

State of

West Virginia

Governor's Highway Safety Program

FEDERAL FISCAL YEAR 2005



Annual Report



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



Hello from the Mountain State,

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

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

Accomplishments

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

Challenges

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

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Introduction

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

Mission

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

Commitment

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

Support

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

Success

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

Occupant Protection

The Governor's Highway Safety Program continues to be the lead agency for occupant protection in West Virginia. Special educational and enforcement programs through continued cooperation of local and state law enforcement agencies are providing a strong foundation to increase West Virginia's seat belt usage rate, which is currently 85%, up from an abysmal 49% five years ago.

The eight Safe Community Program Coordinators and their task forces continue to use the local media markets and education systems to get the message out to West Virginians to buckle up. The Governor's Highway Safety Program launched the *Click It or Ticket* campaign to demonstrate law enforcement's commitment to save lives by enforcing the current seat belt law, which states that all persons should be buckled up, with the stipulation that adults 18 years of age and older are not required to buckle up in the back seat. Unfortunately, we still carry a secondary enforcement stipulation on that law, meaning that a driver cannot just be ticketed for not wearing a seat belt.

Click It or Ticket, a program that encourages law enforcement to make seat belts a priority during routine traffic stops, is making an impact. Thanks to four years of combining effort from law enforcement and a strong media message, our usage rate has risen a great deal. We feel it would rise more if a primary seat belt law were passed.

In recent years, we have come closer to achieving our goal of a primary enforcement seat belt law for the State of West Virginia. The WV Governor's Highway Safety Program will continue to assist the Division of Motor Vehicles in the promotion of a primary seat belt law and other occupant protection legislation. It should also be noted that the state Child Passenger Safety Law has changed: As of July 7, 2005, all children up to the age of 8 have to be properly secured in a federally approved child safety seat, including booster seats. The exception is that if a child reaches the height of four feet, nine inches tall before their eighth birthday, a seat belt then becomes legally sufficient. This change was approved during the 2005 Legislative Session.

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



Law enforcement Liaison JD Meadows and State Police Trooper Chuck Zerkle pose with the award Trooper Zerkle accepted on behalf of the State Police

West Virginia LifeSavers is a newly formed segment of the "Click It or Ticket" Program designed specifically for individual law-enforcement officers "devoted to saving lives through the use of seatbelts."



Lifesavers Program Coordinator Roland Jones hands Dave Allard his award and plaque for participating in the West Virginia LifeSavers program.

Although the "Click It or Ticket" campaign utilized by West Virginia law-enforcement agencies has realized much success during the past years, the annual competition between individual officers usually recognized only the officers issuing the largest number of seatbelt citations for the year. Historically, these were officers working in large city agencies.

Recognizing that officers and not agencies issue seatbelt citations and that officers located in rural areas had little possibility of issuing sufficient citations to be recognized, an entirely separate program was developed to recognize the group of West Virginia officers who are truly the workhorses in the enforcement of occupant protection laws.

LifeSaver officers are those who are dedicated and determined to reduce deaths and serious injuries on West Virginia highways by the strict zero-tolerance enforcement of seatbelt laws. Currently, nearly 300 officers throughout the State have enrolled in the West Virginia LifeSaver Program. A new logo designates these dedicated officers. Each wears the WV LifeSaver label pin signifying that they are a proud member of this unique group of law enforcement officers.

Unlike the "Click It or Ticket" Program, this program is on-going from month to month and year to year; therefore, all credits earned by the officer are cumulative and never expire. These earned credits entitle the participating officer to many LifeSaver items which further distinguishes the participants as officers working toward goals which preserve the lives of West Virginians.

Any WV officer with arrest powers is eligible to join LifeSavers and can enroll at any time of the year. Their employing agency need not participate in the "Click It or Ticket" Campaign.



