

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

**Annual Report  
2009**

## ***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 (GHSP) 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%. In 2009 it dropped slightly to 87%. The GHSP attributes the high usage rate 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 State Fair. Student trainee attendance for the motorcycle safety program was up this year as well.

### **Challenges**

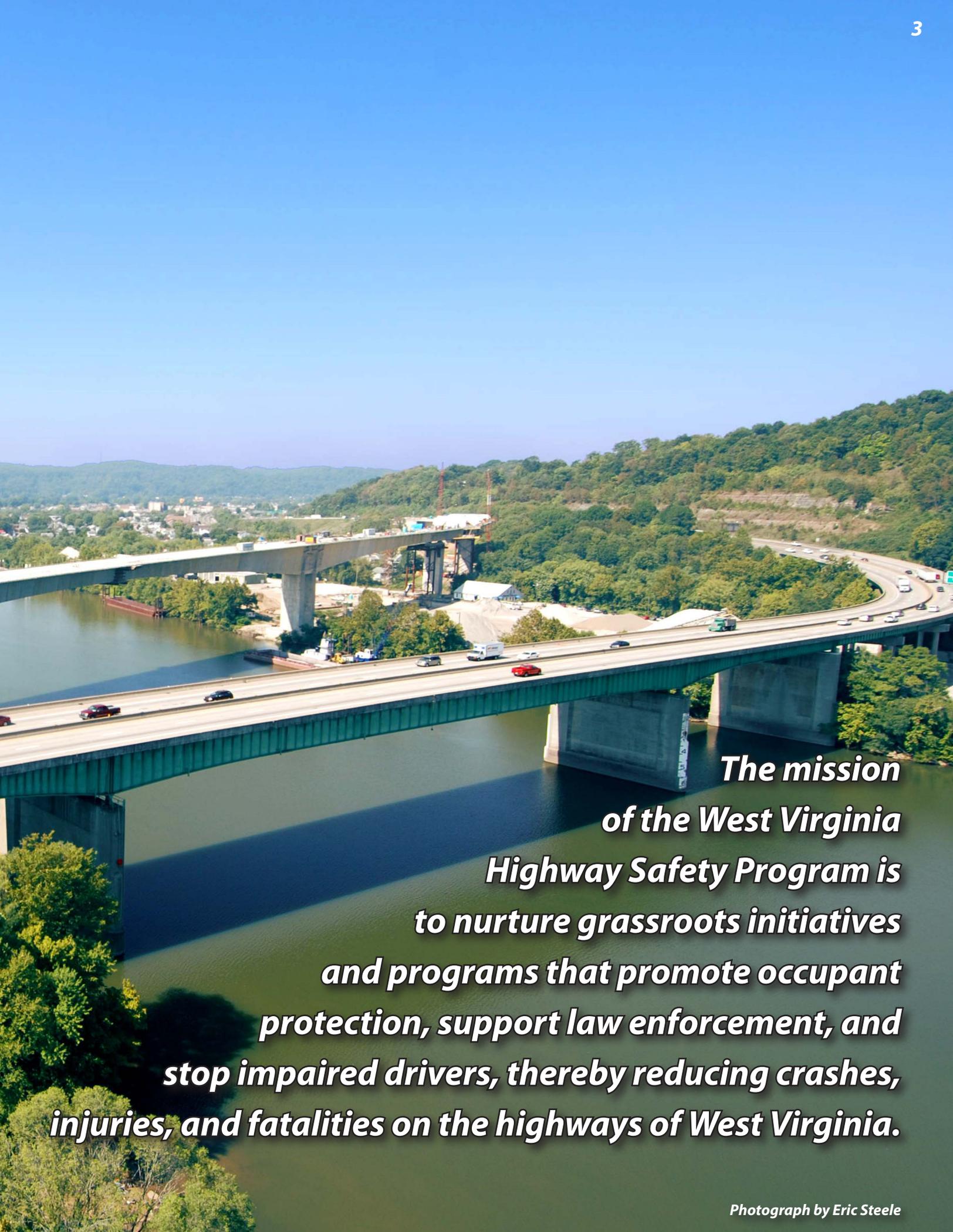
In the coming year we will continue our efforts to reduce the percentage of alcohol-related injuries and fatalities to under 30%. Another challenge we face is keeping our seat belt usage rate over 85%. Though we are now at 87%, we are facing our toughest percentage of people to "win over"-those that 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



## *Click It or Ticket*

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 86.9%, up from an abysmal 49% seven years ago. While this is a slight decrease from the previous year's rate of 89.5%, we feel confident that our short-term goal of 90% can be achieved.

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 seven years of combining efforts from law enforcement and a strong media message, our usage rate has risen a great deal. We feel it would increase 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.

During May of each year, an intensive Click It or Ticket campaign is launched statewide with a month long enforcement and media blitz. The 2009 campaign resulted in 3156 seat belt citations, 119 DUI arrests, 95 Child Safety Seat violations, 132 felony arrests, and 10 fugitives apprehended. This was accomplished through seat belt patrols and checkpoints by 128 law enforcement agencies. The CIOT media campaign is comprised of statewide billboards, television and radio advertising, as well as local efforts by the eight community coordinators. During the 2009 campaign, the West Virginia Highway Safety Program spent approximately \$167,000 on paid advertising statewide resulting in 1,414 television spots and 1,620 radio spots. Newspaper "tab-ons" were also purchased. Additionally, our "annual buy" with West Virginia Metro News (radio) was going on at this time as well, and we received even more coverage than reflected above. Also purchased was field signage at Appalachian Power Park (minor league baseball stadium) in Charleston for April – September with the CIOT message. Through our Traffic Safety Coordinators, numerous press conferences were held, and tv, radio, and newspaper news stories were aired/printed.

