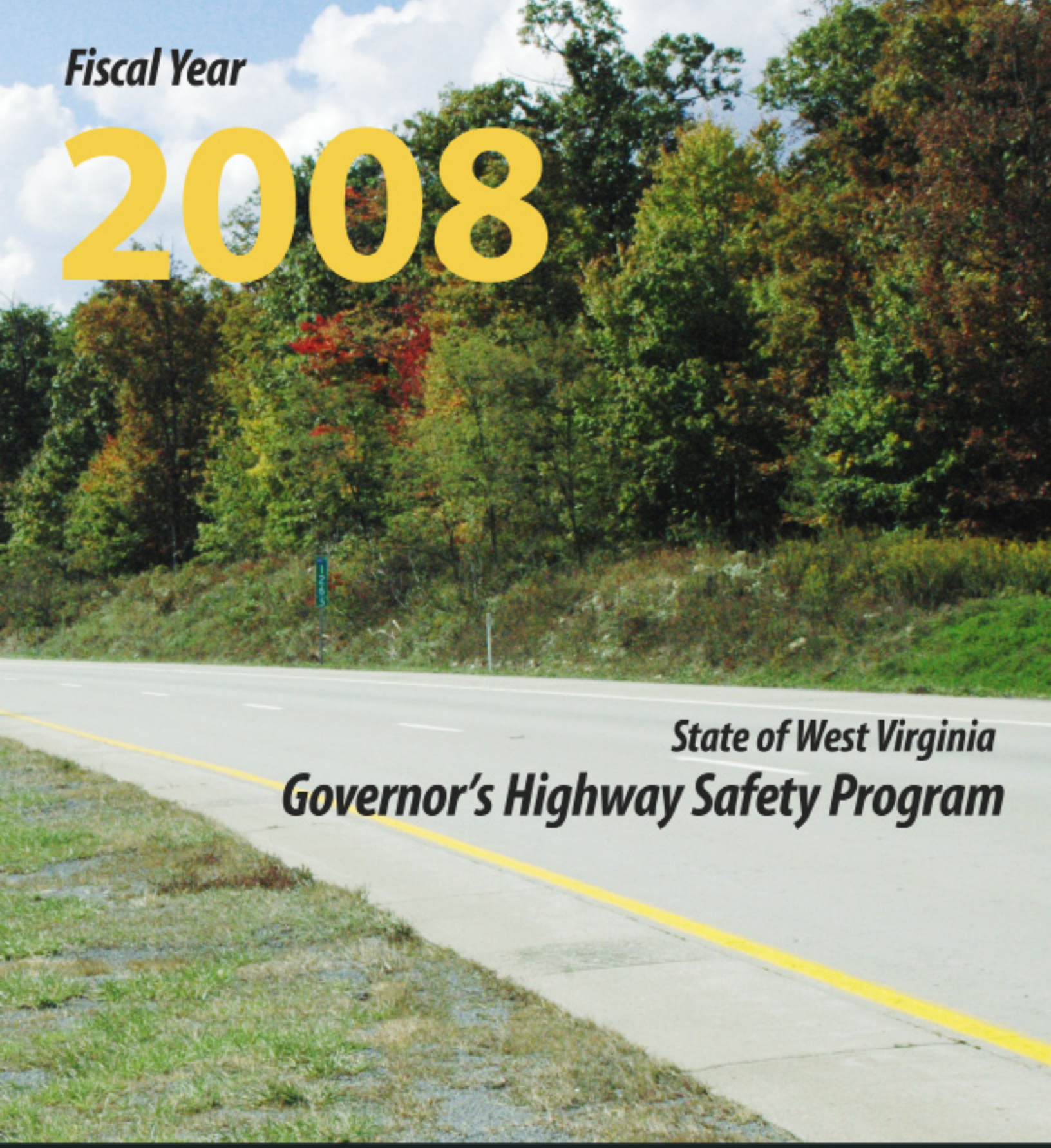


Fiscal Year

2008

State of West Virginia

Governor's Highway Safety Program

ANNUAL REPORT

Hello from the Mountain State!

Joseph Cicchirillo

Governor's Representative for Highway Safety

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 2008, WV's seat belt usage rate was 89.5%. The GHSP attributes this number to the Click It or Ticket and LifeSavers programs. We also continued our sustained DUI enforcement, and saw more participation this year in our child passenger safety program. The GHSP also contributed a great deal, both in funding and participation, to the first place display finish for the Division of Motor Vehicles at the West Virginia State Fair. Student trainee attendance for the Motorcycle Safety Program was up this year as well.

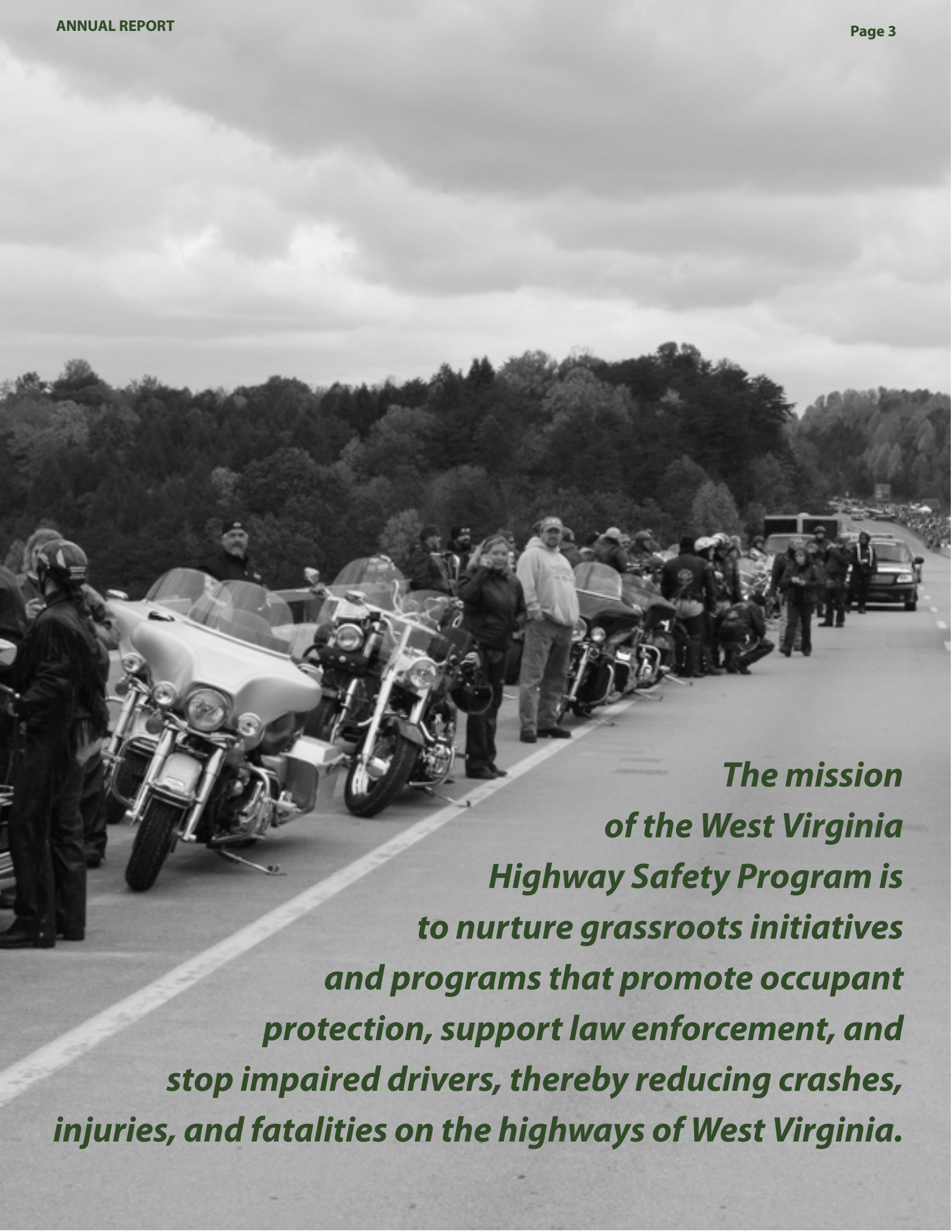
Challenges

In the coming year we will continue our efforts to reduce the percentage of alcohol-related injuries and fatalities to under 30%. Another challenge we face is keeping our seat belt usage rate to over 85%. Though we are now at 89.5%, we are facing our toughest percentage of people to "win over"-those that are adamant against buckling up.

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.

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.

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.



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.

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 89.5%, up from an abysmal 49% seven years ago.

