmost interest is the need to identify data to set performance targets, plan effective initiatives and develop opportunities to revamp such programs as the occupant protection program. The VIOHS planner will also monitor section activities to ensure each section is operating efficiently and supports the overall objectives of the VIOHS.

### Rationale

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

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-OPSMGR-402	OCCUPANT PROTECTION PROGRAM MANAGEMENT

### Planned Activity: OCCUPANT PROTECTION PROGRAM MANAGEMENT

Planned activity number: 20-OPSMGR-402

Primary Countermeasure Strategy ID:

#### Planned Activity Description

A highway safety planner will partake in occupant protection activities 60% of their time and dedicate the other 40% to planning outreach activities territory-wide for the VIOHS staff. This position serves as a professional specialist with independent responsibility for the development of territory-wide efforts geared towards increasing sub-grantee applicants and the amount of VIOHS initiatives conducted with community groups, governmental agencies, universities and educational institutions. The Highway Safety Planner directs the oversight of the VIOHS community outreach efforts for all programs and coordinate the establishment of

initiatives targeting various segments of the motoring public throughout the U.S. Virgin Islands.

## Intended Subrecipients

VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

### Countermeasure strategies

Countermeasure Strategy
HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	NHTSA 402		\$133,000.00		

## Countermeasure Strategy: OCCUPANT PROTECTION OBSERVATIONAL SURVEY

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

### Project Safety Impacts

The occupant protection observational survey is a requirement to qualify for 405b funds, and it is a scientific tool measuring seat belt use island wide. As such, VIOHS wants to increase seatbelt usage throughout the territory. VIOHS' intent is to see an increase seatbelt survey rate of 85% usage based on past rates and the four (4) year moving average. Progress is measurable via the FY2019 seatbelt survey results.

### Linkage Between Program Area

Click or tap here to enter text.

### Rationale

Please see Problem Identification section

### Planned activities in countermeasure strategy

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

## Planned Activity: OCCUPANT PROTECTION OBSERVATIONAL SURVEY

Planned activity number: 20-OPSSBS-402

Primary Countermeasure Strategy ID:

### Planned Activity Description

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

Seat Belt Observational Survey

Calendar Year 2019

Survey Field Work

October 7 – October 18, 2019

Survey Data Analysis

October 28 – November 15, 2019

Survey Submission, Discussion & Approval

December 20, 2019

Final Submission of Calendar Year 2019

January 17, 2020

Calendar Year 2020	
Survey Field Work	JUNE 1 TO JUNE 20, 2020 JUNE 1 TO JUNE 20, 2020
Survey Data Analysis	JUNE 22 TO JULY 18, 2020 JUNE 22 TO JULY 18, 2020
Survey submission, discussion and approval	SEPTEMBER 7, 2020 SEPTEMBER 7, 2020
Final Submission of Calendar Year 2020	DECEMBER 15, 2020

### Intended Subrecipients

PRIVATE CONTRACTOR

### Countermeasure strategies

Countermeasure Strategy
OCCUPANT PROTECTION OBSERVATIONAL SURVEY

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	NHTSA 402		\$140,000.00		

### Program Area: Planning & Administration

#### Description of Highway Safety Problems

Click or tap here to enter text.

#### Associated Performance Measures

#### Planned Activities

#### Planned Activities in Program Area

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

#### Planned Activity: PLANNING & ADMINISTRATION

Planned activity number: 20-PA-402

Primary Countermeasure Strategy ID:

#### Planned Activity Description

Established by the Government of the Virgin Islands (GVI) in accordance with the Highway Safety Act of 1966, the Virgin Islands Office of Highway Safety (VIOHS) denotes a division within the Virgins Islands

Police Department responsible for the reduction of traffic crashes, injuries and fatalities on the roadways throughout the U.S. Virgin Islands. Pursuant to the approval of the Virgin Islands Senate, the division operates on appropriations from the local government and receives the support of the National Highway Traffic Safety Administration's (NHTSA) through funding from Section 402 State and Community Highway Safety grant program and Section 405 National Priority Safety Program on Fixing America's Surface Transportation (FAST) Act.

Guided by a renewed mission of improving highway safety territory-wide through the development, promotion, and implementation of educational outreach campaigns; enforcements and community-directed alliances, the VIOHS enthusiastically approaches fiscal year 2020 with clear and measurable objectives, benchmarks, and milestones to ensure success. In adhering to mandates to promote highway safety territory-wide, the VIOHS intends to address the following program areas through the FY 2020 HSP:

- Occupant Protection
- Impaired Driving
- Police Traffic Services
- Communications
- Traffic Records
- Community Traffic Safety Programs

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

#### Problem Statement

The VIOHS has experienced a variety of challenges in recent years. Challenges further exacerbated by two category five hurricanes which occurred at the latter end of fiscal year 2017. An unfortunate event which halted the VIOHS' operations for over five months and continues to have lingering effect on the seamless operations between agencies, departments, and entities of the Government of the U.S. Virgin Islands. As the office continues to build upon a sense of renewed purpose with the territory, consideration for improvements such as the implementation of an updated traffic system; policy and procedures manual; and increase in community-

based activities to include an upturn in sub-grantee initiatives directed towards altering behavioral patterns among the motoring public, have taken precedence among the agency's objectives.

As the VIOHS continues to strive to meet the new FAST ACT requirements for Fiscal Year (FY) 2020, data will be analyzed with increased relevancy and frequency. As such, the VIOHS staff will be responsible for developing and identifying evidence-based strategies to achieve performance targets established within the annual HSP. Office objectives and responsibilities includes increased involvement in assigned program areas compromising minimum requirements of outreach activities, expansion of program mandates throughout the Virgin Islands and monitoring of subgrantees. Additionally, the collection of relevant data from grant funded law enforcement activities and traffic safety programs outreach will ensure efficient use of funding to accomplish a data driven approach towards meeting the mandates of the Virgin Islands Office of Highway Safety.

#### Program Description

The Planning and Administration project entails the management of Federal Highway safety funds (§.402, §405, §405b, §405c, §406 and §408), local funds (non-matching), distribution of these funds to sub grantee agencies, preparation of the annual Highway Safety Plan and Highway Safety Plan Evaluation. The process of planning and administrating the goals and objectives of the Highway Safety Office is continuous in the following manner:

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

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

The Federal Highway Safety funds are distributed according to data-driven justification and collaboration with many partners such as NHTSA, which makes regular inputs for consideration, and the Federal Motor Carrier Safety Administration (FMSCA), which gives ideas on a regular basis. Moreover, the Office of Highway Safety will continue to coordinate with local law enforcement in promoting traffic safety throughout the U.S. Virgin Islands'.

Therefore, the goal continues to be to increase safety awareness and reduce highway crashes, injuries and fatalities across the Territory.

Project Title: Planning and Administration

Project Number: 20-PA-402

Funding Source: 402

MOE Amount: To be determined. The VIOHS will inform the NHTSA Region 2 Office when this amount is received.

Indirect Cost Rate: 13.12% (Subject to change based on the Virgin Islands Office of Management and Budget)

Personnel and Fringe Benefits:

Director position directs the design, implantation, monitoring, and evolution of all federal programs under the Office of Highway Safety and the completion of the Highway Safety Plan. Sixty-five (65%) percent of the director’s time will be dedicated to NHTSA mandates.

Fiscal Officer serves as the accounting technical support for the Fiscal Section, which handles all aspect of the Federal grant programs within the VI Office of highway Safety to include grant budgets, supervision of purchasing and accounting functions, coordination with central accounting processes financial voucher requests for the VIOHS grant programs.

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

Operating Expenses:

Travel/Training is needed for professional growth and knowledge to ensure program efficiency continues to be at the forefront.

Office Supplies are needed to carry out the mission and vision of the Planning and Administration program.

Supplies include printer ink, copy paper, gas coupons, cleaning supplies, and other necessary supplies.