### ***Section 406 Award Money***

West Virginia was the recipient of Section 406 funds in April 2008. 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%. This was a one-time award of \$5 million.

During 2009, Section 406 funds have been used for driver behavior programs such as Click It or Ticket and to enhance the capability of law enforcement agencies throughout the state of West Virginia to submit crash and citation data electronically.



***WV LifeSavers was formed in 2004 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 150 agencies, including State Police detachments, Sheriff's Departments, municipal police departments and the Traffic Enforcement Division of the WV Public Service Commission.***

## **LifeSavers**

### **Origin of the program**

In 2004, the WV LifeSaver(LS) program was initiated under the premise that law-enforcement agencies do not enforce seatbelt laws, nor do they issue seatbelt citations. It was apparent at that time that sustained enforcement in order to reach and maintain a high seatbelt usage rate was not going to be obtained through agency participation in the Click It or Ticket program. At that point, a program was developed to offer incentives to officers from all WV law-enforcement agencies that would actively enforce seatbelt/child restraint laws on a 365 day-per-year basis. To date, more than 1,000 officers from more than 150 separate agencies have enrolled in WV LifeSavers.



### **Growth of the organization**

Participating officers have worked tirelessly in this program which has no activity periods but is ongoing and continual. With a seatbelt usage rate of more than 87%, WV LifeSavers seek to reverse the lackadaisical attitude of those motorists who continue to refuse to buckle up and simultaneously prevent belted motorists from reverting to prior habits of neglecting to use belts. During the prior year, more than fifty (50) new officers have registered to participate in the program, several coming from agencies that have not previously participated.

### **Program expansion**

In April, LifeSavers initiated the Beyond The Belt program which is designed to more accurately focus the attention of officers on the traffic stop. More scrutiny during these stops has been emphasized nationally since such stops have the potential of apprehending those who have committed serious crimes, e.g., auto thief, kidnapping, fugitives, drug dealers, etc. Under this program, special awards are presented to officers who make an extraordinary arrest during a routine traffic stop. The BTB program seeks to encourage officers to be more aware of the relevant conditions and circumstances involved in every traffic stop. One month after the program was commenced, a Buckhannon police officer, during a routine traffic stop, apprehended a passenger wanted on a fugitive warrant from Kentucky.



### ***Continued growth potential***

Since there is frequent personnel movement in the WV law-enforcement network over a period of time, the Coordinator recently begun an effort to determine the extent to which there has been movement of officers since joining LifeSavers. A lengthy process is involved in comparing LS membership roles to active membership lists from Criminal Justice Services to learn which officers are no longer at the agency address under which they registered or even an officer any longer. Such lists also provide a means of learning of new officers for recruiting purposes. The accuracy of our membership list improves recruiting and reduces the cost of needless mailings. By being provided these lists periodically, we now have a means of recruiting new officers that did not exist previously.

### ***Case study of LifeSavers***

Recently we were advised that NHTSA has contracted with a consulting firm to undertake a case study of the WV LifeSavers program to determine the potential of offering the program nationally to other states. Several fact-finding meetings have been held with a final report by the consultants scheduled for release in 2010.

### ***Success of LifeSavers website***

The WV LifeSavers website was initiated a year ago. At that time, the primary purposes were (1) to keep the members informed of upcoming events, (2) to enable potential members to join the program, and (3) to simplify member's reporting of citations monthly. During the last year, more than 1,200 visitors have viewed the site with approximately 20,000 hits. With few exceptions, LifeSavers are routinely using the site to submit their monthly reports. Interested officers can also join LifeSavers through the website.

### ***Future of the WV LifeSaver Program***

To offset the void created by officers leaving law enforcement and inactive members, the Coordinator has undertaken a new recruiting program which will place membership information regarding the LifeSaver program in the hands of every officer in the state. Special emphasis is being placed on the counties which have historically reported low or non-existent seatbelt enforcement efforts. Attractive promotions are offered to new members who will report their seatbelt citation counts for at least 90 days. Data indicates that if a new LifeSaver reports citation continually for three months, they will probably continue to report. Undoubtedly, seatbelt citation totals are less than in prior years. Increased seatbelt usage would certainly account for the reduced totals and should be regarded as a positive sign. However, there are counties within the state where almost no such enforcement is being undertaken and virtually no seatbelt citations are being issued. These areas are being given special emphasis in all recruiting efforts.

### ***False Utopia***

Having achieved a 89% seatbelt usage rate, the general prevailing attitude of law enforcement is that the crisis is past and there is little need for enforcement. This perception is supported by the West Virginia legislature's refusal to make seatbelt violations a primary offense. Additionally, as long as this traffic violation remains a secondary offense, law-enforcement officers will find it more difficult to cite offending drivers. When the general public forms the belief that seatbelt use is no longer important and that law enforcement no longer has an interest in enforcement of these laws, seatbelt usage will definitely decrease.

***As a stand-alone highway safety program, West Virginia LifeSavers has been recognized as a unique effort to address a given safety issue. Even 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, funding and support continuing.***

## TARGET RED-Section 402

Target Red is a program that was initiated by the Southern Regional Highway Safety Program in the City of Beckley in 2008. In October 2007, an elderly woman was returning home from church choir practice when her vehicle was struck in the driver's side door by a vehicle that ran a red light. She sustained life threatening injuries and was in a coma for several months. Fortunately she recovered from the accident but still suffers lingering effects from it.