Click It or Ticket

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 six years of combining efforts 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.

Section 406 Award Money

Vice Admiral Thomas J. Barrett, the US Department of Transportation Deputy Secretary, presented a five million dollar grant award to Governor Joe Manchin and the Governor's Highway Safety Program on Wednesday, April 30th. The presentation was held outside on the Capitol grounds at the West Wing Walk, and also featured state and local law enforcement officers, who displayed some of the electronic reporting equipment that will be purchased with this funding.

To receive the funding, West Virginia met Federal US DOT criteria, which required states to have at least an 85% seat belt usage rate, confirmed through scientific surveys, for two years straight. In 2006, the usage rate was 88.5%, and in 2007 the usage rate was 89.5%.

In addition to the electronic reporting equipment, the Section 406 money will be spent on driver behavior programs such as Click It or Ticket, and impaired driving initiatives.

LifeSavers

WVLifeSavers was formed four years ago when participation in and results from the Click It or Ticket agency-based efforts began to dwindle. At that time, a small number of officers who had worked aggressively in their agency programs were approached with the idea of an officer-incentive based seat-belt enforcement program. From that modest endeavor, through dozens of techniques and promotions, nearly 1,000 law-enforcement officers in West Virginia have enrolled in the WV LifeSavers program. These officers represent 135 agencies, including State Police detachments, Sheriff's Departments, municipal police departments and the Traffic Enforcement Division of the WV Public Service Commission.

LifeSavers

Accomplishments of the past year

Early in 2008, the official WV LifeSaver website came on-line. This website provides general information about the program, application forms for new members, copies of WV seatbelt laws and seatbelt surveyor videos. Members have a "Members Only" page which contains a monthly newsletter, details of promotional campaigns and general seatbelt news. It is in the Members Only section that LifeSavers can enter their monthly report and submit it electronically. Since January, 2008, there have been 517 visitors to the website, reviewing 7,501 pages for a total of 21,277 hits.

By way of search engines, the general public is locating the LifeSavers website, as evidenced by an increased number of e-mails received with specific inquiries regarding seatbelt use in West Virginia.

Difficulties Encountered

It is an on-going problem to keep the interest of officers in a program that operates 365 days per year, year after year. The Program Coordinator has repeatedly emphasized that not every L/S campaign is of interest to every L/S officer. Various techniques are being tried and tested to determine what type of campaign is of the most interest to the most officers. Based on stats from various endeavors, it is abundantly obvious that no particular campaign will be of interest to all LifeSavers. It should likewise be understood that for the foregoing reasons, at no time during any campaign or time period do we have 1,000 officers aggressively enforcing seatbelt enforcement within the State.

State Police officers are not a major working force in WV LifeSavers. Although the State Police officers who are members of the program are very, very effective and aggressive in seatbelt enforcement, the overall number of State Police officers involved is not at the level that might be expected. The participating troopers have made suggestions which will be pursued.

Given that the seat belt usage rate is so high, LifeSavers are going to encounter greater difficulty in writing seatbelt citations in the future, since more motorists are using their seatbelts. Of course, our goal is to attain and maintain a high seatbelt use in West Virginia. The on-going, sustained LifeSaver program is the tool that will maintain the importance of seatbelt usage in the view of the motorists. This aligns with our contention that enforcement is education for chronic seatbelt offenders.

Future of the WV LifeSavers Program

With continued adequate funding and a dedicated coordinator, the WV LifeSaver program should continue to grow in numbers and effectiveness. Based on what has been learned in the WV program, other states who adopt the program will benefit significantly. However, it must always be noted that the WV LifeSaver program is labor intensive, requiring ingenuity, creativeness and an understanding of police officer mentality to operate successfully. As a "stand alone" highway safety program, WV LifeSavers is recognized as a unique effort to address a given safety issue. But as the uniqueness of the program fades, the basic concept will stand as a stalwart against the return to previous low seatbelt usage in West Virginia.

WV LifeSavers Wins Peter K. O'Rourke Award

The Peter K. O'Rourke Special Achievement Awards recognize notable achievements in the field of highway safety by individuals, coalitions, organizations, nonprofit groups, businesses, government agencies, universities or programs. Roland Jones, LifeSavers Prrogram Coordinator, was on-hand to accept the reward September 9, 2008 in Arizona. Pictured at left is Bob Tipton, GHSP Director, Jones, and Beth Baker, NHTSA Region 3 Administrator.

Child Passenger Safety

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

In 2009 we look forward to training more technicians across the state and holding more renewal classes. In addition, we have hopes of working with local hospitals to get nurses certified that work with women and children. Planning meetings have already been held, and we may be able to kick off a community outreach program with the state's largest labor/delivery hospital in early 2009.

CPS Classes and Installations

In fiscal year 2008, four Child Passenger Safety Technician Certification Classes were held. The four locations were: Charleston, Beckley, Parkersburg, and Huntington, and a total of 55 people were trained throughout the year. Additionally, after the end of the fiscal year in September of 2008, 2 more classes were held and will be included in next year's report. The renewal class started up again nationally this year, and we offered one before the end of fiscal year 2008. Of the attendees, only one was able to successfully recertify, but we have hopes that next year will have better results!

With the addition of Bob Kane as Safe Community Coordinator in Martinsburg, we gained another instructor. There are currently eight certified instructors that teach in West Virginia, and 162 technicians. In total, at least 3,000 seats were checked statewide between the GHSP office and the eight regional coordinators/areas, and over 37 check up events were held.

On May 7, a recertification day was held in Flatwoods. Over 35 technicians and instructors attended. The day included a presentation by CPS instructors for two continuing education units, a car seat check, and the opportunity for technicians to have their five seat installations checked off by certified instructors. Time was also spent during the day on discussing ways to acquire additional CEUs.

Section 2011 Funding

The GHSP was awarded $138,822.00 in FY 2008. In total, approximately $126,988.11 has been spent, with close to $35,000 this year for seats, and over $50,000 on media and public education. Approximately $20,000 was spent on the mobile training trailer and other regional fitting stations. Check up events and training fees including registration, travel, and facilities make up the rest.

Every law enforcement agency that participates in Click It or Ticket also helps enforce the child passenger safety law. The coordinators work with law enforcement to provide seats and education when necessary. The coordinators and the state office received over 300 seats this year funded by 2011, and have given away at least 250. The criteria for receiving a free car seat is determined by each coordinator.

A paid radio media campaign ran in September of 2008, during National Child Passenger Safety Week. $23,715.40 was spent on 2,200 spots on 110 stations on the statewide MetroNews Radio Network.

In 2009, we plan to purchase another large stock of car seats, do another media buy, update and stock our trailer, and continue to pay for training fees. The statewide child passenger safety coordinator also hopes to continue building on the relationships formed this year with other entities that are passionate about child passenger safety.

Seat Check Saturday

On September 20, 2008, the GHSP participated in National "Seat Check Saturday". Across the state, over 225 seats were checked, and at least 83 were replaced. Free car seat safety check up events were held in the following locations:

1. Vienna/Wood County-Toys 'R Us at Grand Central Mall
2. Hurricane, WV-Wal-Mart
3. Oak Hill, WV- Donnie Browning's State Farm Insurance
4. Charleston, WV:
    a. Bowles, Rice, McDavid, Graff, and Love Law Firm parking lot
    b. Kohl's Department Store at Southridge
5. Morgantown, WV-Morgantown Mall
6. Clarksburg, WV-Wal-Mart
7. Wheeling, WV-Wheeling Police Department

Headquarters

A "bounty" program was also held at the Southridge Kohl's Department Store parking lot from 10 a.m. to 2 p.m. The "bounty" for the event was a $5.00 Kohl's gift card and a $10.00 Gander Mountain gift card. Both incentives were given on a first come, first serve basis, and only one set per family. The bounty program generated over 30 old/unsafe car seats that were destroyed after the event.

Another benefit to the car seat check/bounty program held that day was the opportunity to partner with CAMC, Kohl's and Warner Law Offices in Charleston.

Impaired Driving

The West Virginia Governor's Highway Safety Program (GHSP) participates in "Checkpoint Strikeforce," a NHTSA Region III Impaired Driving initiative. This initiative calls for a sustained DUI enforcement effort for six months from the Fourth of July weekend through the New Year's holiday. In West Virginia, the GHSP expanded this concept to a yearlong effort running through the entire grant cycle from October 1 through September 31. Each of the eight Safe Community areas are committed to the Sustained DUI Enforcement Project. The West Virginia State Police's seven troop areas also committed to this effort, with each troop making the same commitment as the safe community programs.