Planning and Administration			
Project Number	Agency	Amount	Source
20-PA-402	VIPD	\$290,667.50	402
<b>Total</b>		<b>\$290,667.50</b>	

<b>Personnel</b>	<b>\$151,676.00</b>
Fringe	\$57,279.00
Supplies	\$8,000.00
Travel	\$40,000.00
<b>Subtotal</b>	<b>\$256,955.00</b>
<b>Indirect Cost (13.12%)</b>	<b>\$33,712.50</b>
<b>Total</b>	<b>\$290,667.50</b>

Position Title	Incumbent	Hourly	No. of Hours	No. of	Salary
Wage	per Week	Week			
Director		\$42.91	26	52	\$58,014.00
Fiscal Officer		\$23.83	30		52
					\$38,662.00
Compliance Officer		\$26.44	40		52
					\$55,000.00
<b>Subtotal Personnel Cost</b>		<b>\$151,676.00</b>			
<b>Fringe Benefits</b>					

FICA	7.65% of salary	\$ 11,603.00
Retirement	20.5% of salary	\$ 31,094.00
Workmen's Comp.	\$320.00 (x1.40)	\$ 448.00
Unemployment Ins.	of salary	\$
Health Insurance	\$10,397.76	\$ 0.00
Health Insurance	\$5,889.36 (x2.40)	\$ 14,134.00 \$ 14,134.00
Other	% of salary	
	Subtotal Fringe	\$ 57,279.00

## Intended Subrecipients

US Virgin Islands Office of Highway Safety

### Countermeasure strategies

### Funding sources

## Program Area: Police Traffic Services

### Description of Highway Safety Problems

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

Seatbelt restraint increased by 4.84% from 79.10% (2016 survey) to 83.9% (2018 survey). Observed use rate for the fiscal year was reported at 83.9%. The VIOHS has set the fiscal year 2020 goal at 85% usage. A goal which includes the complimentary aspects of an aggressive public outreach campaign, coupled with elevated high-visibility enforcement activities, including citations, to promote highway safety. Relevant to seatbelt citations, in 2018 there was an 85% reduction in citations during grant-funded enforcement from the 2017. Using a data-driven approach, these analyses provide the basis for setting performance measures, selecting countermeasure strategies and identifying planned activities to ensure the territory's ability to reach the performance targets for the PTS program area.

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

The data driven application of an enforcement model directed towards creating safer roadways for visitors and residents alike, comprises continuous improvements of a plan relevant to the promotion of highway safety. The VIOHS' top priorities for the FY 2020 highway safety program include mitigating increases in Serious Injuries in Traffic Crashes, the territory recorded 793 incidences requiring the assistance of emergency services in

FY2018; Fatalities– increased by five (5) fatalities since 2017; Unrestrained Passenger Vehicle Occupant Fatalities – increased by five (5) fatalities in 2018; Pedestrian Fatalities –increased by one (1) fatality in 2018; and Speeding Fatalities – remained stagnant by two (2) fatalities in 2018. The VIOHS will work to maintain and expand reductions that have been achieved in highway safety programs territory-wide. Directed initiatives with an objective to maintain reductions in Traffic, Impaired Driving, Motorcycle, Pedestrian and Unrestrained Fatalities remains critical to promoting Highway Safety in the Virgin Islands.

Impaired driving enforcement generated seventy-three (73) DUI arrests throughout the territory for fiscal year 2018, despite these efforts there was a total of 4,502 collisions territory-wide. One thousand, seven hundred seventy-one (1,931) crashes occurred within the district of St. Croix with fifty-three (53) of those crashes being attributed to impaired driving. Unrestrained motorists accounted for 33% of crash victims for fiscal year 2018. The St. Thomas/St. John district experienced a total of two thousand five hundred and seventy-one (2,571) collisions – 2,541 on St. Thomas and 30 on the island of St. John. Twenty (20) of the collisions within the St. Thomas/St. John district were attributed to impaired driving, with one (1) impaired driving related fatality. Of the fifteen (15) fatalities reported during fiscal year 2018, two (2) drivers and three (3) passengers were unrestrained. Fiscal year 2018 fatalities and DUI arrests by age, has been compiled in the chart below.

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Injuries requiring the assistance of emergency services personnel accounted for 793 of the 4,502 incidences territory-wide. The following signifies motorists who exhibited an injury following a collision by categorization.

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During fiscal year 2018, the data from Report Beam revealed that a greater number of crashes transpired between 6:00pm and 3:00am. Forty-three percent (43%) of total crashes occurred within the district of St. Croix, while fifty-seven percent (57%) occurred within the St. Thomas/St. John district. The following high crash locations (by Island) for fiscal year 2018 were obtained through Report Beam and supported through the Department of Health Emergency Services (EMS) Division.

St. Croix:

Route 70 (48% of the total crashes)

Highway extending from east to west with multiple spurs into smaller communities.

Route 75: Northside Road (15% of total crashes)

Route 66: Melvin Evans Highway (12% of total crashes)

Route 62 Southside Road (19% of total crashes)

Route 82 East End Road (6% of crashes)

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

Route 70 – Queen Mary Highway

A half mile stretch beginning at the St. Croix Educational Complex and the University of the Virgin Islands and ending at Route 682 (St. Croix Central High School) which represents a high-crash

location along Route 70.

A 45-degree angled bend containing a black spot (Near Estate Peter's Rest). The 45-degree curve serves as a 3-way intersection without any traffic lights and support oncoming traffic traveling east to west on Route 66, West to East on Route 66, outgoing traffic from the access road identified as Highway 682 (Hess Road) and the corridor identified as Route 62 leading from Estate Peter's Rest onto Route 66.

A little over a quarter mile stretch of road between two stand-alone bus shanty's located in the vicinity of Estate Whim. The high crash location consists of parallel roads identified as Routes 701.0 to 701.3 leading in and out of segments of the neighborhoods on either side of the highway. During FY2018, an unrestrained motorist's collision resulted in a fatality of an impaired driver and serious injuries along this route.

Northside Road (Route 75)

A windy road along Route 75 consisting of 3.5 to 4 miles towards Junction 751 constitutes the high crash area referred to as Northside Road. During FY2018, a distracted driver collision by running into a motorcycle motorist which resulted in a fatality.

Route 66 – Melvin H. Evans Highway

Extending approximately 9 miles (14 km), Melvin H. Evans Highway represents the most heavily used route on the island of St. Croix.

EMS identified two areas along the highway considered to be high crash locations.

Highway 681 (Hess Road) and the 4-way stop at Sunny Isles.

During fiscal year 2018, there were two (2) collisions on a 3.5 mile stretch along Route 66.

St. Thomas:

Route 30 Veterans Drive (63% of total crashes)

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

Route 38 Weymouth Rhymer Highway (16% of total crashes)

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

Route 32 Red Hook Road (5% of total crashes)

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

Route 37 Northside Road (12% of total crashes)

Serving the second-most populous administrative census sub-district on St. Thomas and the largest sub-district by area, Route 37 contains many vistas and overlook points as well beaches and bays

along 2.2 miles (3.5 km) of roadway.

Route 39 Donoe Road (4% of total crashes)

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

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

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

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

Route 32 – An area called Brookman Road

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

Route 30 – An intersection referred to Mandela Circle

Prone to traffic jams due to a combination of large amounts of shoppers, poorly timed lights, and a complex intersection with Highway 313 – a minor road serving as a de facto eastern bypass of the capital Charlotte Amalie; Mandala Circle represents the intersection which experiences the most auto pedestrian accidents on the island of St. Thomas according to Department of Health’s EMS Division. Bordered by a Wendy’s Restaurant and the West India Company Dock (WICO referred to as the Haven Sight Cruise Ship Dock) on the South; westbound traffic towards Veteran’s Drive and the airport on Route 30; Route 316 extend to the North parallel to Route 313 for a short interval which runs in front of the multi-purpose luxury shopping mall, Haven sight; and Route 38 heading east towards Smith Bay.

St. John:

**Associated Performance Measures**

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	Annual	1.00

2020	C-6) Number of speeding-related fatalities (FARS)	2020	Annual	2.00
2020	C-7) Number of motorcyclist fatalities (FARS)	2020	Annual	2.00
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2020	Annual	0.00
2020	C-10) Number of pedestrian fatalities (FARS)	2020	Annual	1.00
2020	C-11) Number of bicyclists fatalities (FARS)	2020	Annual	0.00
2020	Number of Alcohol Impaired Driving Fatalities	2020	Annual	1.00
2020	Number of Serious Injuries Attributed to Impaired Driving	2020	Annual	43
2020	Increased implementation of Strategically Targeted Enforcement	2020	Annual	5.00

### Countermeasure Strategies in Program Area

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

### Countermeasure Strategy: ENFORCEMENT OF TRAFFIC LAWS

Program Area: Police Traffic Services

North Shore Road (accounts for less than 1% of reported crashes)

Kings Hill Road (accounts for less than 1% of reported crashes)

#### Project Safety Impacts

Utilizing specifically trained officers and equipment, the VIOHS intends to use data-driven enforcement planning to enforce traffic laws and reduce crashes. A countermeasure, we believe, will assist in reducing the number of crashes and increase the number of safety impact territory- wide. The same evidence-based enforcement principles apply across aggressive driving/speed, occupant protection, and impaired driving

enforcement, therefore a comprehensive approach using both periodic and sustained enforcement operations to address general and high-risk areas provides a greater opportunity for long-term program impact.