As a result of the accident, several members of her church made it their mission to bring awareness to the community about the seriousness and ever growing problem of running red lights. They contacted Sgt. Paul Blume of the Beckley Police Department and Coordinator of the Southern Regional Highway Safety Program, and the West Virginia Highway Safety Program seeking their assistance. As a result, several community task force meetings were held, and Target Red was launched in June 2008. Prior to the enforcement effort, a study conducted revealed that 3 out of every 100 cars were in violation of the red light code. In addition to the enforcement effort, there was an awareness component by the local media with numerous Public Service Announcements and newspaper articles. Local businesses and churches were extremely supportive, displaying Target Red signage on their businesses and their outdoor signs. The enforcement campaign was conducted over a 30 day period from mid-June to mid-July, and resulted in a 68% reduction in red light violations.



Based on the outstanding results from the Beckley campaign, the West Virginia Highway Safety Program designated funding for each Traffic Safety Coordinator to conduct a Target Red Campaign in their respective areas from June 12 through July 11.

The West Virginia Highway Safety Office, in addition to providing funding for enforcement, also provided funds for the purchase of rack cards, magnets, and key chains. These items were distributed by each Coordinator in their areas. The Coordinators also conducted various media events. Target Red billboards were also placed statewide in approximately 65 locations at a cost of approximately \$32,000.

Over 19 law enforcement agencies participated statewide in the Target Red campaign, working 2,365 hours, and giving out 1,949 citations for running red lights, and an additional 1632 citations for other offenses.

Target Red will be expanded in 2010 by the recruitment of additional law enforcement agencies to participate, and pre and post surveys will be conducted to evaluate the effectiveness of the program.



# 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. Child passenger safety seats reduce the likelihood of an infant under the age of one being killed in a vehicle crash by 71% and toddlers by 54%. 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 2010 we look forward to training more technicians across the state and holding more renewal classes. We have hopes of working with local hospitals to get nurses certified that work with women and children. In addition, we are working toward recruiting more WIC, DHHR and Day Care providers to become certified technicians, as well as pediatric offices.

Additionally, Trish Anderson became the new Child Passenger Safety Administrator in 2009 after Natalie Harvey took another position within the DMV. Trish immediately jumped into the role and became a certified technician. She implemented a quarterly e-newsletter consisting of updates, an informational corner, CPS events and contact information for help and guidance. The newsletter was provided via email to all certified technicians, Instructors and Coordinator's. The goal of the newsletter is to encourage techs to become more pro-active in their communities and to keep them informed.

## ***CPS Classes and Installations***

In fiscal year 2009, four Child Passenger Safety Technician Certification Classes were held. The four locations were: Beckley, Parkersburg, Clarksburg and Martinsburg. A total of 44 people were trained throughout the year. Additionally, four Renewal Classes were offered at Beckley, Parkersburg, Clarksburg and Martinsburg. A total of 13 technicians were re-certified throughout the year.

We gained an additional instructor, Deputy Brett Pickens with the Wood County Sheriff's Department. There are currently 8 certified instructors that teach in West Virginia and 195 certified technicians:

***Instructors:*** Bob Tipton, Dave Cook, Natalie Harvey, Earl Cook, Brett Pickens, Mark Holmes, Rick Hensley, and Bob Kane

***Technicians:*** Region 1 – 19 techs; Region 2 – 6 techs; Region 3 – 24; Region 4 – 3; Region 5 – 35; Region 6 – 30; Region 7 – 49 and Region 8 – 29.

In total, at least 2700 child restraints were checked / replaced statewide between the GHSP office and the eight regional coordinators/areas, and 61 check up events were held. In FY2010, we plan to focus on Region 2 and Region 4 and try to recruit more certified technicians.

## ***Section 2011 Funding***

The GHSP was awarded \$301,500 in FY2009. In total approximately \$144,295 has been spent, with close to \$57,000 this year for seats and over \$25,000.00 this year for media and public education. Approximately \$17,000 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 nearly 1100 seats this year funded by 2011 and have given away at least 1000. The criteria for receiving a free car seat is determined by each coordinator.

A paid radio media campaign ran in September of 2009, during National Child Passenger Safety Week. \$24,787.77 was spent on 2,100 spots on 60 stations on the statewide MetroNews Radio Network.

In 2010, 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 12, 2009, the GHSP participated in National "Seat Check Saturday". Across the state over 150 seats were checked, and at least 65 were replaced. Free car seat safety check up events and other events were held during CPS Week in the following locations:

1. Charleston, WV – *Royal Subaru*
2. Beckley, WV – *Safety Informational Booth at the Kids Classic Festival; CPS Enforcement Patrols*
3. Huntington, WV – *Walmart on Route 60*
4. Princeton, WV – *State Farm Office*
5. Martinsburg, WV – *CPS Renewal Class*
6. Martinsburg, WV – *CPS Certified Technician Class*
7. Vienna, WV – *Walmart*
8. Parkersburg, WV – *JD Byriders*



# 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 Years 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. The GHSP divided the state into eight Safe Community areas with each area committing 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. The federal funding sources for impaired driving include: Sections 410, 154 AL Transfer, 164 AL Transfer, and 402 AL.

## WV GHSP SUSTAINED DUI ENFORCEMENT PLAN 2009

### OVERVIEW

In order to bring West Virginia's Alcohol Related Death Rate down to the National Average Alcohol Related Death Rate of .45 deaths per 100 million miles traveled, the WV GHSP has 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 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 coordinator also conducts 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 check points 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 ongoing 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*

Two hundred and fifty two police officers received training on five subjects during the 2008/2009 grant year according to the following breakdown:

<i>DUI Statutes</i>	<b>4 classes</b>   153 students
<i>DUI Update</i>	<b>3 classes</b>   52 students
<i>Sobriety Checkpoint</i>	<b>6 classes</b>   86 students
<i>Criminal Prosecution of DUI</i>	<b>4 classes</b>   153 students
<i>DMV Admin. Hearings</i>	<b>1 class</b>   13 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 Monogalia 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.