Roland Jones hands Shawn Williams his award at the 2005 Click It or Ticket Awards Ceremony

L I F E S A V E R S

During the past year, 50 technicians have successfully completed the 32 hour Child Passenger Safety Technician Training Program. The 8 hour Technician Renewal Certification Course will be offered in late 2005/early 2006.



Child Passenger Safety Technician Leah Frye inspects a car seat at a child safety seat check up event

states that all children up to the age of eight have to be properly secured in a federally approved child safety seat. However, if the child reaches the height of four feet, nine inches tall before their eighth birthday, a seat belt then becomes legally sufficient. This law was passed by the Legislature and went into effect in July of 2005.

We also had several 32 hour nationally certified child passenger safety technician courses. At least 50 people went through these classes that were held across the state. Additionally, we worked on setting up renewal classes to be held through 2006 to let technicians that were certified in the past regain certification status.

We had a shift in leadership of the program this year as well. Melissa Taylor, the statewide Child Passenger Safety Administrator for 10+ years, left the position to pursue other career endeavors. In her place, Natalie Harvey has taken over the administrative duties, while newly certified instructor Dave Cook has taken over many of the field duties.

WVGHSP Director Bob Tipton installs a child saefy seat at a check up event. Mr. Tipton is also a certified instructor for the program.



Child Passenger Safety Technician and instructor Frank Hubbard also inspects a car seat

The Governor's Highway Safety Program continues to be advocates for the safety of children in West Virginia while riding in motor vehicles. We are pleased to report that the child passenger safety law was upgraded this year in accordance with the National Highway Traffic Safety Administration's recommendations for older children and booster seats. The new law

Impaired Driving



STOP Regional Coordinator Larry Kendall addresses the media at a Checkpoint Strikeforce "5 Days of Heat" event in Huntington, WV

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

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

The GHSP participates in a NHTSA Region III Impaired Driving Initiative "Checkpoint Strikeforce". We are working closely with the Commission on Drunk Driving Prevention and State and local law enforcement on lowering the alcohol involved fatality rate from its current level of 33%.

In 2002, there were 62 Sobriety Checkpoints with 87 DUI arrests, and in 2003 there were 103 Checkpoints with 175 DUI arrests. In state fiscal year 2005, there were 191 Sobriety Checkpoints with 327 DUI Arrests. Saturation and directed patrols resulted in 28,166 driver contacts, with 829 persons arrested for DUI offenses. Significant progress has been achieved in this area. Funding is in place to continue this effort through 2006.

The GHSP offered the following training to law enforcement in fiscal year 2005:

- | | |
|---|-------------------------|
| 1. Operating Sobriety Checkpoints | - 2 classes 39 students |
| 2. Supervising Sobriety Checkpoints | - 4 classes 79 students |
| 3. Presenting Evidence at DMV Hearings | - 2 classes 41 students |
| 4. SFST Updates | - 1 class 18 students |
| 5. Traffic Occupant Protection Strategies | - 1 class 18 students |
| 6. DUI Issues Update | - 2 classes 33 students |
| Regional Jail Authority | |
| 1. DUI and Its Impact | - 2 classes 40 students |

The GHSP Law Enforcement Liaison Office conducted 14 classes and 268 students completed the training. In 2005/2006, the GHSP will broaden its training activities and have a goal of increasing law enforcement training by 10% from 2005.



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

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

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

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

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

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

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

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

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

*Georgia Hatfield-
WV High-Tech
Corridor:*

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

*Sgt. George
Hunter-*

*So. Regional Highway
Safety Program:*

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

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

*Cabell, Lincoln, Ma-
son, Mingo, Putnam,
Wayne*

*Toni Tiano/Tim
Knopp-*

*Mid-Ohio Valley
Regional HSP:*

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

This year the Traffic Records program continued to gradually develop the infrastructure and push forward the vision of a statewide comprehensive traffic records system. The Governor's Highway Safety Program is the coordinating agency for this effort. However, the Traffic Records Coordinating Committee (TRCC) is the representative of a collective group composed of federal, state, and local agencies that are impacted and use traffic records. In 2005, the TRCC migrated from an informational to advisory group through the selection of a statewide electronic reporting tool for law enforcement.