### Linkage Between Program Area

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

### Rationale

Speeding related fatalities have generally reflected nearly one-third of all fatalities. A fact that is exacerbated by the road conditions throughout the territory and affects the statutory maximum speed limits. As a result, data reflects that over 20 % of all fatalities were a result of speeding- related crashes and, on average, 10 % of all fatalities were a result of aggressive driving. This countermeasure was selected to compliment occupant protection and impaired driving enforcement efforts, ensuring enforcement is directed at the most problematic driving behaviors as defined by crash data. Mobilizations and sustained enforcement are identified with an objective of deterring speeding and aggressive driving particularly as the territory continues with re-building efforts. A data-driven application enforcement model will be used to ensure a coordinated enforcement effort and resulting increase in performance effectiveness and output.

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

#### Planned activities in countermeasure strategy

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

### Planned Activity: ST. JOHN SUSTAINED ENFORCEMENT

Planned activity number: 20-STJENF-402PTS

Primary Countermeasure Strategy ID:

## Planned Activity Description

This planned activity will consist of targeted efforts to enforce traffic laws on the island of St. John. The smaller of the U.S Virgin Islands, the island of St. John proves unique with its quaint and open town environment bordered by bars and restaurants. During fiscal year 2018, the island reported a total of 30 collisions. As a result, planned activities targeting the enforcement of laws include foot patrol, bike patrols and the use of enforcement vehicles from the island of St. Thomas. Tasks targeting the following enforcement efforts would be applied for fiscal year 2020.

### Targeted Initiatives promoting the enforcement of traffic laws

#### Speed Enforcements

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

Highly publicized and highly visible initiative enforcing practical, sound and broadly accepted laws to include speed enforcement of penalty types/ enforcements for speeding and various traffic enforcements; speed management; and seat belt enforcement initiatives. Current Virgin Islands law reflects the application of fines based on reported speed rates, yet data reflects a 33% decrease in speeding fatalities for fiscal year 2018. The incorporation of active and targeted initiatives promoting customized efforts of traffic law enforcements, specified by location and supported adjudication, is essential to the effective promotion of adhering to traffic laws.

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

##### Task #2 – Speed Enforcements

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

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

Enforcement and traffic safety media campaigns will also be conducted during the Independence Day celebrations which also corresponds with the island’s annual festival. The facilitation of additional enforcement

activities at random will also be completed. Statistics gathered during each wave will be compiled and reported as an additional source of data.

## Intended Subrecipients

### Countermeasure strategies

Countermeasure Strategy
ENFORCEMENT OF TRAFFIC LAWS

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402		\$10,000.00		

## Planned Activity: ST. THOMAS SUSTAINED ENFORCEMENT

Planned activity number: 20-STTENF-402PTS

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity will consist of targeted efforts to enforce traffic laws on the island of St. Thomas. The capital of the U.S Virgin Islands, the island of St. Thomas proves to be the most robust of the Virgin Islands enliven with commerce. A fact which remains evident as the Island encountered a total of 4,502 crashes for fiscal year 2018. Planned activities targeting motorists on this island will reflect enforcement and public outreach efforts comprising of the following tasks:

Targeted Initiatives promoting the enforcement of traffic laws

Speed Enforcements

Random Traffic Enforcement

Task # 1 – Targeted Initiatives Promoting Enforcement of Traffic Laws

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

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

Each initiative will be followed by a week of traffic safety messages via message boards placed at various well-traveled locations on St. Thomas. An activity-based effort, the objective of the initiatives is to incite awareness,

thereby changing the behavior of the motoring public as well as to issue citations to effectuate this objective. Planned enforcement initiatives will be coordinated through the VIOHS Law Enforcement Liaison and monitored to ensure the implementation and success of each activity.

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

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

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

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

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

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

#### Speed Enforcements – St. Thomas

Current Virgin Islands law reflects the application of fines based on reported speed rates, yet data reflects a 33% decrease in FY2018 from FY2017 speeding fatalities territory-wide. As a result, the VIOHS will utilize historical crash data in support of five (5) speed enforcement initiative on the island of St. Thomas. An effort in support of reducing speed related crashes, the VIOHS will provide for the wages of up to eight (8) officers and two (2) supervisors utilizing laser apparatus by officers strategically placed at certain sections of Veterans Drive (Route 30); Raphune Hill Road along Weymouth Rhymer Highway (Route 38); and Brookman Road (Route 32). Position at various locations along each route, the officer utilizing the laser will radio in to a cluster of three officers (per initiative) to include one in an enforcement vehicle and two officers managing the issuance of citations. The VIOHS will support a total of five (5) speed enforcements efforts throughout fiscal year 2020.

### Task #3 – Random Traffic Enforcement

Fifty-seven (57%) percent of all crashes in the Virgin Islands during fiscal year 2018 occurred on the island of St. Thomas. A bustling Caribbean island which hosts an unlimited amount of land and sea visitors, St. Thomas has experienced increased activities on the island’s roadways following the aftermath of the 2017 hurricane season. To this end, the VIOHS will support a total of three additional traffic enforcement activities – customized towards the ever-changing populace of the island; the intended effort will focus on enforcement efforts as presented by the Traffic Commander. Efforts supported by data and the observational expertise of the Commander, all planned initiatives will consist of a minimum of three officers and one supervisor and will not exceed four (4) hours per activity.

### Intended Subrecipients

#### Countermeasure strategies

Countermeasure Strategy
ENFORCEMENT OF TRAFFIC LAWS

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402		\$55,000.00		

### Planned Activity: ST. CROIX SUSTAINED ENFORCEMENT

Planned activity number: 20-STXENF-402PTS

Primary Countermeasure Strategy ID:

#### Planned Activity Description

This planned activity will consist of targeted efforts to enforce traffic laws on the island of St. Croix. The largest of the U.S Virgin Islands, the 2018 Occupant Protection Observational Survey reported the lowest percentage of restraint use on the island of St. Croix. An issue of great concern as the island prepares for the commencement of refining operations and have witnessed increased numbers of residents due to the relocation of outsourced personnel. Planned activities targeting motorists on this island will reflect enforcement and public outreach efforts comprising of the following tasks:

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

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

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

An active enforcement plan to include two planned initiatives along high crashed locations will remain

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

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

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

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

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

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

#### Speed Enforcements – St. Croix

Current Virgin Islands law reflects the application of fines based on reported speed rates, yet data reflects a

40% increase in speeding fatalities territory-wide. As a result, the VIOHS will enter into a six-month agreement with the VIPD (or an alternate law enforcement agency) to utilize, a previously funded speed enforcer for planned efforts directed towards the reduction of collisions associated with aggressive driving and/or speed enforcement. A performance-based effort, activities surround speed enforcement, however, to strengthen a rising awareness of the enforcement of traffic laws within the community, enforcement efforts of various traffic laws will also be permitted. Not to exceed a maximum of four (4) hours per initiative, this effort will be monitored monthly by the VIOHS for effectiveness. At the conclusion of six months, the VIOHS Director will assess the effort in consideration of pursuing a future agreement with the VIPD for fiscal year 2020.

Additional speed initiatives utilizing laser apparatus by officers strategically placed at certain sections of the Melvin H. Evans highway (Route 70) supported by clusters of three officers (per initiative) to include one in a speed enforcement vehicle and two officers managing the issuance of citations, concludes specifics of the operational plan. The VIOHS will support a total of six speed enforcements efforts throughout fiscal year 2020.

### Intended Subrecipients

VIRGIN ISLANDS POLICE DEPARTMENT

### Countermeasure strategies

Countermeasure Strategy
ENFORCEMENT OF TRAFFIC LAWS

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402		\$73,000.00		

### Countermeasure Strategy: HIGH VISIBILITY ENFORCEMENT

Program Area: Police Traffic Services

### Project Safety Impacts

In efforts to convince the motoring public of certain detection and penalization, the VIOHS intends to promote the implementation of high visibility enforcement campaigns to deter impaired driving, distracted driving and promote occupant safety. A countermeasure selected based on previous success rates territory-side, the application of high-visibility enforcements increases the perception of perceived risks and serves as a deterrent to such behaviors. A flexible approach which can be customized to program specifics, the VIOHS intends to use data-driven enforcement to support the VIPD in coordinating high visibility impaired driving and occupant protection enforcements. Initiatives will be sustained in tandem with national and local mobilization efforts. Grant funded high visibility enforcements conducted by the VIPD in 2018 resulted in over 3,138 vehicle contacts, 933 citations and 73 DUI arrests. FY 2020 goal is minimize the number of serious injuries attributed to impaired driving from 53 to 43 together with reducing the number of impaired driving fatalities from 2 to 1.