WV GHSP SUSTAINED DUI ENFORCEMENT PLAN 2008

OVERVIEW

In order to bring West Virginia's alcohol related death rate down to the national average alcohol related death rate of .53 deaths per 100 million miles traveled, the WV GHSP developed a statewide plan to reduce DUI related crashes, injuries, and deaths by using a sustained enforcement effort. This plan takes a comprehensive approach using city, county and state law enforcement, Safe Community Coordinators, Alcohol Beverage Control Commission (ABCC), community agencies, schools, retail, and wholesale alcohol agents. These efforts are coordinated through the eight Safe Community Coordinators, and the seven WV State Police Coordinators. The plan covers the entire state in a consistent and sustained manner using the following categories:

High Visibility Enforcement Activities

Public Education and Information Activities

Media Activities

Training Activities

Age Group Activities

Underage Enforcement Activities

HIGH VISIBILITY ENFORCEMENT ACTIVITIES

Each of the eight Safe Community Coordinators are required to arrange two DUI enforcement activities in each of their areas each week. The seven WV State Police Coordinators arrange two DUI enforcement activities within each of their troop areas each week. In coordinating the efforts of the Safe Community Coordinators and WV State Police Coordinators, 1,560 DUI enforcement events occur throughout the state during a one-year period. Approved examples of "High Visibility Enforcement Activities" are as follows:

Saturation Patrols

Sobriety Checkpoints

Low Manpower Sobriety Checkpoints

Underage Alcohol Sales Stings

Participate in the National Mobilizations

Conduct enforcement activities during peak alcohol related crash times (holidays, special events)

PUBLIC EDUCATION AND INFORMATION ACTIVITIES

Each Safe Community Coordinator in their area conducts public education and information activities. The coordinator is required to conduct at least one event each week. The WV State Police Coordinators also conduct one activity each week within their troop area. In coordinating these efforts, 780 public education and information activities are conducted statewide during a one-year period. Approved examples of public education and information activities are as follows:

Presenting information on drunk driving to a group such as school classes, civic groups, church groups, in a face to face setting.

Presenting information on drunk driving through a media outlet such as TV, radio, newspaper, or magazine article.

Presenting information on drunk driving at a fair, or festival.

Phantom Checkpoint-Officers set up signs and prepare to conduct a regular checkpoint without actually moving into the roadway and conducting the checkpoint. Officers may repeat this procedure more than once and at several locations during the shift. This activity will give the impression that sobriety checkpoints are everywhere while educating the public that the police will catch the people who are driving impaired.

MEDIA ACTIVITIES

Each Safe Community Coordinator and WV State Police Coordinator are required to conduct at least one media activity per week within his or her area or troop. A media activity involves the coverage of an on-going event or dissemination of information through a media outlet. This combined effort results in at least 780 media activities a year. Media activities include the following:

TV, Radio, Newspaper, Magazine coverage of a DUI related activity

TV, Radio, Newspaper, Magazine used to relay DUI related information to the public

Billboard or other outdoor media (e.g. stadium ad, movies)

An evaluation of each media event occurs to determine the number of citizens reached. The criterion for this evaluation is the coverage or circulation of the media. This determines the number of people receiving information or the public awareness of an event.

TRAINING ACTIVITIES

The GHSP has developed and the Law Enforcement Training Sub-committee has certified for law enforcement in-service credit several training classes focusing on DUI issues. All classes offered by the Governor's Highway Safety Program are free of charge to any member of law enforcement agencies. The following classes are available:

SFST Refresher Course

Mobile Video In-Car Camera

Managing Sobriety Checkpoints

Operating Sobriety Checkpoints

Intoximeter Training

One hundred and ninety-nine police officers received training on four subjects during the 2006/2007 grant year according to the following breakdown:

DUI Field Testing Refresher	- 2 classes 23 students
DUI Update	-5 classes 44 students
Sobriety Checkpoint	-11 classes 93 students
DUI Overview	-1 class-40 students

"AGE GROUP" ACTIVITIES

Safe Community Coordinators conduct two "age group" specific activities per year in their area. WV State Police coordinators also conduct two "age group" specific activities per year in their troop area. This totals 30 "age group" specific activities throughout the state. In addition, each safe community coordinator conducts one on-going alcohol project focusing on the 21-34 year old age group, bringing the total of age group specific activities to 38 statewide.

Age group specific activities include but are not limited to the following:

High School Prom Activity

High School Graduation Activity

High School Drivers Education Classes

College Age Project

On Going Project for 21-34 age groups

Underage Drinking Enforcement Project in Cabell and Monongalia Counties

UNDERAGE ACTIVITIES

The underage activities result in a minimum of one coordinated statewide enforcement effort and at least eight other local underage activities during the year. The Safe Community Coordinators conduct underage activities in addition to the High Visibility Enforcement Activities previously cited.

All Safe Community Coordinators and WV State Police Coordinators conduct a statewide underage alcohol sting on the same night across the state. The ABCC is involved to enforce rules violations against owners of stores found in violation.

In addition to the statewide sting, each Safe Community Coordinator conducts a minimum of one underage sting with an ABCC enforcement officer during the year. Also, the Insurance Institute for Highway Safety published the results of an underage drinking project in Cabell County. We are currently trying to duplicate that project in Monongalia County. We are conducting a statewide college project that includes all 23 colleges and universities in the state.

SADD

The GHSP recognizes that underage drinking is a problem at the high schools level as well. To this end, we are trying to develop "Students Against Destructive Decisions" (SADD) as a viable organization within West Virginia. The WV-SADD created a Student Leadership Council (SLC) modeled on the National SADD organization model. The WV-SLC met and decided that a SADD conference would promote WV-SADD as a state organization. As a result, the first WV-SADD conference occurred in Charleston in 2006 with 37 students and advisors attending. Upon completion of this conference, the WV-SLC immediately began to plan the next conference, which was held in Charleston again in 2007. They are now working on ways to expand both the participation in the conference and ways to increase the numbers of SADD chapters in the state.

FOCUSED PATROLS

In addition to the required enforcement activities, officers conduct patrol activities focused on locating DUI drivers. Officers conduct this patrol during their regular duty focusing their activities on impaired drivers. This activity does not replace the required weekly activity. Safe Community Coordinators and WV State Police Coordinators track DUI arrests made by on-duty officers to evaluate this area.

RESULTS

This is the basic DUI Enforcement Plan. Although updated each year, the basic tenant of the plan remains unchanged: the State of West Virginia shall conduct a continuous high intensity DUI enforcement program. See the charts below for the results of our yearlong sustained enforcement efforts.

MOBILIZATIONS AND SUSTAINED ENFORCEMENT

Law Enforcement Agencies	Total in State	Participating This Period	Reporting This Period
State Police / Patrol Districts			1895
County Police			2421
City / Town Police			3838
Sheriffs Police			234
Municipal Police			0
Other (Specify in space below)			0
Totals			8388

Checkpoint Strikeforce	DC	DE	VA	MD	WV	Region Total
Checkpoints Conducted	12	102	45	89	464	712
# of Vehicles Passing Thru Checkpoint	6146	61941	18395	40390	176299	303171
DWI Arrests	51	561	97	148	165	1022
Safety Belt Citations Safety Belt Warnings	246 0	284 0	64 26	4 0	112 123	710 149

Saturation Patrols	DC	DE	VA	MD	WV	Region Total
# of Vehicle Contacts	639	1448	3999	11306	55924	73316
DWI Arrests	63	194	387	645	1818	3107
Safety Belt Citations Safety Belt Warnings	162 2	89 0	229 6	256 0	1267 1079	2003 1087

OTHER ACTIVITIES

Regional DUI Prevention Activity

The GHSP adapted the national slogan of "Drunk Driving. Over the Limit. Under Arrest" in a concentrated underage drinking prevention/regional DUI activity effort around Huntington, WV, and in five counties in the surrounding area. The five counties were: Cabell, Mason, Mingo, Putnam, and Wayne. 5,011 hours were worked, and 13,377 vehicles were stopped. 4,454 citations were issued, including 385 arrests for underage drinking, DUI, drug, and other arrests. The project was duplicated in Monongalia County in 2008 with 62 checkpoints and 798 patrols. In total, 1,747 grant hours were worked, 1,409 citations were written, and there were 31 arrests.

This effort worked in combination with a paid media campaign in both area. Over $92,000 was spent through the year on 4 broadcast stations, one cable station, and two radio stations in Huntington. The media was concentrated at specific times (graduation, 4th of July, Labor Day, back to school, Christmas, etc.), and money was given to stations with the highest reach and frequency of the audience in those five counties. In Monongalia County, $52,000 was spent on paid media on three broadcast television stations, one cable system, and one radio station.