### **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
<i>State Police, Barracks, Troops, Zones, etc.</i>	63	61	61
<i>County Sheriffs</i>	55	40	40
<i>City Police</i>	135	79	79
<b>Totals</b>	254	180	180

Checkpoint Strikeforce	WV	DC	DE	VA	MD	Region Total
<i>Checkpoints Conducted</i>	138	12	102	45	89	712
<i># of Vehicles Passing Thru Checkpoint</i>	52,434	6146	61941	18395	40390	303171
<i>DWI Arrests</i>	70	51	561	97	148	1022
<i>Safety Belt Citations</i>	112	246	284	64	4	710
<i>Safety Belt Warnings</i>	123	0	0	26	0	149

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

## OTHER ACTIVITIES

### 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 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 and 2008. 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.

### Alcohol Advisory Board

The GHSP maintains an Alcohol Advisory Board to establish and modify the alcohol enforcement program for the Highway Safety Program. Currently the Alcohol Advisory Board consists of: Angela Saunders (West Virginia Supreme Court staff), Bob Kane (WV GHSP Regional Coordinator), Bob Tipton (Director, WV GHSP), David Bolyard (WV DMV), Brian Lanham (WV Prosecutor’s Institute and Alcohol Resource Prosecutor), Captain C. N. Zerkle (WV State Police, Deputy Chief of Staff), Charles Sadler (Division of Criminal Justice Services, Law Enforcement Training Coordinator), Charlotte Blankenship (WV Alcohol Beverage Control Administration, Enforcement Agent), Dave Cook (WV GHSP Regional Coordinator), Detective David Allard (Detective Beckley Police Department), J. D. Meadows (WV Law Enforcement Liaison), John Kisner (Monongalia County Sheriff’s Office), Phil Scott (Chief of Police City of Morgantown), Peggy Runyon (WVU Police Officer), Shawn Williams (WV GHSP Regional Coordinator), Gary Winter (WV GHSP, Alcohol Programs Coordinator), and Bill Naff (NHTSA Region III).

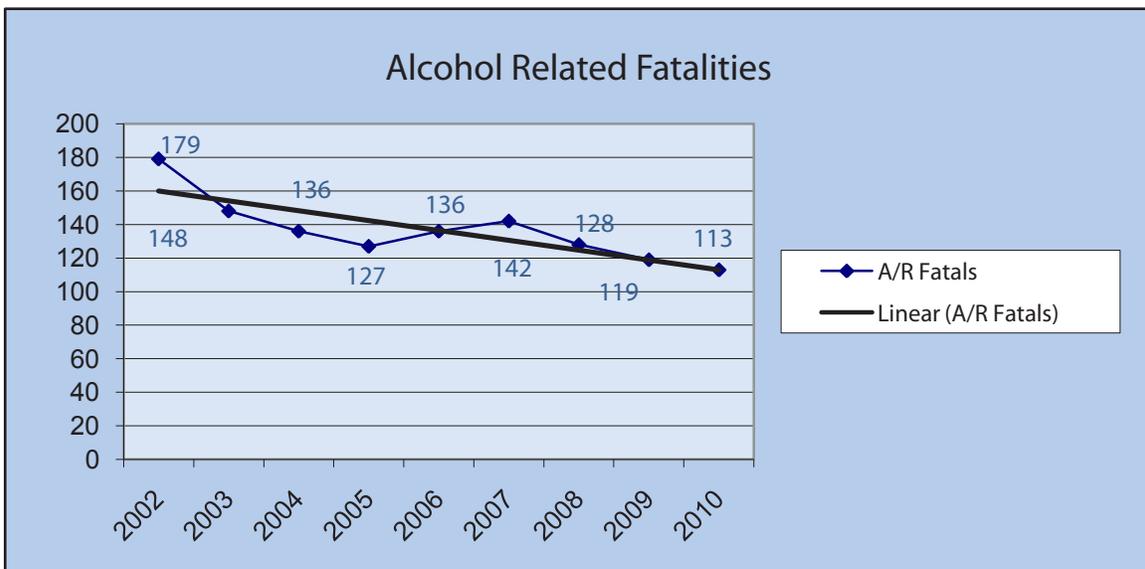
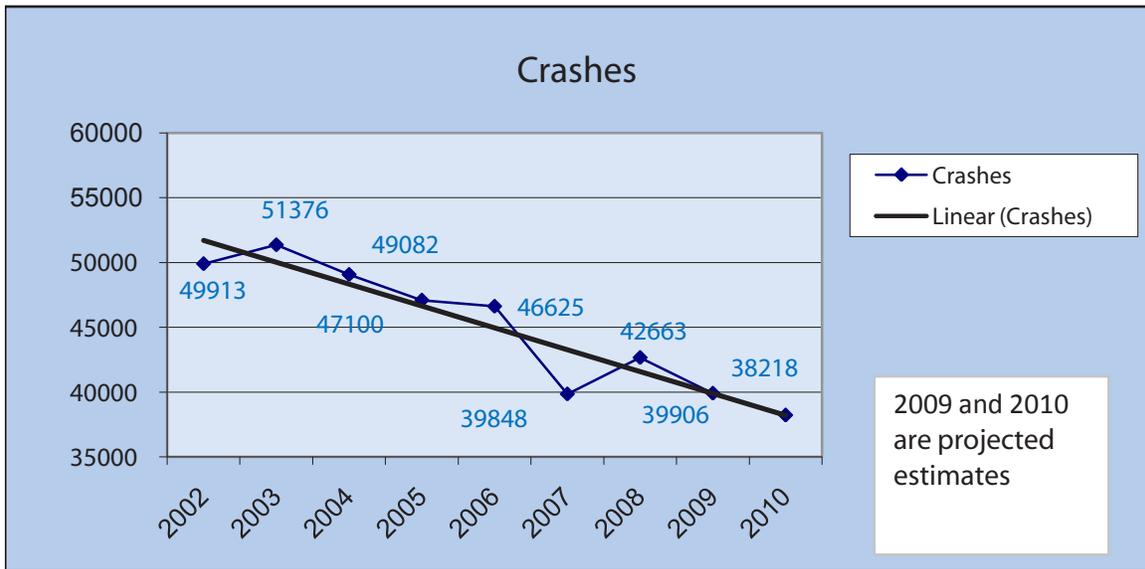
The Alcohol Advisory Board meets quarterly and also helps establish the expectation standards for the law enforcement officers who work under the highway safety grants. They also aid in determining the type of training as well as the content of that training for the law enforcement officers who work the alcohol grants. The Alcohol Advisory Board assists in the preparation of the West Virginia Governor’s Highway Safety Program’s Alcohol Enforcement Plan and the 410 Grant Proposal.