The TRCC evaluated three potential electronic reporting systems during 2005. After much debate and demonstration, Report Beam (www.reportbeam.com) was the concept selected and endorsed. It was chosen based upon low startup costs when compared to competitors, ease of training, development and implementation time, minimal needs and expenses for ongoing, onsite contractual service, and, most notably, the ability to incorporate forms from different agencies.

During 2005 several major projects that are part of a traffic records system were accomplished. The West Virginia Uniform Citation, which was designed by a collaborative working group, was finalized and approved by the Division of Motor Vehicles (DMV), Division of Highways (DOH), and West Virginia State Police (WVSP). It is scheduled to be implemented by late spring 2006. The Division of Highways led a working group to totally redesign the West Virginia Uniform Crash Report. The form was updated to become more MUGCC compliant and build upon all the data elements it is currently collecting. Both the Uniform Crash Report and the Uniform Citation will be included in an electronic reporting system for law enforcement.

A screenshot of a web-based reporting form. The form is titled "West Virginia Uniform Citation" and "2005". It contains various input fields for information such as date, time, location, and vehicle details. There are several sections with yellow highlights, including a section for "Officer Information" and a table for "Vehicle Information". The form is presented in a structured, grid-like layout typical of a data entry application.

Traffic Records

The Traffic Records Coordinator is responsible for the day to day operations of the Traffic Records program. This person is mostly responsible for overseeing traffic records related data projects and facilitating relationships between government agencies to promote and encourage partnerships. This year the Division of Motor Vehicles and the Supreme Court embarked on the endeavor to be able to electronically exchange information by 2008. Both agencies signed a Memorandum of Understanding and attended several meetings to formulate the project. This project will be ongoing for the coming years, but in 2005 the first steps were accomplished. Through a grant, the Supreme Court made programming changes to its magistrate court computer system to enable the court clerks to capture all data elements from the West Virginia Uniform Citation.

The majority of the goals of the Traffic Records program are ongoing and will take several years to implement, but through the perseverance and dedication of the TRCC, a comprehensive traffic records system can be implemented and the data made available to those highway safety professionals responsible for planning. Most of the ongoing goals of the Traffic Records program are listed below:

1. Creation of a statewide citation tracking database, ultimately leading to a DUI tracking system
2. Linkage of various files such as Driver to Vehicle
3. Creation of standards for reporting of available file, layouts, and data elements
4. Development and implementation of a strategy to ensure the reporting of 100% of all reportable traffic crashes.
5. To act a liaison between the DMV and Supreme Court to facilitate the electronic transmission of court dispositions to the DMV database.
6. To implement recommendations of the Traffic Records Assessment
7. To implement the recommendations of the State's Traffic Records Plan
8. To provide training and technical support to the GHSP staff and grantees

Paid Media

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

Once again, the Governor's Highway Safety Program was given federal funding to do a *Click It or Ticket* media buy in May. Before and after this enforcement and education period, seat belt surveys were done, and the results showed that the usage rate for West Virginia had risen to 85%, up from 76% last year.

Following is a breakdown of the CIOT media campaign costs:

Tab-Ons: \$4,234.00

Billboard: \$54,968.00

Radio: \$42,271.20 for a total of 4,120 spots

Cable: \$52,007.25 for a total of 9,533 spots

Broadcast TV: \$138,528.75 for a total of 529 spots

Tab-On TOTAL: \$4,234.00

Billboard TOTAL: \$54,968.00

Radio TOTAL: \$42,271.20 for 4,120 spots

TV TOTAL: \$190,536.00 for 10,062 spots

TOTAL AMOUNT: \$292,009.20



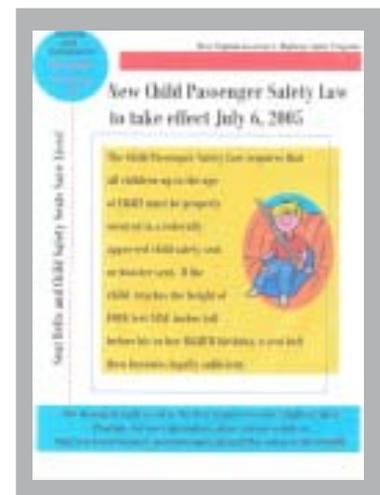
Tab-Ons, as well as a half-page ad, were also purchased in July for the upgrade to the child passenger safety law. We had the Tab-Ons and the ad run in papers July 6th.

Here is a breakdown of cost:

Tab-Ons and 1/2 page ad:

\$6,930.50

TOTAL AMOUNT: \$6,930.50



Nationally, a media buy was done for this state in August and September for impaired driving awareness. Both the statewide campaign of "Checkpoint Strikeforce West Virginia", and the national campaign of "You Drink and Drive. You Lose." were recognized.

Following is a breakdown of the Impaired driving media campaign:

Radio: \$28,621.98 for a total of 1,782 spots

Cable: \$42,925.00 for a total of 5,357 spots

Broadcast TV: \$78,952.25 for a total of 621 spots

Radio TOTAL: \$28,621.98 for 1,782 spots

TV TOTAL: \$127,898.65 for 2,307 spots

TOTAL AMOUNT: \$150,499.23

Other paid media materials this year included the statewide newsletter, "The LifeLine".

Earned Media

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

In particular, the state Highway Safety Office had a busy July with the upgrade to the child passenger safety law. In addition to the paid media we had for this event, the GHSP fielded numerous phone calls and interviews.

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

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

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

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

2005 - West Virginia Performance Goals

| Program Area | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
|--------------|------|------|------|------|------|------|
|--------------|------|------|------|------|------|------|

Highway Safety -

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

| | | | | | |
|---------------------------|------------|------------|------------|------------|------------|
| Total Fatalities - | 411 | 376 | 439 | 394 | 410 |
|---------------------------|------------|------------|------------|------------|------------|

Goal: To reduce the total number of fatalities in motor vehicle crashes on public highways to less than 380 by 2006

Compared to the previous four year average of 405, fatalities are up slightly (1%). Reported occupant protection use remains low in fatal crashes and single vehicle run off the road is the leading type of fatal crash. The GHSP will continue with the programs in place, and there will be a renewed effort to examine and evaluate each fatal crash to further develop problem identification.

| | | | | | |
|-------------------------|---------------|---------------|---------------|---------------|---------------|
| Total Injuries - | 26,144 | 25,534 | 25,788 | 25,366 | 24,702 |
|-------------------------|---------------|---------------|---------------|---------------|---------------|

Goal: To reduce the total number of injuries in motor vehicle crashes on public highways to less than 24,000 by 2006.

Significant progress has been made in this area with a 4% reduction from the previous four year average of 25,078. The GHSP will continue to emphasize this area through education, enforcement, engineering, emphasizing occupant protection and other driver behavior improvements.

| | | | | | |
|---------------------------|---------------|---------------|---------------|---------------|---------------|
| Serious Injuries - | 13,740 | 13,230 | 12,798 | 12,358 | 12,048 |
|---------------------------|---------------|---------------|---------------|---------------|---------------|

Goal: To reduce the number of serious injuries that occur during motor vehicle crashes on public highways by 2006

A significant decrease of 8.7% was reported from the previous four year average of 13,032. We attribute this decrease to the substantial increase in seatbelt usage from 49.5% to 84.9% over the last 5 years.

| | | | | | |
|------------------------|---------------|---------------|---------------|---------------|---------------|
| Total Crashes - | 51,306 | 48,881 | 49,913 | 51,376 | 49,956 |
|------------------------|---------------|---------------|---------------|---------------|---------------|

Goal: Reduce the total number of crashes on public highways to less than 46,500 by 2006.