Traffic Resource Prosecutor

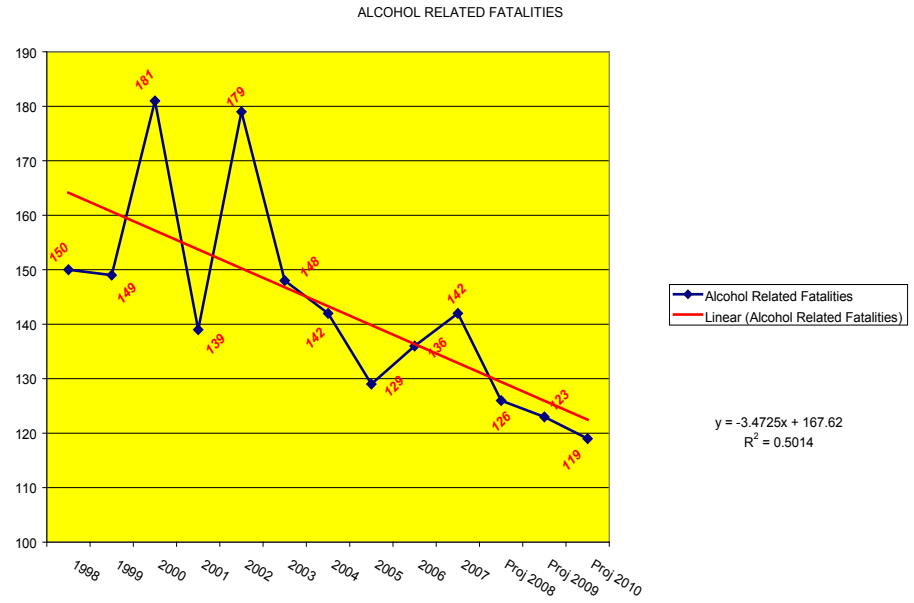
The Traffic Resource Prosecutor's position was funded in FY-2008 by the GHSP. The position, held by Brian Lanham, was housed by the West Virginia Prosecutor's Institute. This was the first year that this position was funded from the GHSP operating budget.

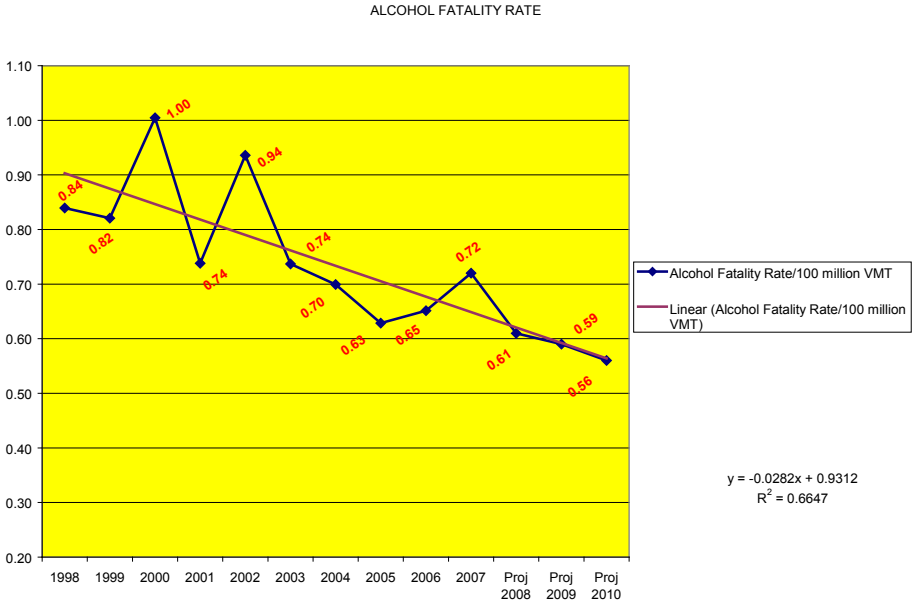
Brian was very involved in highway safety training with both law enforcement and prosecutors with an emphasis on impaired driving. Over 575 police officers attended classes related to impaired driving or testifying at criminal/administrative hearings. He published a monthly newsletter, the "Hot Sheet", renamed "Crash, Boom, Bang", that was distributed to all 55 county prosecutors, all law enforcement, magistrates, and highway safety advocates throughout WV.

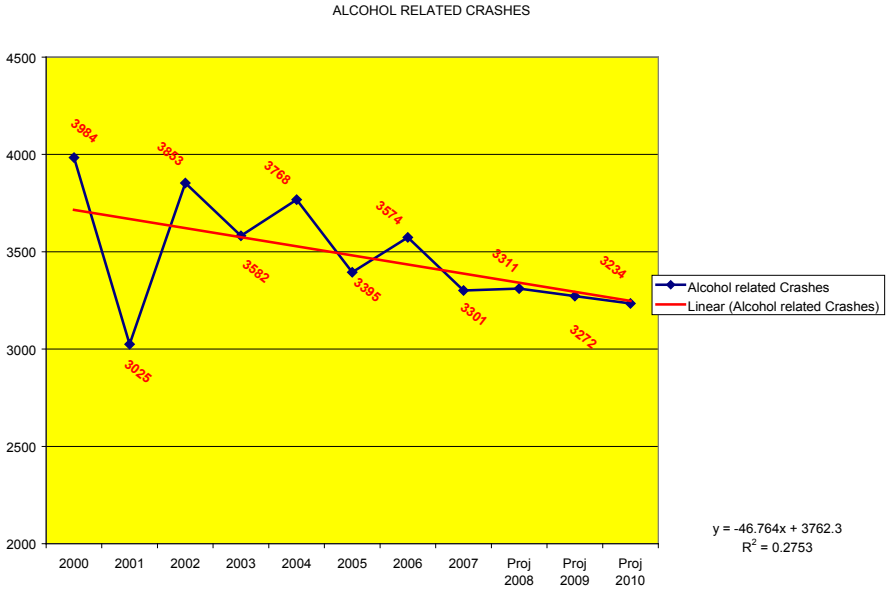
Brian was very active in legislative issues, serving on a committee chaired by MADD, and the majority of the DUI criminal code and administrative rules were rewritten. He took the lead in this long task, and the committee met bi-monthly. The new code changes were introduced in the current legislative session and it is still alive.

Brian served on many committees /taskforces related to Traffic Safety, including the WV Safety Management Taskforce, the GHSP DUI Advisory Board, the Commission on Drunk Driving Prevention, and the faculty at the WV Police Academy.

Brian was very active nationally, attending and presenting at LifeSavers, GHSA Annual Conference, IPTM Symposium, Western Region LEL Conference, IACP DRE Conference, and the Arizona GHSO Conference.


ALCOHOL RELATED FATALITIES
190
180
170
160
150
140
130
120
110
100
150
149
181
139
179
148
142
129
136
142
126
123
119
1998
1999
2000
2001
2002
2003
2004
2005
2006
2007
Proj 2008
Proj 2009
Proj 2010
Alcohol Related Fatalities
Linear (Alcohol Related Fatalities)
y = -3.4725x + 167.62
R2 = 0.5014


ALCOHOL FATALITY RATE
1.10
1.00
0.90
0.80
0.70
0.60
0.50
0.40
0.30
0.20
0.84
0.82
1.00
0.74
0.94
0.74
0.70
0.63
0.65
0.72
0.61
0.59
0.56
1998
1999
2000
2001
2002
2003
2004
2005
2006
2007
Proj 2008
Proj 2009
Proj 2010
Alcohol Fatality Rate/100 million VMT
Linear (Alcohol Fatality Rate/100 million VMT)
y = -0.0282x + 0.9312
R2 = 0.6647


ALCOHOL RELATED CRASHES
4500
4000
3500
3000
2500
2000
3984
3025
3853
3582
3768
3395
3574
3301
3311
3272
3234
2000
2001
2002
2003
2004
2005
2006
2007
Proj 2008
Proj 2009
Proj 2010
Alcohol related Crashes
Linear (Alcohol related Crashes)
y = -46.764x + 3762.3
R2 = 0.2753

Safe Communities

In 2007, West Virginia had 45,548 crashes that injured 24,702 people, killed 431, and resulted in $ 3,910,089,400 in economic loss. West Virginia's seat belt usage rate was above the national average this year for the second year at 89.5%. 2005 alcohol related fatalities were 142, an increase from the 2006 number of 136.

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, eight Regional Traffic Safety Programs have 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.