### Linkage Between Program Area

Problem identification data supports planning high visibility enforcement operations by prioritizing casual factors, geographic locations, and resource allocation. Aligning high visibility enforcement activities with national and state program area-specific communications campaigns provide direct benefits towards influencing established performance targets within the program areas. A combination of evidence-based enforcement and communications planning provides one of the greatest potential opportunities for reducing traffic crashes according to the Eighth Edition of A Highway Safety Countermeasure Guide for Highway Safety Offices. The linkage is straightforward: the data informs the selection of the appropriate countermeasure and program area based on the casual factors, the appropriate geographic locations to target, and the allocation of available resources. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasures strategy that would ensure the application of improved safety measures on the roadways of the Virgin Islands.

### Rationale

A countermeasure selected based on previous success rates territory-side, the application of high-visibility enforcements increases the perception of perceived risks and serves as a deterrent to such behaviors. Augmented by planned activities, this countermeasure strategy allows the VIOHS to satisfy mandated requirements and qualify for program area funding. The inclusion of high visibility enforcement for such program areas as impaired driving, occupant safety and distracted driving will contribute towards attaining performance targets directed at reducing the number of impaired driving related crashes territory-wide. A successful approach, enforcement initiatives conducted territorially for impaired driving generated seventy-three (73) DUI arrests during FY 2018 of these 1 were grant funded whereas 72 DUI arrests were non-grant funded highway on the island of St. Croix; during which 20 non-grant funded DUI arrests were executed in the St. Thomas/St. John district

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

#### **Planned activities in countermeasure strategy**

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

### Planned Activity: IMPAIRED DRIVING OVERTIME ENFORCEMENT - STT/STJ

Planned activity number: 20-IDESTT/STJ-402PT

Primary Countermeasure Strategy ID:

## Planned Activity Description

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

Period	Description of Initiatives
August 16-18, 2020 (3 days)	National Enforcement Mobilization
August 23-25, 2020 (3 days)	National Enforcement Mobilization
August 30 – September 1, 2020 (3 days)	National Enforcement Mobilization

For supporting research, refer to the discussion of Publicized Sobriety Checkpoints, pp 1-21 to 1-23: High-Visibility Saturation Patrol Programs, pp 1-24; Preliminary Breath Test Device, p1-25 in Countermeasure That Works, 8th Edition, 2015

### Intended Subrecipients

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

### Countermeasure strategies

Countermeasure Strategy
HIGH VISIBILITY ENFORCEMENT

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402		\$85,000.00		

## Planned Activity: IMPAIRED DRIVING OVERTIME ENFORCEMENT - STX

Planned activity number: 20-IDESTX-402PT

Primary Countermeasure Strategy ID:

### Planned Activity Description

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

### Task # 1 – St. Croix Impaired Driving Enforcement Initiatives

Period	Description of Initiatives
August 16-18, 2020 (3 days)	National Enforcement Mobilization
August 23-25, 2020 (3 days)	National Enforcement Mobilization
August 30 – September 1, 2020 (3 days)	National Enforcement Mobilization

### Intended Subrecipients

VIRGIN ISLANDS POLICE DEPARTMENT & OTHER GOVERNMENT AGENCIES LAW ENFORCEMENT OFFICERS

## Countermeasure strategies

Countermeasure Strategy
HIGH VISIBILITY ENFORCEMENT

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402		\$85,000.00		

## Planned Activity: OCCUPANT PROTECTION ENFORCEMENT - STT/STJ

Planned activity number: 20-OPESTT/STJ-PT2

Primary Countermeasure Strategy ID:

### Planned Activity Description

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

Mobilizations will reflect national campaigns and run simultaneously by district.

St. Thomas/St. John Occupant Protection Enforcement Initiatives

Period	Description of Initiatives
May 24 - 25, 2020 (3 days)	Click It or Ticket Mobilization
May 31 – June 2, 2020 (3 days)	Click It or Ticket Mobilization
September 22-28, 2020 (Flexible: 3 days)	Child Passenger Safety Week

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

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

### Intended Subrecipients

VIRGIN ISLANDS POLICE DEPARTMENT AND VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

## Countermeasure strategies

Countermeasure Strategy
HIGH VISIBILITY ENFORCEMENT

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	NHTSA 402		\$59,000.00		

## Planned Activity: OCCUPANT PROTECTION ENFORCEMENT (PTS)

Planned activity number: 20-OPESTX-PT1

Primary Countermeasure Strategy ID:

### Planned Activity Description

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

Mobilizations will reflect national campaigns and run simultaneously by district.

Task #1 - St. Croix Occupant Protection Enforcement Initiatives

Period	Description of Initiatives
May 24 - 26, 2020 (3 days)	Click It or Ticket Mobilization
May 31 – June 2, 2020 (3 days)	Click It or Ticket Mobilization
September 22-28, 2020 (Flexible: 3 days)	Child Passenger Safety Week

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

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

### Intended Subrecipients

VIRGIN ISLANDS POLICE DEPARTMENT AND VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

### Countermeasure strategies

Countermeasure Strategy
HIGH VISIBILITY ENFORCEMENT

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	NHTSA 402		\$59,000.00		

## Countermeasure Strategy: Highway Safety Office Program Management

Program Area: Police Traffic Services

### Project Safety Impacts

A Law Enforcement Liaison (LEL) will fulfill the role of the single resource representative of the VIOHS in efforts to create, monitor and ensure a seamless enforcement plan which encompasses and combines all enforcement efforts and training opportunities under a single program – Police Traffic Services. The selected candidate will provide law enforcement expertise as a previous law enforcement official within a local/state agency and would have a varied number of applicable certifications to display knowledge of developing efficient traffic safety initiatives. The Law Enforcement Liaison would be responsible for encouraging law enforcement to participate in traffic safety initiatives such as overtime enforcement of traffic safety laws. The

individual will also work alongside the Director to ensure the success of planned enforcements and assist the compliance officer with feedback for assessing the success of planned initiatives while establishing the individual objectives of PTS activities. Additional responsibilities include long and short-range program planning, grant development, budget development and oversight. Fulfilling the role of a VIOHS' Coordinator, the LEL should possess the technical aptitude to aid sub-grantees, staff, and the law enforcement community.

### Linkage Between Program Area

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

### Rationale

This countermeasure strategy and the funded planned activities will contribute to attaining the performance targets set to reduce the number of serious injuries and fatalities sustained in traffic collisions throughout the territory. According to the Eight Edition of the Highway Safety Countermeasure Guide for State Highway Safety Offices, the effective management of the program's mandates relies on a variety of components to include the coordination of initiatives, enforcement activities and grant management to include that of program expansion efforts; a Law Enforcement Liaison focused on PTS would ensure the success and the development of the VIOHS' strategic plan.

#### Planned activities in countermeasure strategy

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

### Planned Activity: VIOHS PTS PROGRAM MANAGEMENT

Planned activity number: 20-PTSMAN-402

Primary Countermeasure Strategy ID:

#### Planned Activity Description

The Law Enforcement Liaison position will represent the interest of the VIOHS, agencies, and stakeholders within the highway and traffic safety community. This position will be responsible for the development and coordination of an enforcement plan which encompasses and combines all enforcement efforts and training opportunities supported through the Office of Highway Safety. This position will further monitor and ensure the success of planned enforcement initiatives territory-wide and provide law enforcement expertise as a previous

law enforcement official within a local/state agency. Funds will cover salary, fringe benefits, supplies, and other related costs. Please see the first response to this section for all additional duties for this position.

### Intended Subrecipients

VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

### Countermeasure strategies

Countermeasure Strategy
Highway Safety Office Program Management

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	NHTSA 402		\$120,000.00		

### Countermeasure Strategy: TRAINING

Program Area: Police Traffic Services

### Project Safety Impacts

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

### Linkage Between Program Area

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

### Rationale

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

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-CITATRNG-402PT	eCITATION SYSTEM TRAINING
20-PTSCONF-402PT	TRAFFIC SAFETY SYMPOSIUM
20-PTSFST-40	STANDARDIZED FIELD SOBRIETY INSTRUCTOR TRAINING
20-PTSTRNG-402PT	POLICE TRAFFIC SERVICES TRAINING

## Planned Activity: eCITATION SYSTEM TRAINING

Planned activity number: 20-CITATRNG-402PT

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity will consist of targeted training on the proper use of the electronic and crash citation system (TraCS).

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

NHTSA's Traffic Records Advisory determined several areas of deficiencies in the traffic records assessment. Identified deficiencies ultimately affect the territory's ability to effectively implement traffic safety decision making and long-range transportation planning. The application of a countermeasure which offers training would ensure improvements to the VIOHS' ability to effectively evaluate, manage, and utilize gathered data for operational management of programs; while effectuating performance improvements for all core agencies of the GVI. This would inevitably improve highway safety for motorists throughout the Virgin Islands. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasure strategies that would improve usability of the traffic records system.