Decrease of 2.6 % from the previous four year average of 50,369 was reported. There appears to be an increase in the awareness of police agencies to report crashes, and to do so in a timely manner.

Alcohol-

Alcohol Related

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

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

There was a significant 15.5% reduction from the previous four year average of 161. The development of a sustained impaired driving program in 2002 and involvement in the Mid-Atlantic "Checkpoint Strikeforce" program has reinvigorated DUI enforcement, and public awareness of drunk driving issues.

Under Age Alcohol

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

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

A significant 15.9% reduction in the number of successful underage alcohol buys compared with the previous four year average of 43.19%. The GHSP is working closely with the WV Alcohol Beverage Control Commission and our traffic safety partners to focus attention on this issue.

Occupant Protection

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

Goal: To increase the usage of seatbelts to greater than 80% by 2005 and 90% by 2006.

The most significant change occurred in this area. The previous five year average of 64.48% was increased to 84.9%, which was an increase of 24%. Click it or Ticket has proven to be our most successful project. We have fully funded the majority of occupant protection activities with Section 157 funds. In 2006, we will not meet the criteria for occupant protection funding. It will be difficult to maintain the effort put forth in the past five years.

Usage reported

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

Goal: To increase the reported use of seat belts and child passenger safety devices in fatal crash fatalities to 30% by 2005.

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

Annual Evaluation Summary

| Year | - | 2000 | 2001 | 2002 | 2003 | 2004 |
|------|---|------|------|------|------|------|
|------|---|------|------|------|------|------|

| | | | | | | |
|-------------------|---|------------------|------------|------------|------------|------------------|
| Population | - | 1,808,344 | N/A | N/A | N/A | 1,810,354 |
|-------------------|---|------------------|------------|------------|------------|------------------|

In the 1990's, West Virginia's population was on the decline; however, in the last four years we have experienced a slight increase in our population. We expect it to remain within this range over the next four years. The vast majority of the population is Caucasian at 95.4%, 48.6% Male, 51.4% Female, and the median age is 38.9. The average household size is 2.4.

Vehicle Miles

| | | | | | | |
|-------------------------|--|------------------|-----------------|------------------|------------------|------------------|
| Traveled (HMMT)- | | 18,519.05 | 18,831.9 | 19,122.31 | 19,173.97 | 19,417.78 |
|-------------------------|--|------------------|-----------------|------------------|------------------|------------------|

Vehicle miles traveled for the previous four year average is 18,911.80 compared to 2004 and shows a slight increase of 505.98.

| | | | | | | |
|----------------------------|--|-------------|-------------|-------------|-------------|-------------|
| VMT Fatality Rate - | | 2.14 | 1.91 | 2.19 | 1.96 | 2.11 |
|----------------------------|--|-------------|-------------|-------------|-------------|-------------|

The fatality rate per vehicle miles traveled average for the previous four years was 2.05. A slight increase to 2.11 was experienced in 2004. It appears from early to date data we are currently 10% below 2004.

| | | | | | | |
|-------------------------------|--|-------------|-------------|-------------|-------------|-------------|
| Alcohol Fatality Rate- | | 0.94 | 0.69 | 0.89 | 0.74 | 0.70 |
|-------------------------------|--|-------------|-------------|-------------|-------------|-------------|

The Alcohol Related Fatality rate per vehicle miles traveled average for the previous four years was .815. A .11 decrease was experienced in 2004. Current (2005) FARS Data indicates that there appears to be a decline in this area from the 2004 total.

Annual Report

Prepared for

National Highway Traffic Safety Administration

by

Natalie Harvey, Public Affairs Administrator

West Virginia Governor's Highway Safety Program

Bobby Tipton, Director