Overall Goal: Reduce the fatality rate per hundred million vehicle miles traveled from 2.11 in 2004 to less than 1.9 by 2008.

1. Occupant Protection

A. Increase the seat belt usage rate from 88.5% in 2006 to 90% in 2008 (2008 rate is 89.5%)

B. Reduce fatal ejections from 139 in 2005 to 130 by 2008 (2007 had 149)

2. Impaired Driving

A. Reduce Alcohol Related Fatality Rate from .70 in 2004 to .60 by 2008 (2007 was .72)

B. Reduce the Alcohol Related Fatality Percentage from 33% in 2004 to less than 30% by 2008 (2007 was 33%)

3. Crashes/Injuries

A. Reduce crashes from 47,100 in 2005 to 44,745 by 2008 (2007 had 45,548).

B. Reduce A & B injuries from 11,548 in 2005 to 10,790 in 2008 (2007 had 10,305)

Bob Kane

Eastern Panhandle

Community Traffic Safety Program

Counties: Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, Pendleton, Randolph, & Tucker

Sgt. Ron Didion

Northern Regional Highway Safety Office

Counties: Brooke, Hancock, Marshall, Ohio, Taylor, & Wetzel

Sgt. Paul Blume

Southern Regional Highway Safety Program

Counties: Braxton, Fayette, Greenbrier, Nicholas, Pocahontas, Raleigh, & Webster

Larry Kendall

Safe Traffic Operations Program

Counties: Cabell, Lincoln, Mason, Mingo, Putnam, & Wayne

4. Coordination-Community Traffic Safety Programs

A. Provide local coordination for regional traffic safety programs that reach all 55 WV counties (100%)

B. Use local programs to coordinate law enforcement and community activities.

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 47 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 we 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

High-Tech Corridor Region

Counties: Barbour, Harrison, Lewis, Marion, Monongalia, Preston, Taylor, & Upshur

Toni Tiano

Mid-Ohio Valley Regional Highway Safety Program

Counties: Calhoun,

Doddridge, Gilmer, Jackson, Pleasants, Ritchie, Roane, Wirt, & Wood

Sgt. Shawn Williams

Metro Valley Highway Safety Program

Counties: Boone, Clay,

Kanawha, & Logan

Dave Cook

WV Coalfields Highway Safety Program

Counties: Mercer, Monroe, McDowell, Summers, &

Wyoming

Traffic Records

In FY 2008, the Governor's Highway Safety Program (GHSP) Traffic Records Coordinator and the Traffic Records Coordinating Committee (TRCC) worked to meet criteria for the Section 408 Traffic Records in SAFETY-LU. The application was successful and West Virginia was awarded $500,000 for Traffic Records projects.

The GHSP continues to lead the vision of the creation of a comprehensive statewide traffic records system. The foundation and infrastructure for completion of this vision was accelerated during FY 2006. The long process of evaluation and procurement of an electronic reporting system was completed in the last quarter of 2006 with the purchase of "Report Beam" (WWW.reportbeam.com). The software and operating license have been made available to all law enforcement agencies and a few other state stakeholders. Implementation in FY 2007 was slower than anticipated. There were minor issues that had to be addressed by all parties. The implementation was at a point that made it difficult to show progress on this project for the 2007 application. On November 1, 2007 the WV State Police, Charleston PD, and Fairmont PD went "live" statewide with electronic submission and the crash report. During FY 2008, we conducted (5) five "Train the Trainers" classes and from that cadre of trainers, over 2,300 law enforcement officers on the new Crash Report and the Electronic Software were trained. The trainers were provided the equipment and materials that have allowed them to take the class to the agencies, and it was also taught regularly at the State Police Training Academy. Information is reported from 244 police agencies and 367 reporting sites. Currently over 95% of reporting agencies have received licensing keys for the software and over 80% are reporting electronically. The vast majority of agencies are small: 1 officer – 44, 2-4 officers – 61, 5-10 officers – 70, 11-20 officers – 31, 21-30 officers 11, 31-40 officers 9, 41-50 officers – 6, 51 or larger – 9 they range from a part time weekend 1 to the State Police at 647.

During FY-2008

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

Uniform Crash Report: This was revised in late 2006 and finalized in early 2007. The implementation was delayed until the Report Beam electronic reporting system was deployed to the field in July 2007. With this system in place, a comprehensive crash data base will be available for all system users. The report will be over 100% MUGCC compliant. This revised report has made the data more complete, timely, and accessible to everyone who may need the data. 2009 will be dedicated to access and data improvements for the users of the data.

Racial Profiling Data Collection: The WV GHSP applied for federal funding to complete this project in FY 2006. The West Virginia Motor Vehicle Stop Form (MVSF) was developed, and rules and guidance for the project were put into place. For every motor vehicle stopped by law enforcement for a violation of the WV Motor Vehicle Code, the MVSF must be completed and submitted to WVDMV. The "Bubble Scan"

form is scanned and the information entered into a data base that will provide information to create a public report on motor vehicle stops in West Virginia. There has been a great deal of information produced that has been helpful to the GHSP.

The collection of data began on January 10, 2007. The initial rejection rates per month were over 30%, and we have worked very hard to lower the rejection rates to less than 8% statewide. There are 367 reporting sites.

The electronic version of the MVSF was developed in June 2007 and implemented as part of a software package offered to all police agencies. We had over 80% of all stop forms statewide to be submitted electronically by the end of FY 2008.

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

Electronic Traffic Citation: Planning and discussions continue on this project. The platform for hosting e-citation was secured; however, and several questions in 2008 have been resolved. Enabling legislation was passed during the 2008 legislative session that eliminated the offender and officer signatures on the citations. 50% of all citations issued in WV are handled through the Magistrate Court System; the other 50% are handled through one of 183 Municipal courts. We anticipate 60% of all citations will be electronically submitted in FY 2009. In February 2009, we will pilot an e-citation project with the State Police and the State Court System. With the infrastructure in place from e-crash and WVMVSF, we anticipate a fast start up after the pilot project.

DMV/Supreme Court: Electronic Exchange Interoperability:

In 2007, the WV Supreme Court upgraded its Magistrate Court Computer system to capture all the data elements from the new Uniform Traffic Citation. The DMV is still working to link their files to the courts files.

Registration Bar Coding: As of January 2008, all vehicle registration cards are bar-coded. This allowed the inclusion of information into all police reports (Intoximeter Breath Testing Machine, Uniform Crash Report, Uniform Traffic Citation, and other applications). This will increase accuracy and timeliness. The WV State Police have been meeting with major auto insurers and the WV Insurance Commission over the last year to gain their support in barcoding the mandatory insurance card.

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

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

Section 1906 Grant Program to Prohibit Racial Profiling

In 2009 West Virginia did not qualify as an assurance state under Section 1906. West Virginia would have had to collect all passenger information and with the Legislative rule sunsetting on 12/31/08, it was not practical. We, however, ran the project through FY 08. A copy of Chapter 17G of the WV Code that prohibits Racial Profiling and Legislative Rule 149 that sets in place the mechanism for collecting "Stop Information" from law enforcement is included.

* July 2006: WV advertised for bids for the scanning of data provided by Law Enforcement for every traffic stop for any violation of the WV Motor Vehicle Code.

*Training CDs were developed and distributed along with data collection forms to every law enforcement agency in West Virginia.

*The contract was awarded to Casnet of Akron Ohio as the vendor for this project.

*Numerous meetings were held with all "stake holders" involved with this project to facilitate the flow of information and the work plan.

*Beginning January 1, 2007 All Law Enforcement Officials were required to submit WV Motor Vehicle Stop Forms for every traffic stop made for violations of the WV Motor Vehicle Code.

- In July 2008, an electronic Pilot Project was initiated in 4 counties
- In October, the entire State Police converted to electronic reporting.
- In March 2008, 5 agencies were reporting electronically.
- In May 2008 42 agencies were reporting electronically.
- In July 2008 83 agencies were reporting electronically.
- In September 2008, 142 agencies were reporting electronically with over 200 capable of reporting electronically

Summary of 2008 Activities

WVMVSF submitted by Law Enforcement

	2007	2008
January	18,656	17,708
February	19,010	19,765
March	30,606	26,906
April	29,874	24,607
May	30,036	27,106
June	29,210	20,222

July	25,599	19,288
August	27,615	21,861
September	23,450	20,522
October	17,930	21,329
November	23,450	N/A
December	22,111	N/A

The Charleston Police Dept, Fairmont Police Department, and the WV State Police in four counties went electronic in their submission of the Stop form during the month of August 2007. The entire State Police converted from paper forms to electronic submission on November 1, 2007. The percentages of rejections have declined from 35.9% in the first month to less than 8% by the end of 2008. All rejected forms are sent back to the originating agency for proper completion.