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

### Intended Subrecipients

VIRGIN ISLANDS POLICE DEPARTMENT AND OTHER GOVERNMENT DEPARTMENTS AND AGENCIES

### Countermeasure strategies

Countermeasure Strategy
TRAINING

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	NHTSA 402		\$30,000.00		

## Planned Activity: TRAFFIC SAFETY SYMPOSIUM

Planned activity number: 20-PTSCONF-402PT

Primary Countermeasure Strategy ID:

### Planned Activity Description

Expand the knowledge of traffic officers on the emerging technology and innovative solutions being conducted in the field of crash investigation, enforcement, and advanced investigative testing techniques. An interactional conference filled with learning and hands-on activities, the VIOHS will sponsor the attendance of two traffic officers per district and one representative from the Office of Highway Safety to attend the 2020 Traffic Safety Symposium. Selected officers from the traffic division will be selected based on active participation in traffic enforcement efforts supported by the amount of citations written for fiscal year 2019. Intended to bolster the understanding and knowledge of the VIPD, officers in attendance are expected to actively participate in outreach efforts such as interdepartmental workshops conducted by the VIOHS.

A concerted effort between the VIOHS' and VIPD, attendance at the symposium would increase the knowledge base of officers within the traffic bureau. Various approaches would be taken when investigating collisions and an increase in knowledge would ensure the confidence of traffic division officers during court appearances. A countermeasure supported by NHTSA's Uniform Guideline #8, Chapter 111, Criminal Justice System:

Enforcement, "states are encouraged to implement a comprehensive enforcement program to support the likelihood of detecting, investigating, arresting and convicting." Implementing this countermeasure strategy aligns with the VIOHS' efforts to increase performance and output of data through empowering the territory's law enforcement community with applicable training and education.

This countermeasure strategy was selected to complement the other strategies proposed for the improvement of traffic safety throughout the U.S. Virgin Islands. The application of this countermeasure would increase the understanding of officers who work diligently to enforce traffic laws throughout the territory.

Gathered data shows a categorical increase in collisions by segments of the motoring public. Data revealing certain patterns of identified deficiencies. The application of a countermeasure which offers evidenced-based training would ensure improvements to the VIPD's ability to effectively utilize gathered data for operational management and performance. Based on the data, continued enforcement remains imperative to the continuation of a downward trend in crashes, fatalities and arrests. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasure strategies that would ultimately improve usability of allotted resources.

The application of this countermeasure strategy augmented by planned activities will contribute to the improvement in performance and effective utilization and placement of resources by the VIOHS and the VIPD. Additionally, exposure to various methods and techniques will strengthen the working knowledge of the officers and increase the quality of their testimony during court appearances. A source of validation, the acquired knowledge will directly affect court outcome and the ultimate success of enforcement efforts, thereby increasing the Office of Highway Safety's potential for success. The funding allocation will be appropriate and reasonable for the implementation of training for law enforcement officers.

### Intended Subrecipients

VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY AND VIRGIN ISLANDS POLICE DEPARTMENT

## Countermeasure strategies

Countermeasure Strategy
TRAINING

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	NHTSA 402		\$40,000.00		

## Planned Activity: STANDARDIZED FIELD SOBRIETY INSTRUCTOR TRAINING

Planned activity number: 20-PTSFST-40

Primary Countermeasure Strategy ID:

### Planned Activity Description

Effective enforcement requires that adequate resources are available for law enforcement officers. These resources include the implementation of training programs such as the Standardized Field Sobriety Test (SFST), which enhances the performance and output of data by increasing the knowledge and capabilities of police officers. To certify that resources are utilized effectively, this activity will incorporate evidence-based strategies that are deployed based on a data driven problem identification process. The VIOHS' will support the off-island training of four (4) instructors and provide supplies in support of training recruits locally to successfully perform the Standardized Field Sobriety Test during traffic stops and enforcement efforts.

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

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

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

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

### Intended Subrecipients

Virgin Islands Office of Highway Safety & Virgin Islands Police Department

### Countermeasure strategies

Countermeasure Strategy
TRAINING

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	NHTSA 402		\$50,000.00		

### Planned Activity: POLICE TRAFFIC SERVICES TRAINING

Planned activity number: 20-PTSTRNG-402PT

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity will consist of targeted training on traffic related trainings offered through the Institute of Police Technology and Management in support of training and development for officers assigned to the VIOHS. Proposed trainings on Traffic Crash Investigations, specifically At-Scene and Advanced Traffic Crash Investigations; speed enforcement and DWI Detection & Standardized Field Sobriety Testing (SFST) Refresher and Instructor development will be considered for fiscal year 2020.

Through such law enforcement partners as the Institute of Police Technology and Management, police officers attached to the VIOHS will receive training on traffic crash investigations to include at-scene traffic crash reconstruction and evidence-based enforcement training for law enforcement to assist in supporting measures to increase knowledge and performance, and boost the morale of the officers who remain dedicated to the success

of the VIOHS' Traffic Safety Programs. Trainings will educate law enforcement officers on a data-driven problem identification approach towards assessing traffic causing violations, driver behaviors and the utilization of crash and citation data to identify problem areas specific to each locale. Feedback obtained will be used by the VIOHS' PTS Coordinator to adjust and allocate resources to address shifts in the highway safety needs of the territory. Implementing this countermeasure strategy aligns with the VIOHS' efforts to support the usability of data for planning, resource allocation, and effectuating policy decisions throughout the U.S. Virgin Islands. The application of this countermeasure strategy augmented by planned activities will contribute to the improvement in performance and effective utilization and placement of resources by the VIOHS. Additionally, incorporating evidenced-based training would increase the quality of data, thereby increasing the program's potential for success. Through this countermeasure, the VIOHS will ultimately experience ease of accessibility to accurate and timely citation/adjudication data. This will prove useful to the utilization of allotted resources. The funding allocation will be appropriate and reasonable for the implementation of training for law enforcement officers.

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

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

\*A minimum two (2) Traffic Officers (by district) to attend Radar/Lidar Traffic Enforcement Training Relevant trainings include At-Scene Traffic Crash/Traffic Homicide Investigations; Instructor- Traffic Enforcement; Radar/Lidar Instructor-Traffic Enforcement; Advanced Traffic Crash Investigation.

### Intended Subrecipients

VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY AND VIRGIN ISLANDS POLICE DEPARTMENT

### Countermeasure strategies

Countermeasure Strategy
TRAINING

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	NHTSA 402		\$80,000.00		

### Program Area: Traffic Records

#### Description of Highway Safety Problems

Historically, the problems with traffic records in the U.S. Territory of the Virgin Islands have been the lack of accurate data, timely data, crash location data, and data integration within agencies' systems. Collecting timely, accurate, and efficient traffic safety data continues to present challenges for the territory. As noted during fiscal year 2017, the National Highway Traffic Safety Administration (NHTSA) conducted an assessment on the territory's ability to utilize data driven, science-based management practices to decrease the frequency of traffic crashes and mitigate the substantial effects on the motoring public; the review resulted in recommendations to

update all of its traffic records system.

The Traffic Records Assessment revealed that the Virgin Islands met the criteria outlined in the Traffic Records Program Assessment Advisory 15.9% of the time for Crash, 1.9% of the time for Citation/Adjudication, 7.3% of the time for EMS/Injury Surveillance, 17.9% of the time for Vehicle, 43.8% of the time for Strategic Planning, and 0% of the time for Data Use and Integration. The territory's low score on the Traffic Records Assessment shows its systems limitations, and its inability for effective decision-making, resource allocation, and promotion of real time roadway safety data.

For example, the primary law enforcement agency within the territory, The Virgin Islands Police Department (VIPD) uses Report Beam, which comprises a manual citation process. This process does not employ a standardized flow of entry, nor support the efficient transfer of citation and crash data. As a result, users such as the Virgin Islands Office of Highway Safety (VIOHS), experience inconsistencies and inaccuracies obtained through generated reports; difficulties in the uniform submission of information; tracking the citation process; and the reliant retrieval of useful crash data. This impedes the flow of retrieving reliable data and affects the efforts of the VIPD as well as the VIOHS to ensure the safety of the motoring public.

At present, Report Beam lacks the capabilities necessary to facilitate discussions among key stakeholders, resulting in the system's incompatibility with the needs of the territory. These challenges create usability issues within various aspects of managing the current flow of data and effectively utilizing this process to develop safety improvements of the territory's roadways, implement safety campaigns, and conduct a variety of enforcement activities. The Virgin Islands Office of Highway Safety (VIOHS) utilizes the limited available qualitative and quantitative data to identify significant problems and create performance targets.