### Traffic Resource Prosecutor-Section 410 Funding

The Traffic Resource Prosecutors position (TRSP) was funded in FY-2009 by the GHSP. The position, held by Brian Lanham, was housed by the West Virginia Prosecutor’s Institute. This was the third year that this position was funded from the GHSP operating budget.

The TRSP was very involved with highway safety training with both law enforcement and prosecutors with an emphasis on impaired driving. Over 717 police officers attended classes related to impaired driving or testifying at criminal/administrative hearings. He published a monthly newsletter, the “Hot Sheet”, that was distributed to all 55 county prosecutors, all law enforcement, and highway safety advocates throughout WV.

- Brian was very active in legislative issues, serving on a committee chaired by MADD.
- 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 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.



**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*

# Safe Communities

In 2007, West Virginia had 45,670 crashes that injured 21,443 people, killed 431, and resulted in \$ 3,809,079,200 in economic loss. There were 117,894 people involved in reported motor vehicle crashes. West Virginia's seat belt usage rate was again above the national average this year at 87%. 2008 alcohol related fatalities were 128, a 2% increase from 2007. 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.

## Overall Goal

Reduce the fatality rate per hundred million vehicle miles traveled from 2.10 in 2007 to less than 1.9 by 2009. (2008- 1.88)

### 1. Occupant Protection

- A.** Increase the seat belt usage rate from 88.5% in 2007 to 90% in 2009 (2009 rate is 87%)
- B.** Reduce fatal ejections from 156 in 2007 to 130 by 2009 (2008 had 145)

### 2. Impaired Driving

- A.** Reduce Alcohol Related Fatality Rate from .67 in 2007 to .60 by 2009 (2008 was .63)
- B.** Reduce the Alcohol Related Fatality Percentage from 32% in 2007 to less than 30% by 2009 (2008 was 34%)

### 3. Crashes/Injuries

- A.** Reduce crashes from 45,670 in 2007 to 43,745 by 2008 (2008 est. 42,663).
- B.** Reduce A & B injuries from 10,586 in 2007 to 10,490 in 2008 (2008 est. 8,373)

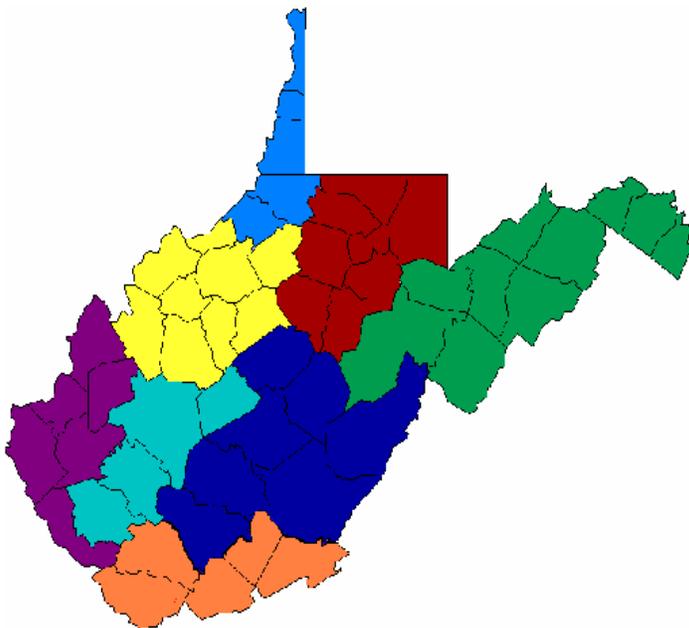
### 4. Coordination-Community Traffic Safety Programs

- 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 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 are trending downward, 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.

Federal funding for Safe Community Coordinators comes from: Sections 402, 410, 154 AL, 408, 406, and 2011.



## **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**

### **South Central 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 2009, 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. Other funding sources for Traffic Records includes Sections 1906 and 406.

The GHSP continues to lead the endeavor of the creating a comprehensive statewide traffic records system. The foundation and infrastructure for completion of this effort was accelerated during FY 2006. The long process of evaluation and procurement of an electronic reporting system was completed in the last quarter of 2006 with the purchase of "Report Beam" ([WWW.reportbeam.com](http://WWW.reportbeam.com)). The software and operating license 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-2009***

**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. This initiative will be the springboard for implementation of the electronic citation.