Electronic Submission

The State of West Virginia purchased electronic reporting software for submission of the Uniform Crash Report in the fall of 2006. To address the concerns of law enforcement and the Legislature, an electronic version of the WVMVSF was developed.

It reduces the time for completing the form from over 3 minutes to less than 20 seconds and will reduce the rejection rate from over 30% to 0% when fully implemented. The form was successfully piloted in 5 counties in August/September 2007. In 2008, electronic submission was made available to any agency with the infrastructure to support it. Section 1906 funding was used to develop the electronic form and to assist agencies in acquiring the hardware necessary to implement electronic submission. In September 2008, 135 local police departments and Sheriffs Departments were reporting Stop Forms electronically. In total,148,682 stops to date were reported electronically in 2008.

Data Analysis/Reporting Activities

After every monthly submission, each agency is provided with a summary of their activities, needs for improvement, and any other appropriate information as to their "standing" in the project.

The Division of Criminal Justice Services was awarded a grant from Section 1906 funding to analyze the project results and make a public report at the end of the current year to the West Virginia Legislature. DCJS also provided reports as to the accuracy of reporting during each monthly submission.

Media/Public Events

Paid Media

Many hours of planning and preparation allowed the Governor's Highway Safety Program opportunities to realize a goal of saving lives in West Virginia. Much of that planning and preparation includes the purchase of media so that an education component can supplement enforcement campaigns.

In January, the GHSP purchased a small package from Metro News Radio Network for the Fiesta Bowl. 399 total network announcements were aired on 21 radio stations for a cost of $5,700.00.

In March, media was purchased to supplement enforcement in an underage impaired driving campaign in Monongalia County called "Drink and Drive. Get Busted". $47,000.00 was spent on broadcast and cable television, and another $5,000.00 was spent on local radio.

The Governor's Highway Safety Program continued to use federal dollars to purchase media for the Click It or Ticket campaign in May. After this enforcement and education period, seat belt surveys were done, and the results showed that the usage rate for West Virginia was 89.5%.

Following is an approximate breakdown of the CIOT campaign costs:

Tab-Ons:	$0
Billboard:	$55,000.00
Radio:	$25,660.35 for 2,340 spots
TV:	$78,430.00 for 1,887 spots

TOTAL AMOUNT: $159,090.35

In August, the GHSP purchased media for the "Over the Limit. Under Arrest" campaign, and focused on rural roads. Following is a breakdown of those costs:

Tab-ons:	$4,725.00
Billboard:	$0
Radio:	$24,900 for 2,065 spots
TV:	$62,000.00 for 305 spots

TOTAL AMOUNT: $91,625.00

The Highway Safety Program also ran a paid radio campaign for National Child Passenger Safety Week in September. September was also a good choice due to school being back in session. The radio spots ran from September 21 through September 27, and 2,200 commercials were aired on 110 radio stations for a cost of $23,715.40.

The GHSP also decided to do a "Sports Media" package. $66,000. was spent for advertisement and PSAs at sports-related venues. Following is a breakdown of those costs:

Marshall University (ISP Sports)-1 marquee billboard and signage in the stadium: $22,000.00

WVU Basketball-signage in colisem and internet advertisement: $22,000.00

Metro News Radio Network Pre and Post Game Shows: $22,000.00

TOTAL AMOUNT: $66,000.00

Next year, we look forward to participating in our first year-long media buy, which will feature all aspects of highway safety, including the Department of Transportation, the Division of Motor Vehicles, and the Division of Highways. A highway safety message will be heard throughout the state all year, not just at focused times. There will still be the need for focused media buys, but some only to supplement.

Earned Media

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

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

Coordinators also received media attention during National Child Passenger Safety Week and at other 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.

State Fair

The WV Division of Motor Vehicles won first place this year for its display at the WV State Fair in Fairlea held in August. The GHSP contributed not only staff but some funding for this event. Three employees worked several days and had the opportunity to educate the public on many of our key programs, including occupant protection, impaired driving, child passenger safety, ATV safety, and motorcycle safety.

Approximately $7,000.00 was spent on the State Fair by the GHSP, between employee time/travel and educational materials including, but not limited to:

1. print materials with GHSP-related information
2. booth activities, including the "ride on" toys for the kids, helmets, and trinkets

ATV Safety

ATV Riding in West Virginia

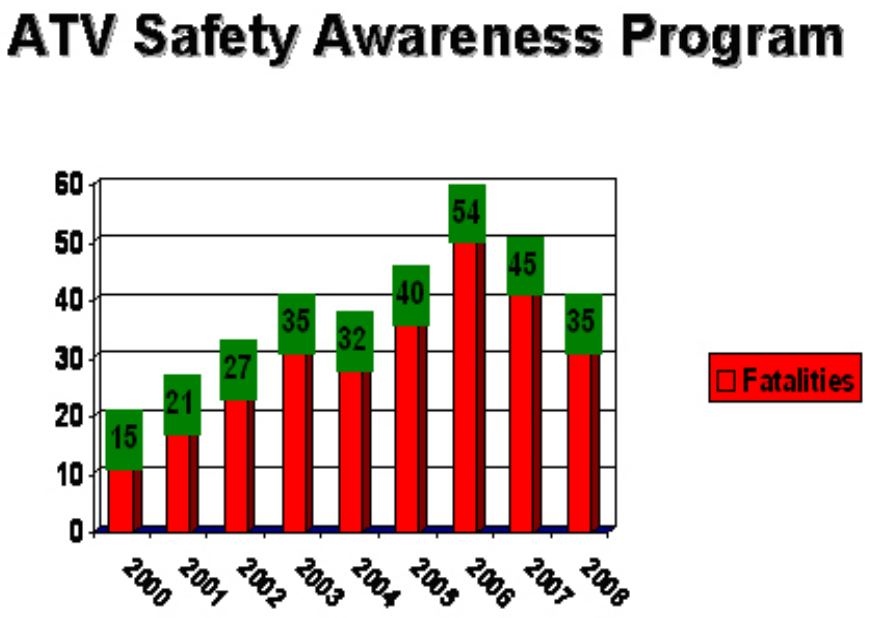
The all-terrain vehicle or ATV has been accepted in the Mountain State in its original model of a work/utility vehicle and as a recreational vehicle. Unfortunately, West Virginians have adopted this vehicle as an alternative means of transportation once the operator has lost his or her driver's license. Approximately 450,000 all terrain vehicles or 2.2 per each household are owned by the citizens of the Mountain State. The popularity of the ATV doesn't appear to be diminishing as 16,000 new ATVs on the average are purchased each year in West Virginia.

The figurative explosion of ATVs being used and owned in the state has propelled West Virginia into the forefront of ATV safety. In 2004, the state legislation in response to West Virginia's 3rd record-breaking year in fatalities crafted new laws requiring an ATV Safety Awareness Program for those riders under 18 years old.

ATV Fatalities and Injuries

Even though the new law went into effect in 2004, the number of fatalities continued to increase by 69% from 2004 into 2005 and 2006. West Virginia has led the nation in per capita based ATV-related fatalities from 2000-2004 and each of the 2005 and 2006 years.

Public awareness and outreach efforts have appeared to curb the trend of increasing injuries and fatalities in West Virginia. Data indicates a second consecutive year of decreasing fatality numbers in 2008 after enduring the overwhelming increase of ATV-related fatalities in 2006. In 2007, the number of fatalities decreased by 16.7% from 54 to 45. 2008 saw a 22.2 % decrease in fatalities to 35 for the state. Emergency room data indicates an increase in the use of helmets by all victims of ATV crashes. However, West Virginia continues to lead the nation in the number of ATV fatalities.



The fatality and injury data going into 2007 indicates an increase in the occurrence of these catastrophic events on the state's roadways. This trend in the data reinforces Governor's Representative for Highway Safety Joe Cicchirillo's repositioning of the ATV Safety Program to the Highway Safety office. In 2008, West Virginia saw a dramatic decrease in roadway fatalities on ATVs. Only 40% of the fatalities in 2008 occurred on the state's roadways. Previous data reflected a majority of fatal crashes occurred on paved roads.

The fatality data during the 2003-2006 period points out that a large number of those being killed in ATV crashes are not wearing helmets. At least 60% over that period were

not wearing helmets, however in 2007 that number jumped to 90%. In 2008, the state saw an 18% increase in the number of fatally injured riders wearing helmets.