The Government of the Virgin Islands (GVI) has placed high importance on the availability of crash data. As a result, VIOHS is in the process of procuring the Traffic and Criminal Software (TraCS) system – a data collection, records, management and reporting software for public safety professionals. TraCS aims to increase accuracy and timely access to data via replacing VIPD's Report Beam and the partial electronic crash reporting system.

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

TraCS also controls flow of forms from start to finish, transmits forms to external sources quickly and allows ease in accounting for issued citations. The system will further link data input and access across the following agencies within GVI: VIOHS, the Virgin Islands Police Department (VIPD), the Department of Health (DOH), the Virgin Islands Superior Court (SC), the Office of the Lieutenant Governor (LGO), Bureau of Motor Vehicle (BMV), and the Department of Justice (DOJ). VIOHS anticipates the system will be up and running by August 2020. Another challenge is to increase the participation of all Traffic Records Coordinating Committee (TRCC) members, in order to implement the Traffic Records Assessment Recommendations and update the Traffic Records Strategic Plan.

During FY2018, in the first phase of this crash data plan, VIOHS purchased a portion of the equipment (laptops, monitor) necessary for the system valuing \$475,000.00.

#### **Associated Performance Measures**

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	MEAN NUMBER OF DAYS FROM (a) THE DATE A CITATION IS ISSUED TO (b) THE DATE THE CITATION IS ENTERED IN THE TERRITORY'S CITATION DATABASE	2020	Annual	35.00
2020	THE PERCENTAGE OF CITATION RECORDS WITH NO ERRORS IN CRITICAL DATA ELEMENTS, SPECIFICALLY GEOLOCATION DATA	2020	Annual	90.00
2020	QUERY THE PRINCIPAL USERS TO ASSESS (a) THEIR ABILITY TO OBTAIN THE DATA OR OTHER SERVICES REQUESTED AND (b) THEIR SATISFACTION WITH THE TIMELINESS OF THE RESPONSE..	2020	Annual	7.00

**Countermeasure Strategies in Program Area**

Countermeasure Strategy
HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT (TR)
IMPROVE ACCURACY OF THE CITATION/ADJUDICATION DATABASE
IMPROVE THE ACCURACY AND ACCESSIBILITY OF INFORMATION PERTAINING TO COLLISIONS
IMPROVE TIMELINESS OF THE CITATION/ADJUDICATION DATABASE

## Countermeasure Strategy: HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT (TR)

Program Area: Traffic Records

### Project Safety Impacts

Based on NHTSA's Traffic Records Assessment of the territory's six core data systems, the Virgin Islands has identified four recommendations that will improve the territory's traffic records system.

Citation/Adjudication Recommendations:

Improve the applicable guidelines for the Citation and Adjudication data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The VIOHS will use these recommendations as countermeasures strategies, which are designed to improve the timeliness, accuracy, and completeness of citation/adjudication system. The planned activity being funded under these strategies is the e-citation project.

### Linkage Between Program Area

Collecting timely, accurate, and efficient traffic safety data continues to present challenges for the territory. The territory's low score on the Traffic Records Assessment shows its systems limitations, and its inability for effective decision-making, resource allocation, and promotion of real time roadway safety data. Thus, the Virgin Islands has used the traffic records assessment as its problem identification to determine issues related to timeliness, accuracy, completeness, accessibility, and integration within the Virgin Islands' six core data systems, and to create its performance targets and countermeasure strategies. These countermeasures were developed from NHTSA's Model Performance Measures for State Traffic Records Systems and the traffic records assessment. These countermeasures will improve the timeliness, completeness and accessibility of the territory's traffic citation/adjudication data.

The coordination and usability of data for planning and policy decisions will improve by the implementation of projects developed from these countermeasures. Timely processing and accuracy of citation and adjudication data will increase, and it will improve the identification of high crash areas, thus improving highway safety. The funds allocated would address issues identified in the problem identification, meet set performance targets, and carry out countermeasures strategies that would improve traffic records systems.

### Rationale

The strategy is a recommendation from the traffic records assessment. The current process does not employ a standardized flow of entry, nor support the efficient transfer of citation and crash data. As a result, users such as the VIOHS, experience inconsistencies and inaccuracies obtained through generated reports; difficulties in the

uniform submission of information; tracking the citation process; and the reliant retrieval of useful crash data. This impedes the flow of retrieving reliable data and affects the efforts of the VIPD as well as the VIOHS to ensure the safety of the motoring public. The planned activity will provide GVI agencies accessibility to accurate and timely citation/adjudication data. The funding allocation shall be appropriate and reasonable for the implementation of the planned activity, which is the e- citation project.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
20-TrMAN-402	HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT PROJECT - VIOHS TRAFFIC ANALYST

**Planned Activity: HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT PROJECT - VIOHS TRAFFIC ANALYST**

Planned activity number: 20-TrMAN-402

Primary Countermeasure Strategy ID:

**Planned Activity Description**

A highway safety traffic analyst will serve as a professional specialist with independent responsibility for the development of the statewide Traffic Records Program area of the Highway Safety Plan. The position will entail directing the TRCC quarterly meetings, information sharing and follow up, technical assistance and evaluating the performance of TraCS system while working closely with the Virgin Island’s Police Department’s MIS Director. Responsibilities will also include conducting research, analysis, and evaluation of traffic safety data comprising of crashes, serious injuries, bicycle, motorcycle and information on citations/arrests resulting from traffic incidences and enforcement initiatives. The submission of reports on a monthly, quarterly and annual basis as well as assessments/recommendations based on analyzed data provided to the VIOHS staff remains key to the success of the agency.

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

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

The traffic records position will represent the interest of the VIOHS, agencies, and stakeholders within the highway and traffic safety community. This position will be responsible for reviewing and evaluating new technologies to keep the highway safety data and traffic records systems up to date. This position will track all changes and issues related to ongoing projects, such as preparation, development, and implementation of the strategic plan, project management and TRCC meetings. Provide follow up, technical assistance and evaluate

performance of TraCS system while working closely with the VIPD’s MIS Director. Responsibilities further comprises the development of an action plan to address traffic records assessment recommendations and provide data analysis to managerial/program staff as required. Funds will cover salary, fringe benefits, supplies, and other related costs.

### Intended Subrecipients

VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

### Countermeasure strategies

Countermeasure Strategy
HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT (TR)

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402		\$113,000.00		

### Countermeasure Strategy: IMPROVE ACCURACY OF THE CITATION/ADJUDICATION DATABASE

Program Area: Traffic Records

### Project Safety Impacts

Please see Highway Safety Office Program Management (TR) countermeasure

### Linkage Between Program Area

Please see Highway Safety Office Program Management (TR) countermeasure narrative

### Rationale

Please see Highway Safety Office Program Management (TR) countermeasure narrative

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-eCITE-402	e-CITATION PROJECT

### Planned Activity: e-CITATION PROJECT

Planned activity number: 20-eCITE-402

Primary Countermeasure Strategy ID:

### Planned Activity Description

The implementation of an electronic crash and citation system (Traffic and Criminal Software (TraCS) which utilizes handheld devices to gather and disseminate crash data electronically will increase accuracy in data collection as well as provide a platform for timely distribution. This planned activity received approval from the NHTSA Regional office for FY18, but activities that could not be completed , or equipment that could not be purchased in FY18 are planned for FY19 and FY20 if approved by the Region.

In FY2018 VIOHS purchased laptops, monitors, keyboard, wireless mouse and UPS necessary for the first phase of the implementation of the TRACS system. The routers and the peripheral equipment still needs to be purchased.

The implementation of an electronic crash and citation system TraCS which utilizes handheld devices to gather and disseminate crash data electronically will increase accuracy in data collection as well as provide a platform for timely distribution. Utilizing a handheld device as a notation tool will decrease the amount of errors as collected data is immediately reviewed by the system and made readily available for planning, reporting and data analyses. Properly analyzed data will assist in safety improvements to roadways, conduct effective enforcement activities and implement efficient safety campaigns in efforts to save lives territory- wide. Furthermore, the application of TraCS will assist the VIOHS through law enforcement partners and key stakeholders to identify emerging safety issues while ensuring the well-being of motorists throughout the Virgin Islands.

Utilization of TraCS will allow for accessible data input and access across the following agencies within the Government of the Virgin Islands (GVI): The Virgin Islands Office of Highway Safety (VIOHS); the Virgin Islands Police Department (VIPD); the Department of Health (DOH); the Virgin Islands Superior Court (SC); the Office of the Lieutenant Governor (LGO); Bureau of Motor Vehicle (BMV); and the Department of Justice (DOJ). An improvement of data quality to better support the analyses of crash reports and improve the coordination and usability of data for planning, resource allocation, and policy decisions throughout the U.S. Virgin Islands.