The Uniform Traffic Citation provided the groundwork for the development of an eCitation. The West Virginia State Police has tested pilots throughout the year with full development and implementation anticipated in the First Quarter of Calendar Year 2010. The eCitation will allow for a seamless, paperless flow of the citation from roadside issuance to the Magistrate Courts onto final disposition by the Division of Motor Vehicles against the driver's history. This expedited handling of citation data will allow the DMV to meet many requirements dealing with commercial vehicle driver licensing regulations.

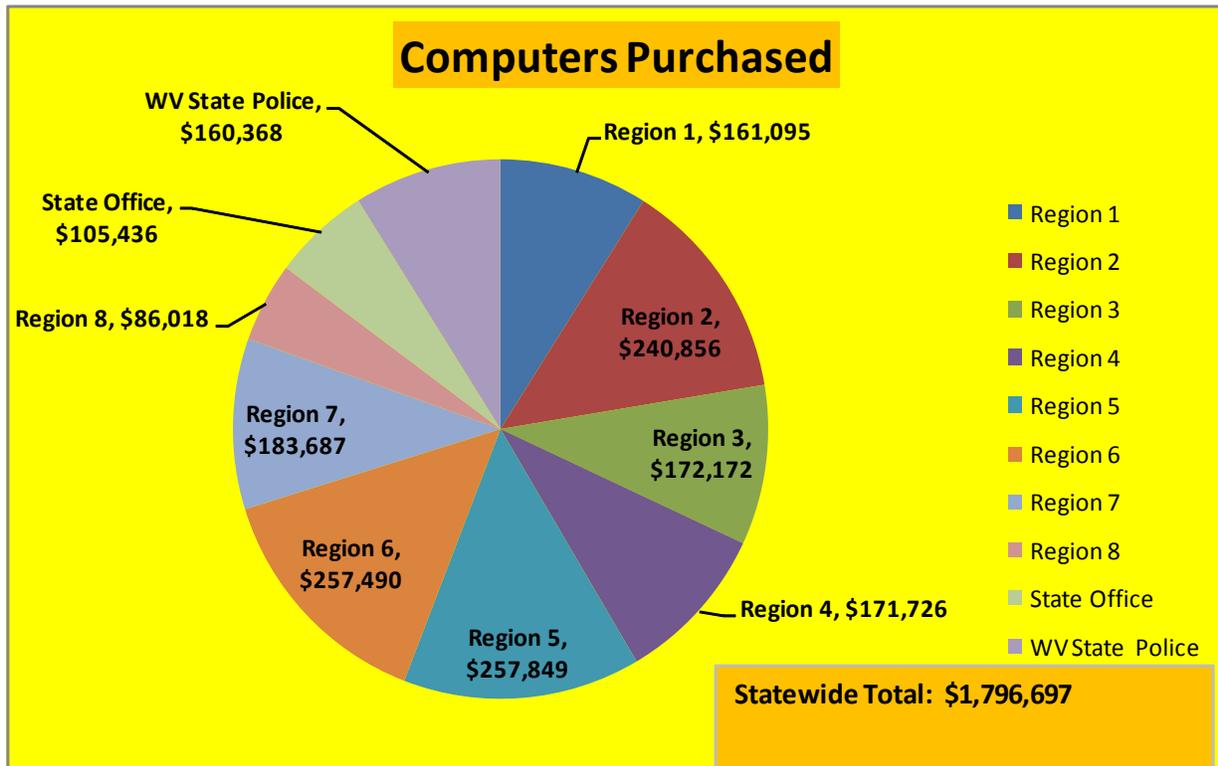
**Uniform Crash Report:** This was revised in late 2006 and finalized in early 2007. The implementation was delayed until the Report Beam electronic reporting system was deployed to the field in July 2007.