Injury data indicates the same factors during 2008. Still only 24% of those riders treated for injuries at the state's trauma center reported wearing helmets, up from 19% in 2007. Further, the average stay in the Intensive Care Unit is increased by 33% for those not wearing helmets and the average hospital stay is doubled.

ATV Outreach and Education

The program provides for minimal Safety Awareness training in each of the 23 regional offices of the Division of Motor Vehicles by its employees. The GHSP provides an expanded version of the awareness training at various venues throughout the state during school hours or non-business hours. The ATV Safety Awareness program has partnered with a number of state agencies such as the West Virginia University Extension Services, the Department of Natural Resources, The National Guard, the Department of Education, the Division of Forestry along with numerous local groups to organize safety demonstrations and presentations throughout the year.

ATV Safety Institute Instructors conducting Basic Rider Course in West Virginia

The ATV Safety Program also works very closely with ATV Manufacturers individually and through their non-profit safety organization, the ATV Safety Institute. The program bases its educational and informational outreach series on the recommendations of these experts and tailors programs toward locally identified interests and problems.

Motorcycle Safety

About our Program:

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

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

Mission:

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

Training Season 2008

Total successfully trained	2473 students
Total number contacted	3422

Motorcycle Safety Foundation Staffing:

There are over eighty Certified RiderCoaches, and seven of them are Site Coordinators, one for each of our seven sites around the state. Eighteen Military Rider Coaches provide the Basic Rider Course and Experience Rider Course Training to military personnel. The Military also have Rider Coach Trainers.

The Harley Davidson Riders Edge Program is offered at three locations in the state.

West Virginia numbers at a glance:

There were approximately 49,220 registered motorcycles in the state during the year of 2008, an increase of almost ten percent from the previous year. We had over a 95% pass rate in the BRC and a 99% pass rate again in the ERC. The program has trained over 10673 students since 2001. There are over 100,000 drivers in the state with a "F" (motorcycle) endorsement.

West Virginia Motorcycle Safety and Awareness Program Budget:

The West Virginia Motorcycle Safety and Awareness Program are primarily funded as outlined in the West Virginia Motor Vehicle Law (17b-1d-7) which creates a special designated fund. The "Motorcycle Safety Fund" which was established in 2001 and receives all moneys from the motorcycle licensing fees with the exception of the instruction permit fees, five dollars and fifty cents of the money of each motorcycle

registration fee collected. It is a special revolving fund that is exempted as part of the state's general revenue fund. The West Virginia Motorcycle Safety and Awareness Program are funded by the motorcyclist of the state of West Virginia.

2008 Highlights

The program participated in a number of motorcycle related events and rallies this past year. The program was one of the major sponsors of the Vintage Motorcycle Race at the 4th annual Mountainfest Rally in Morgantown. The Safety Ride Program that the program offers during this event was highlighted in an article in the "Thunder Press" magazine. We hosted and sponsored the eleventh annual celebration in which the Governor issued proclamation proclaiming the month of May as Motorcycle Safety and Awareness. This event was aired at noon time on six radio stations across the state. We also sponsored and participated in the capitol stop of the "Run For the Wall which is becoming an annual event and planned stop for the participants in that ride. Co-sponsor the 1st Annual Governor's Safety Ride, the third weekend in October. Additionally, $59,000 in federal grant funding was spent on a cable television media buy. Total number of spots aired was 8361.

Goals for 2009

(1) To continue to expand training capabilities of the program, by helping to recruit, develop, trained and certified additional RiderCoaches. To forge partnerships in rural areas in which additional locations are to be developed, providing additional motorcycle training.

(2) To continue to educate both the riding and general public through paid media ads and commercials radio and television, billboards, hand outs, bumper stickers and sponsored safety events. Also to educate individuals owners of motorcycles that they must have a motorcycle endorsement to legally operate a motorcycle. Additional emphasis will be placed on the motorcycle rider to "ride straight", free of all intoxicants. The goal is reduce the number of alcohol, illicit drugs, prescription or over the counter medications related crashes and fatalities.

(3) To be proactive with motorcycle clubs and organizations in developing alcohol free venues and events. To continue a partnership with the state's board of education by providing each driver's education instructor a copy of the new release Share to Road module entitled "Intersections". This module focuses on the number one causes of motorcycle crashes: Being hit by a driver of an automobile or truck that didn't see them.

1st Annual Governor's Safety Ride

October 18, 2008

2008 - West Virginia Performance Goals

Highway Safety -

The Governor's Highway Safety Program has dedicated the majority of it effort 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 2008 HSP Goals and Objectives with the latest available data compared to the previous (4) four years. (2003-2006).

Total Fatalities -	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**
	394	**410**	**374**	**410**	**431**	**N/A**

To reduce the total number of fatalities in motor vehicle crashes on public highways to less than 380 by 2008

In relation to the previous (4) four year average of 397, the fatalities are up 8.5%, and reported use of occupant protection remains low in fatal crashes. Single vehicle run off the road is the leading type of fatal crash. The GHSP will continue with programs in place, and there will be a renewed effort to examine and evaluate each fatal crash to further develop problem identification. Increases in Motorcycle and ATV fatalities have contributed to this increase.

Total Injuries -	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**
	25,366	**24,702**	**23,385**	**22,951**	**20,950**	**N/A**

To reduce the total number of injuries in motor vehicle crashes on public highways to less than 24,000 by 2008

Significant progress has been made in this area with a 13% reduction from the previous (4) four year average of 24,101. The GHSP will continue to emphasis this area through education, enforcement, engineering, emphasizing occupant protection and other driver behavior improvements.

Serious Injuries -	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**
	12,358	**12,108**	**11,619**	**11,472**	**10,305**	**N/A**

To reduce the number of serious injuries that occurs during motor vehicle crashes on public highways by 2008

There has been a significant decrease of 13% from the previous (4) four year average of 11,889.25. We attribute this decrease to the substantial increase in seatbelt usage: from 80.7% to 89.5% over the last 4 years.

Total Crashes -	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**
	51,376	**49,949**	**47,119**	**46,632**	**39,848**	**N/A**

Reduce the total number of crashes on public highways to less than 46,500 by 2008.

Decrease by 18 % from the previous 4 year average of 48,769. There appears to be an increase in the awareness of police agencies to report crashes, and to do so in a timely manner. In FY 2008 the Uniform Crash Report was introduced, there may have been some resistance in the use by Law Enforcement in 2008. This may somewhat account for the decrease in reported crashes. We will need to compare the next two years to see if the decrease continues.

Alcohol Related	2003	2004	2005	2006	2007	2008
Fatalities	148	136	127	116	142	N/A

To reduce the number of fatalities in alcohol related crashes to less than 125 by 2008

An increase of 8% from the previous 4 year average of 131.75., the agency housing FARS in WV changed and a new analyst was in place. We had a major increase in the number of "unknown BAC's" we are currently reviewing all fatalities in an effort to reduce those numbers. We feel that development of a sustained Impaired Driving Program in 2002 and involvement in the Mid-Atlantic "Checkpoint Strike force Program has reinvigorated DUI enforcement, public awareness of Drunk Driving issues.

It is a consensus that Alcohol related fatalities will continue to trend downward below the 4 year average.

Under Age Alcohol	2003	2004	2005	2006	2007	2008
Purchase Percentage -	23.91%	27.16%	16.43%	18.95%	16.33%	N/A

To reduce the Alcohol buy rate by under the age of 21 to less than 20% by 2008

The GHSP reports a significant 24% reduction in the number of successful underage alcohol buys compared to the previous 4 year average of 21.61%. 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	2003	2004	2005	2006	2007	2008
Usage Rate -	73.6%	75.8%	84.9%	88.5%	89.5%	89.5

To increase the usage of seatbelts to greater than 88% by 2008 and 90% by 2009.

The most significant change occurred in this area, the previous 4 year average of 84.7% was increased to 89.5% an increase of 5.4%. 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 2007 we did not meet the criteria for occupant protection funding. It was funded through Section 402. West Virginia met the SAFETEA LU criteria in Section 406 requiring states with Primary Laws to have 85% Scientific Observational Surveys for two years. In 2006 and 2007 the usage rate met the criteria.

Usage reported	2003	2004	2005	2006	2007	2008
In Fatal Crashes -	49%	47%	47%	56%	56%	N/A

To increase the reported usage of Seat belts, child Passenger safety devices in fatal crash fatalities to 50% by 2008.

Seatbelt usage in fatal crashes rose 6% over the last four years and is still very low; usage in all crashes and injury crashes has increased significantly.