To coordinate the purchase and implementation of a user-friendly e-citation software system and accompanying equipment for immediate use territory-wide.

To train law enforcement officers of the Virgin Islands Police Department to effectively utilize e-citation software as a data collection and reporting tool.

To provide to the Virgin Islands Office of Highway Safety, Government agencies, and the community timely and accurate access to current and complete traffic data.

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

Ease of use and retrieval of data

Interconnectivity between Government agencies and partners

Evaluations received from end users

Accuracy of location and crash data received

Number and type of reports generated

Number and type of reports made available to the public

Number and type of countermeasures applied to address traffic safety problems

### [Intended Subrecipients](#)

Virgin Islands Police Department

### [Countermeasure strategies](#)

IMPROVE ACCURACY OF THE CITATION/ADJUDICATION DATABASE
IMPROVE THE ACCURACY AND ACCESSIBILITY OF INFORMATION PERTAINING TO COLLISIONS
IMPROVE TIMELINESS OF THE CITATION/ADJUDICATION DATABASE
IMPROVES ACCESSIBILITY OF THE CITATION/ADJUDICATION DATABASE

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402		\$922,399.00		

## Countermeasure Strategy: IMPROVE THE ACCURACY AND ACCESSIBILITY OF INFORMATION PERTAINING TO COLLISIONS

Program Area: Traffic Records

### Project Safety Impacts

Please see Highway Safety Office Program Management countermeasure narrative

### Linkage Between Program Area

Please see Highway Safety Office Program Management countermeasure narrative

### Rationale

Please see Highway Safety Office Program Management countermeasure narrative

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-eCITE-402	e-CITATION PROJECT
20-EMSSVCS-	EMS DATA SUPPORT SERVICES

### Planned Activity: e-CITATION PROJECT

Planned activity number: 20-eCITE-402

Primary Countermeasure Strategy ID:

### Planned Activity Description

The implementation of an electronic crash and citation system (Traffic and Criminal Software (TraCS) which utilizes handheld devices to gather and disseminate crash data electronically will increase accuracy in data collection as well as provide a platform for timely distribution. This planned activity received approval from the NHTSA Regional office for FY18, but activities that could not be completed, or equipment that could not be purchased in FY18 are planned for FY19 and FY20 if approved by the Region.

In FY2018 VIOHS purchased laptops, monitors, keyboard, wireless mouse and UPS necessary for the first phase of the implementation of the TRACS system. The routers and the peripheral equipment still needs to be purchased.

The implementation of an electronic crash and citation system TraCS which utilizes handheld devices to gather and disseminate crash data electronically will increase accuracy in data collection as well as provide a platform

for timely distribution. Utilizing a handheld device as a notation tool will decrease the amount of errors as collected data is immediately reviewed by the system and made readily available for planning, reporting and data analyses. Properly analyzed data will assist in safety improvements to roadways, conduct effective enforcement activities and implement efficient safety campaigns in efforts to save lives territory- wide. Furthermore, the application of TraCS will assist the VIOHS through law enforcement partners and key stakeholders to identify emerging safety issues while ensuring the well-being of motorists throughout the Virgin Islands.

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To coordinate the purchase and implementation of a user-friendly e-citation software system and accompanying equipment for immediate use territory-wide.

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To provide to the Virgin Islands Office of Highway Safety, Government agencies, and the community timely and accurate access to current and complete traffic data.

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

Ease of use and retrieval of data

Interconnectivity between Government agencies and partners

Evaluations received from end users

Accuracy of location and crash data received

Number and type of reports generated

Number and type of reports made available to the public

Number and type of countermeasures applied to address traffic safety problems

### Intended Subrecipients

Virgin Islands Police Department

### Countermeasure strategies

Countermeasure Strategy
IMPROVE ACCURACY OF THE CITATION/ADJUDICATION DATABASE
IMPROVE THE ACCURACY AND ACCESSIBILITY OF INFORMATION PERTAINING TO COLLISIONS
IMPROVE TIMELINESS OF THE CITATION/ADJUDICATION DATABASE
IMPROVES ACCESSIBILITY OF THE CITATION/ADJUDICATION DATABASE

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402		\$922,399.00		

## Planned Activity: EMS DATA SUPPORT SERVICES

Planned activity number: 20-EMSSVCS-

Primary Countermeasure Strategy ID:

### Planned Activity Description

The VIOHS will support the Department of Health's Emergency Medical Services (EMS) Division to incorporate a unified process of amassing and reporting real-time data on fatalities and serious injuries sustained in crashes throughout the U.S. Virgin Islands. A dual interests community partnership, this activity covers the annual costs of the e-patient care program as well as encourage EMS representatives to initiate data-improvement informative workshops, conferences and training. An activity directed at unifying the input of information into the EMS database territory- wide, the planned activity holds the Government faction responsible for the timely submission of information directly from Emergency Support Services to the VIOHS. This activity will also support the collection and compilation of retrieval and reporting of evidence-based data pertaining to crash locations throughout the territory with specific relevance to types of accidents, serious injuries, and fatalities in the form of monthly and annual report to the Office of Highway Safety.

### Intended Subrecipients

DEPARTMENT OF HEALTH (DOH)

### Countermeasure strategies

Countermeasure Strategy
IMPROVE THE ACCURACY AND ACCESSIBILITY OF INFORMATION PERTAINING TO COLLISIONS

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2016	MAP 21 405c Data Program		\$40,000.00		

## Countermeasure Strategy: IMPROVE TIMELINESS OF THE CITATION/ADJUDICATION DATABASE

Program Area: Traffic Records

### Project Safety Impacts

Please see Highway Safety Office Program Management countermeasure narrative

### Linkage Between Program Area

## Rationale

Please see Highway Safety Office Program Management countermeasure narrative

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-eCITE-402	e-CITATION PROJECT

### Planned Activity: e-CITATION PROJECT

Planned activity number: 20-eCITE-402

Primary Countermeasure Strategy ID:

#### Planned Activity Description

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### Intended Subrecipients

Virgin Islands Police Department

### Countermeasure strategies

Countermeasure Strategy
IMPROVE ACCURACY OF THE CITATION/ADJUDICATION DATABASE
IMPROVE THE ACCURACY AND ACCESSIBILITY OF INFORMATION PERTAINING TO COLLISIONS
IMPROVE TIMELINESS OF THE CITATION/ADJUDICATION DATABASE
IMPROVES ACCESSIBILITY OF THE CITATION/ADJUDICATION DATABASE

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402		\$922,399.00		

### Countermeasure Strategy: IMPROVES ACCESSIBILITY OF THE CITATION/ADJUDICATION DATABASE

Program Area: Traffic Records

### Project Safety Impacts

Please see Highway Safety Office Program Management countermeasure narrative

### Linkage Between Program Area

Please see Highway Safety Office Program Management countermeasure narrative

### Rationale

Please see Highway Safety Office Program Management countermeasure narrative

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-eCITE-402	e-CITATION PROJECT

## Planned Activity: e-CITATION PROJECT

Planned activity number: 20-eCITE-402

Primary Countermeasure Strategy ID:

### Planned Activity Description

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Interconnectivity between Government agencies and partners

Evaluations received from end users

Accuracy of location and crash data received

Number and type of reports generated

Number and type of reports made available to the public

Number and type of countermeasures applied to address traffic safety problems

### Intended Subrecipients

Virgin Islands Police Department

### Countermeasure strategies

Countermeasure Strategy
IMPROVE ACCURACY OF THE CITATION/ADJUDICATION DATABASE
IMPROVE THE ACCURACY AND ACCESSIBILITY OF INFORMATION PERTAINING TO COLLISIONS
IMPROVE TIMELINESS OF THE CITATION/ADJUDICATION DATABASE
IMPROVES ACCESSIBILITY OF THE CITATION/ADJUDICATION DATABASE

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402		\$922,399.00		

### Evidence-based traffic safety enforcement program (TSEP)

**Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):**

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

**Analysis of crashes, crash fatalities, and injuries in areas of highest risk.**

### Crash Analysis

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

Seatbelt restraint increased by 4.84% from 79.10% (2016 survey) to 83.9% (2018 survey). Observed use rate for the fiscal year was reported at 83.9%. The VIOHS has set the fiscal year 2020 goal at 85%. A goal which includes the complimentary aspect of an aggressive public outreach campaign, coupled with elevated high-visibility enforcement activities, including citations, to promoted highway safety. Relevant to seatbelt citations, in 2018 there was an 85% reduction in citations during grant funded enforcement from 2017. Using a data

driven approach, these analyses provide the basis for setting performance measures, selecting countermeasure strategies and identifying planned activities to ensure the territory’s ability to reach the performance targets for the PTS program area.