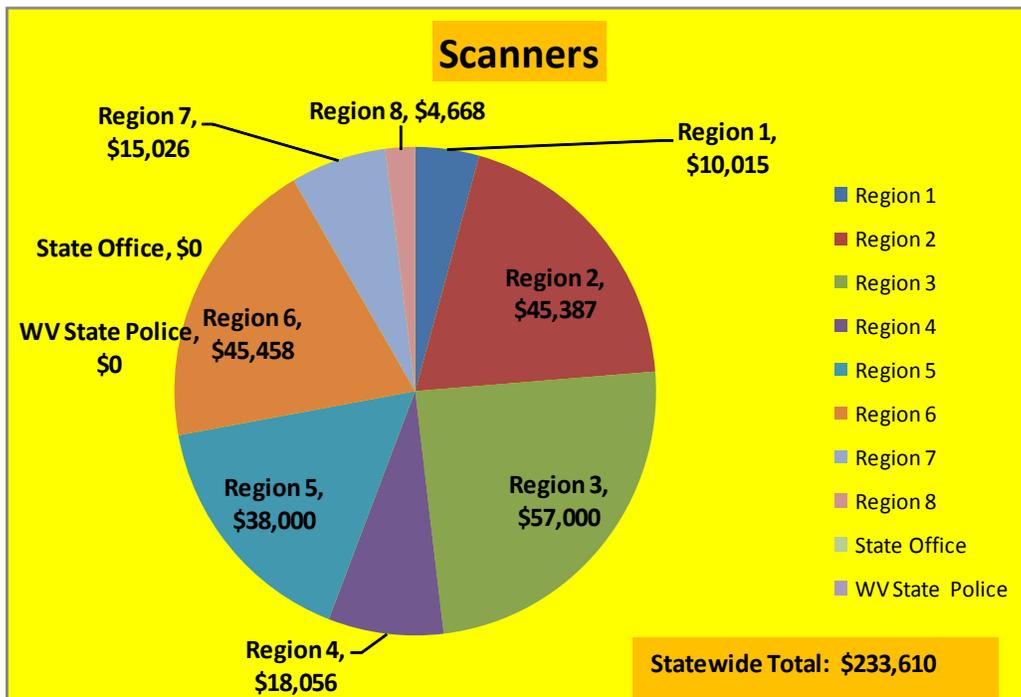
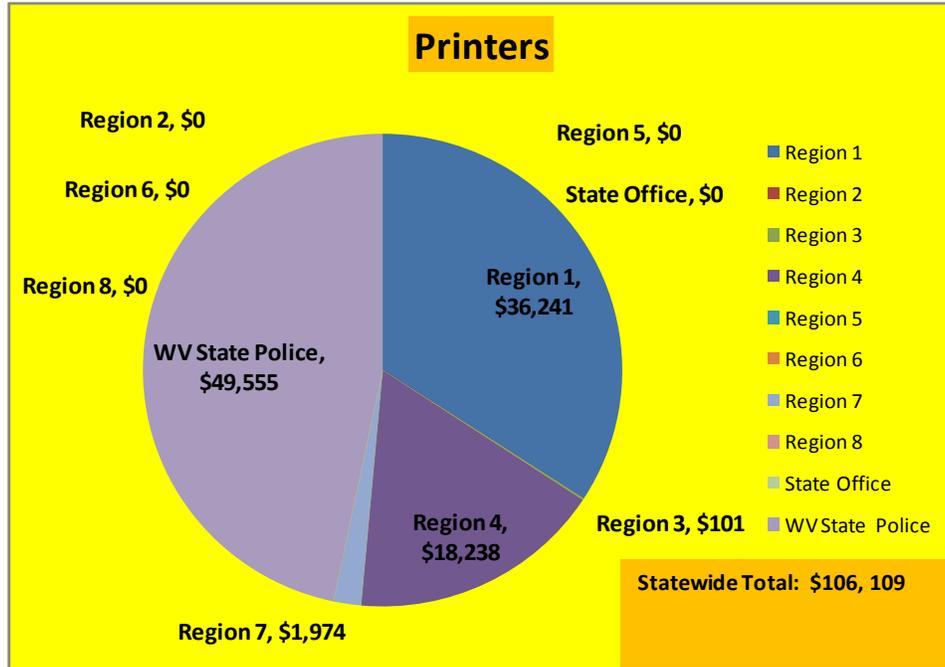
With this system in place, a comprehensive crash data base will be available for all system users.

The report will be over 100% Model Minimum Uniform Crash Criteria (MMUCC) compliant. This revised report has made the data more complete, timely, and accessible to everyone who may need the data. 2009 was dedicated to access and data improvements for the users of the data.

**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 Traffic Coordinating Committee (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 eCitation was secured; however, and several questions in 2008 were 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 2010. In 2009 there were significant issues that delayed the implementation of the electronic citation. In early 2010 the West Virginia State Police took the lead on the project and have piloted a small project within the State Police in three locations with the State Court System. With the infrastructure in place from e-crash and WVMVSF, we anticipate a fast start up after the pilot project. Federal funding from Sections 408 and 1906 was used to purchase and provide equipment and software to allow and enhance the submission of data electronically.





### ***GHSP/CDDP Enforcement Data Website:***

In 2008 the GHSP decided to develop a website that would allow the submission of enforcement data, and allow for the quarrying of data for planning purposes. In May of 2009, each grantee began the entry of all their enforcement data into the website. A great deal of time was spent to make sure it was working appropriately and as of September 2009 we feel comfortable that it will be successful and allow us to meet NHTSA Objectives for reporting enforcement activities in our FY 2010 Annual Report.

### ***DMV/Supreme Court: Electronic Exchange Interoperability:***

In 2007, the WV Supreme Court began to upgrade 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. 2009 saw many obstacles come to light in the court system upgrade that has delayed statewide implementation of the upgrade. Financial restrictions going into 2010 may further delay this project.

### ***Registration Bar Coding:***

In 2008 the DMV began a process to print bar codes on all vehicle registration cards. The printing of registration cards are handled at several points of issuances throughout the state and with an out-of-state third party contractor. In 2009, the DMV addressed a number of systemic issues and by the end of the year 98% of the registrations had valid bar codes. 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 sunset on 12/31/08, it was not practical. We, however, ran the project through FY2008.

# 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.

An impaired driving radio buy kicked off the year in January. A total of 2,214 spots aired on the Metro News Network and on Sportsline on 87 stations combined for a total cost of \$23,546.

The Governor's Highway Safety Program continued to use federal dollars to purchase media for the Click It or Ticket buy 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 87%.

*Following is an approximate breakdown of the CIOT campaign costs:*

Tab-Ons:	\$4,620.00
Billboard:	\$55,000.00
Radio:	\$17,106.60 for 1,060 spots
TV:	\$76,000.00 for 1,800 spots
Baseball Sign:	\$6,000.00

TOTAL AMOUNT: \$158,726.60



areas. Target Red billboards were also placed statewide in approximately 65 locations at a cost of approximately \$32,000.

The GHSP focused some of their media efforts in August and early September on impaired driving. A paid radio campaign was purchased, and 2,100 commercials were aired on 60 stations for a cost of \$24,787.77. Additionally, Newspaper "Tab-Ons" were purchased to be displayed on both Charleston Newspapers on Friday, September 4, 2009 for \$4,620.

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. 2,100 commercials were aired on 60 radio stations for a cost of \$24,787.77.

The GHSP also participated in its first "Annual Buy", which was paid for through the Division of Highways' Traffic Engineering Division/federal funds. Approximately \$231,000.00 was spent on radio for 2009, which included a web site banner ad on [www.wvmetronews.com](http://www.wvmetronews.com). Highway Safety shared messages with DOH, DMV, ATV Safety, Motorcycle Safety, etc.



Next year, we look forward to participating in our second year-long media buy, which will again 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.