Speed -	**2003**	**2004**	**2005**	**2006**	**2007**
Speed Related Fatalities	112	119	82	73	76
Total Fatalities	394	410	374	410	431
Percentage	28%	29%	22%	18%	18%

All West Virginia law enforcement agencies receiving highway safety funds for occupant protection and impaired driving enforcement programs are expected to enforce posted speed limits. Speed related fatalities are down thanks to strong enforcement and targeting roadways where speed related fatalities occur.

Population -	**2003**	**2004**	**2005**	**2006**	**2007**
	1,803,223	1,804,618	1,805,626	1,808,699	1,812,035

In the 1990's West Virginia's population was on the decline; however in the last (4) four we have experienced a slight increase in our population. We expect it to remain relatively within this range over the next 4 years. The vast majority of the population is white 95.4%, 48.6% Male, 51.4% Female, the median age is 38.9 and the Average household size is 2.4.

Vehicle Miles -	**2003**	**2004**	**2005**	**2006**	**2007**
Traveled (HMMT) -	20,082	20,302	20,523	20,885	N/A

Vehicle miles traveled for the previous (4) years average is 20.228. We estimated the 2007 VMT to be 20,723.

VMT Fatality Rate -	**2003**	**2004**	**2005**	**2006**	**2007**
	1.96	**2.02**	**1.82**	**1.96**	**N/A**

The fatality rate per vehicle miles traveled average for the previous (3) years was 1.93. We are currently (2007) slightly above the 2003-2005 average. It appears from early data we are currently (2008) that we are 13% below 2007 totals.

We currently do not have the VMT's for 2007, and the estimate is based on average increases in the VMT over the last 2 years.

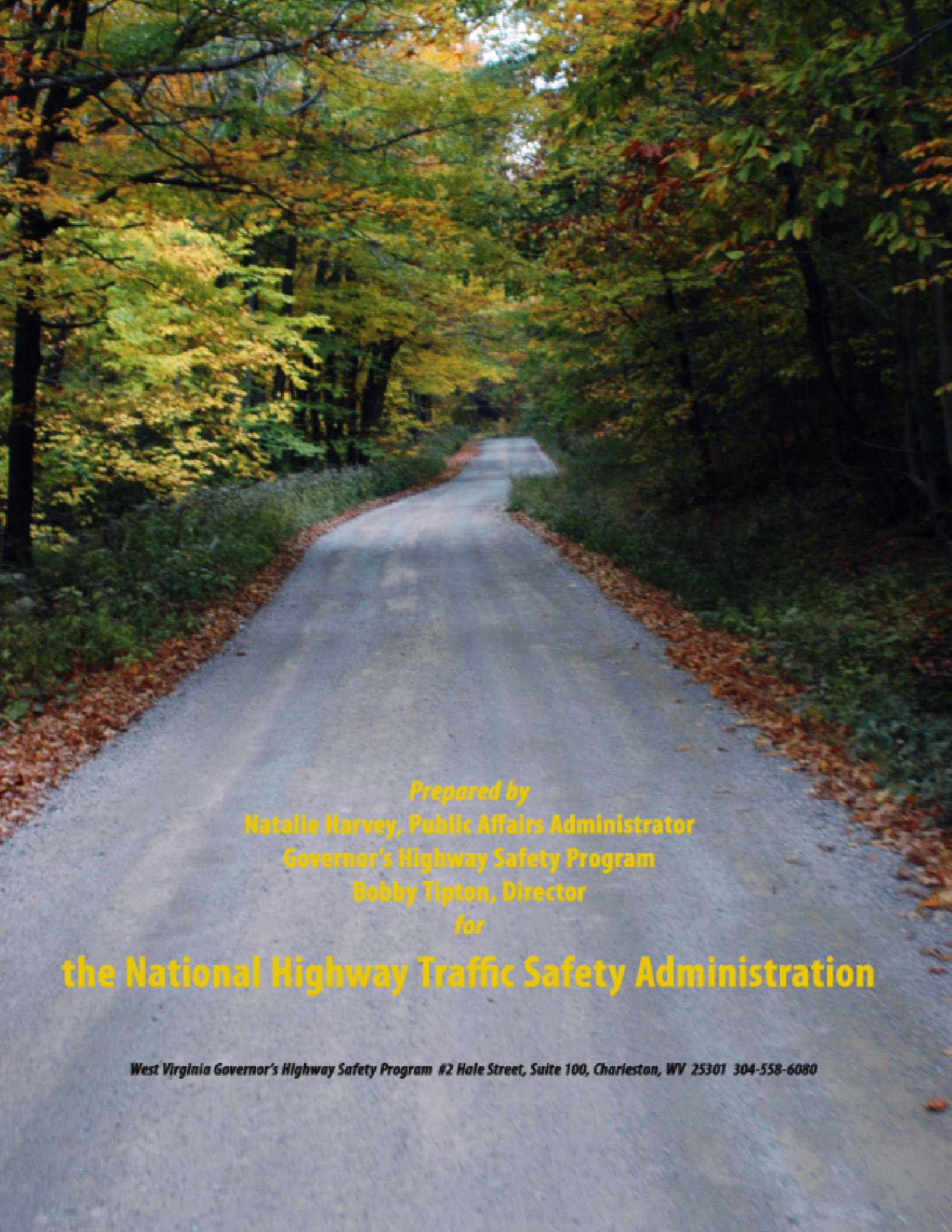
Alcohol Fatality Rate-	**2003**	**2004**	**2005**	**2006**	**2007**
	0.63	0.7	0.57	0.53	0.628 est

The Alcohol Related Fatality rate per vehicle miles traveled average for the previous (4) years was .61, FARS Data indicates that there appears to be a slight increase in this area from the 2003-2005 average. We are currently reviewing FARS Alcohol Related Data to investigate the "Unknown BAC's" We will follow up with current data when available.

******2007 traffic safety data is the latest available. The 2008 data will be available in April 2009. From the latest information it appears that West Virginia is making progress in the mission of the West Virginia Governor's Highway Safety Program. We will continue to monitor the progress of our programs.***

HS FORM 217, OMB NO. 2127-0003
STATE OF WEST VIRGINIA, GOVERNOR'S HIGHWAY SAFETY PROGRAM
COST SUMMARY FOR FEDERAL FISCAL YEAR 2009

Program Area	Approved Program Costs	State/Local Matching Funds	Current (V# 8-23) Obligation Balance	Share to Local (V# 8-23)	Actual Balance 9/9/2008 per GTS Voucher 8-23
NHTSA 402					
Planning & Administrative	300,000.00	150,000.00	168,652.00	0.00	94,243.92
Alcohol	400,000.00	100,000.00	250,000.00	59,789.72	147,466.48
Occupant Protection	100,000.00	25,000.00	0.00	0.00	0.00
Traffic Records	100,000.00	25,000.00	0.00	0.00	0.00
Safe Communities	700,000.00	600,000.00	2,605,310.88	415,643.24	2,045,776.19
Paid Advertising	200,000.00	100,000.00	0.00	0.00	0.00
Total 402	1,800,000.00	1,000,000.00	3,023,962.88	475,432.96	2,287,486.59
406 Performance Incentive	1,987,015.00	0.00	5,092,399.00	0.00	5,092,399.00
408 Traffic Safety Info Systems	500,000.00	0.00	1,300,000.00	50,152.29	1,230,345.93
410 Alcohol SAFETEALU	300,000.00	900,000.00	1,463,906.00	167,386.00	1,243,712.32
SEC 2010 Motorcycle Safety	150,000.00	0.00	165,500.00	52,568.60	112,931.40
SEC 2011 Child Safety/Booster Seats	400,000.00	0.00	551,949.94	53,802.20	498,147.74
SEC 1906 Racial Profiling	442,023.29	0.00	1,103,571.39	392,632.33	649,235.04
Transfer AL154	2,652,369.75	0.00	4,747,085.79	613,957.06	4,114,876.17
Transfer HE154 Hazard Elim	4,272,538.68	0.00	15,825,284.99	0.00	13,487,255.12
Transfer AL164	47,630.25	0.00	75,097.00	53,901.71	21,195.29
Transfer HE164 Hazard Elim	3,931,756.72	0.00	7,464,357.53	0.00	3,931,756.72
NHTSA TOTALS	16,483,333.69	1,900,000.00	40,813,114.52	1,859,833.15	32,669,341.32
DOJ 16.710 In-Car Cameras	881,493.01	881,493.01	2,961,684.00	2,283,158.99	678,525.01
TOTAL NHTSA & DOJ	17,364,826.70	2,781,493.01	43,774,798.52	4,142,992.14	33,347,866.33



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