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

The data driven application of an enforcement model directed towards creating safer roadways for visitors and residents alike, comprises continuous improvements of a plan relevant to the promotion of highway safety. The VIOHS’ top priorities for the FY2020 highway safety program include mitigating increases in Serious Injuries in Traffic Crashes, the territory recorded 793 incidences requiring the assistance of emergency services in FY2018; Fatalities– increased by five (5) fatalities since 2017; Unrestrained Passenger Vehicle Occupant Fatalities – increased by five (5) fatalities in 2018; Pedestrian Fatalities –increased by one (1) fatality in 2018; and Speeding Fatalities – remained stagnant at two (2) fatalities in 2018. The VIOHS will work to maintain and expand reductions that have been achieved in highway safety programs territory-wide. Directed initiatives with an objective to maintain reductions in Traffic Fatalities, Impaired Driving Fatalities, Motorcycle Fatalities and Fatalities in Drivers Ages 20 or Younger remains critical to promoting Highway Safety in the Virgin Islands. Impaired driving enforcement generated seventy-three (73) DUI arrests throughout the territory for fiscal year 2018, despite these efforts there was a total of 4,502 collisions territory-wide. One thousand, nine hundred and thirty-one (1,931) crashes occurred within the district of St. Croix with fifty-three (53) of those crashes being attributed to impaired driving. Unrestrained motorists accounted for 33% of crash victims for fiscal year 2018. The St. Thomas/St. John district experienced a total of two thousand, five hundred and seventy-one (2,571) crashes – 2,541 on St. Thomas and 30 on the island of St. John. Twenty (20) of the collisions within the St. Thomas/St. John district were attributed to impaired driving, with one (1) impaired driving related fatality. Of the fifteen (15) fatalities reported during fiscal year 2018, two (2) drivers and three (3) passengers were unrestrained. Fiscal year 2018 fatalities and DUI arrests by age, has been compiled in the chart below.

AGE	% of Fatalities	% of DUI Arrests
56 or higher	60%	33%
36-55	10%	44%
21-35	0%	21%
16-20	10%	2%
below the age of 16	20%	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

Injuries requiring the assistance of emergency services personnel accounted for 793 of the 4,502 incidences territory-wide. The following signifies motorists who exhibited an injury following a collision by categorization.

Serious Injuries: FY18	Drivers	Passengers	Pedestrians
TOTAL	71	266	69

## Deployment of Resources

### Effectiveness Monitoring

VIOHS plans to utilize the services of a Law Enforcement Liaison (LEL) to work with the VIPD to plan effective enforcement initiatives based on the data received from Report Beam. The LEL will work with the traffic commanders to coordinate the placement of required personnel in the key problem areas. Using the results obtained from each initiative, adjustment will be made as to whether or not the visibility needs to be increased in the key areas, or if alternate areas needs to be selected as a result of the motoring public adjusting to traverse areas with limited enforcement visibility.

## High-visibility enforcement (HVE) strategies

**Planned HVE strategies to support national mobilizations:**

Countermeasure Strategy
HIGH VISIBILITY ENFORCEMENT

**HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:**

## 405(c) State traffic safety information system improvements grant

### Traffic records coordinating committee (TRCC)

**Meeting dates of the TRCC during the 12 months immediately preceding the application due date:**

**Name and title of the State's Traffic Records Coordinator:**

Name of State's Traffic Records Coordinator:

Title of State's Traffic Records Coordinator:

**TRCC members by name, title, home organization and the core safety database represented:**

### List of TRCC members

Click or tap here to enter text.

### Traffic Records System Assessment

Click or tap here to enter text.

### Traffic Records for Measurable Progress

Click or tap here to enter text.

### Traffic Records Supporting Non-Implemented Recommendations

Click or tap here to enter text.

### Traffic Records for Model Performance Measures

Click or tap here to enter text.

### State traffic records strategic plan

Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements that are anticipated in the State’s core safety databases (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations:

Planned activities that implement recommendations:

Unique Identifier	Planned Activity Name
20-eCITE-402	e-CITATION PROJECT
20-EMSSVCS-	EMS DATA SUPPORT SERVICES
20-TrMAN-402	HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT PROJECT - VIOHS TRAFFIC ANALYST

### Quantitative and Measurable Improvement

Supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

### State Highway Safety Data and Traffic Records System Assessment

Date of the assessment of the State’s highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date:

Date of Assessment:

### Requirement for maintenance of effort

**ASSURANCE:** The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015

### 405(d) Alcohol-ignition interlock law grant

#### Alcohol-ignition interlock laws Grant

Legal citations to demonstrate that the State statute meets the requirement.

Requirement Description	State citation(s) captured
The State has enacted and is enforcing a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to drive only motor vehicles with alcohol-ignition interlocks for an authorized period of not less than 6 months.	No

### 405(d) 24-7 Sobriety programs grant

#### Mandatory license restriction requirement

The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(9)(2) applies, for a period of not less than 30 days.

Requirement Description	State citation(s) captured
The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(g)(2) applies, for a period of not less than 30 days.	No

### Sobriety program information

Legal citations: No

State program information: No

### Legal citations

State law authorizes a Statewide 24-7 sobriety program.

Requirement Description	State citation(s) captured
State law authorizes a Statewide 24-7 sobriety program.	No

### Program information

State program information that authorize a Statewide 24-7 sobriety program.

## 405(e) Distracted driving grant

### Sample Questions

Click or tap here to enter text.

### Legal citations

The State's texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?:

Date enacted:

Date amended:

Requirement Description	State citation(s) captured
Prohibition on texting while driving.	No
Definition of covered wireless communication devices.	No
Minimum fine of at least \$25 for an offense.	No

Legal citations for exemptions to the State's texting ban:

The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving and requiring a

minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?:

Date enacted:

Date amended:

Requirement Description	State citation(s) captured
Prohibition on youth cell phone use while driving.	No
Definition of covered wireless communication devices.	No
Minimum fine of at least \$25 for an offense.	No

Legal citations for exemptions to the State’s youth cell phone use ban.

## 405(g) State graduated driver licensing incentive grant

### Graduated driver licensing

Date that the State's graduated driver's licensing statute requiring both a learner’s permit stage and intermediate stage prior to receiving an unrestricted driver’s license was last amended. The statute must be in effect and be enforced during the entire fiscal year of the grant.

Graduated driver licensing law last amended on:

Legal citations demonstrating that the State statute meets the requirement.

Requirement Description	State citation(s) captured
Applies prior to receipt of any other permit, license, or endorsement by the State if applicant is younger than 18 years of age and has not been issued an intermediate license or unrestricted driver's license by any State.	No
Applicant must pass vision test and knowledge assessment.	No
In effect for at least 6 months.	No
In effect until driver is at least 16 years of age.	No
Must be accompanied and supervised at all times.	No
Requires completion of State-certified driver education or training course or at least 50 hours of behind-the-wheel training, with at least 10 of those hours at night.	No
Prohibits use of personal wireless communications device.	No
Extension of learner’s permit stage if convicted of a driving-related offense.	No

Legal citations for exemptions to the State’s texting ban:

Legal citations demonstrating that the State statute meets the requirement.

Requirement Description	State citation(s) captured
Commences after applicant younger than 18 years of age successfully completes the learner's permit stage, but prior to receipt of any other permit, license, or endorsement by the State.	No
Applicant must pass behind-the-wheel driving skills assessment.	No
In effect for at least 6 months.	No
In effect until driver is at least 17 years of age.	No
Must be accompanied and supervised between hours of 10:00 p.m. and 5:00 a.m. during first 6 months of stage, except when operating a motor vehicle for the purposes of work, school, religious activities, or emergencies.	No
No more than 1 nonfamilial passenger younger than 21 years of age allowed.	No
Prohibits use of personal wireless communications device.	No
Extension of intermediate stage if convicted of a driving-related offense.	No

Legal citations for exemptions to the State's texting ban:

## 1906 Racial profiling data collection grant

### Racial profiling data collection grant

Application Type: Official documents

#### Official documents

**Official documents that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.**

Law: No

Regulation: No

Binding policy directive: No

Letter from the Governor: No

Court order: No

Other: No

Enter other document type:

**Each requirement below provides legal citations to demonstrate that the State statute meets the requirement:**

Requirement Description	State citation(s) captured
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Law(s) that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.	No
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Official documents that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.

### Certifications, Assurances, and Highway Safety Plan PDFs

Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the State will comply with applicable laws, and financial and programmatic requirements.