Additionally, we will look into purchasing paid television spots as well, and ordering promotional program materials. The focus of the annual buy will continue to maintain an overall highway safety message but the focus will be that of the Highway Safety Taskforce, which is "Zero Fatalities-Saving One Life at a Time".

Media is bought through several funding sources, including the following federal monies: Sections 406, 154 AL, and 2011.



### ***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, 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.

The largest amount of earned media/bonus spots this year came from our first annual year-long buy through MetroNews Radio Network. We received a total number of 8,996 bonus network commercial announcements with a total value of \$86,171.52.

# ATV Safety

## ATV Riding in West Virginia

All-terrain vehicles or ATVs were developed for use as a small work/utility vehicle in the rural and farming regions of Japan. These vehicles should have been a perfect fit in West Virginia. However, as the “motorized mules” reached the United States, the vehicles were transformed into recreational vehicles as well. Sadly, with the absence of stringent laws forbidding highway use, the ATV has evolved an alternative means of transportation once the operator has lost his or her driver’s license. The rugged and rural nature of West Virginia provides a catalyst for the citizens of the state to purchase the vehicles at rate of 16,000 to 17,000 vehicles per year to a point that approximately 450,000 all terrain vehicles or 2.2 per each household are owned by the populace of the Mountain State.

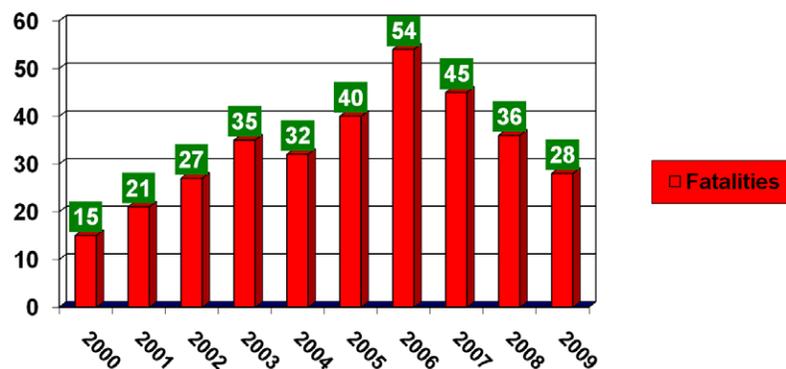
West Virginia has been thrust into the forefront of ATV safety. In 2004, the state legislation in response to West Virginia’s 3rd consecutive record-breaking year in fatalities crafted new laws requiring an ATV Safety Awareness Program for those riders under 18 years old.

## 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 2009 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 36 for the state and 2009 has seen a third consecutive year of decreasing fatalities by 20% to 28. Further, emergency room data indicates an increase in the use of helmets by all victims of ATV crashes. However, the number of West Virginia continues to lead the nation in the number of ATV fatalities per 100,000 in population.

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 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. However, in 2009 the rate of fatalities occurring on the roadways raised to 54%.



## ATV Awareness Program

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. 93% of the 2009 fatalities were not wearing helmets.

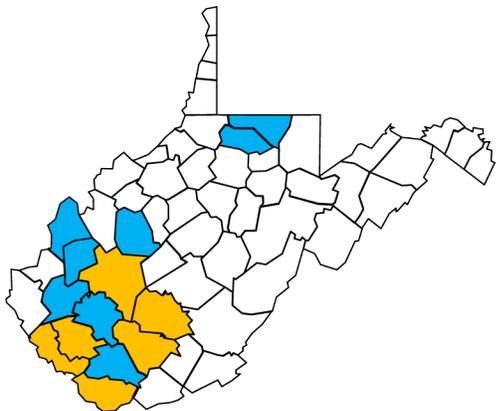
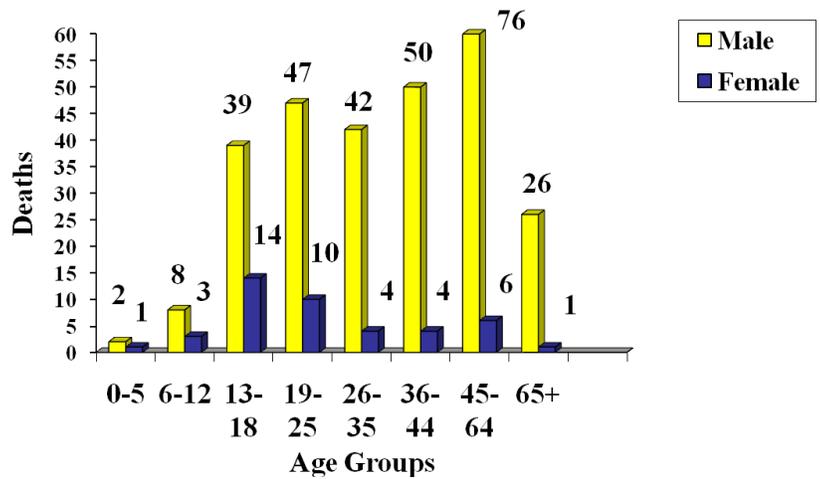
Injury data indicates the same factors during 2008. Still only 24% of those riders treated for injuries at the state's trauma center reported wearing helmets, up from 19% in 2007. Further, the average stay in the Intensive Care Unit is increased by 33% for those not wearing helmets and the average hospital 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 West Virginia National Guard, the Department of Education, the Division of Forestry along with numerous local groups to organize safety demonstrations and presentations throughout the year.

Funding sources for the ATV Program are through the State of West Virginia. No federal funding is received for this program.

**Age and Gender**  
2000-2009



**Statewide Distribution of**  
**ATV Related Deaths**

2000-2009

- **TOP 6 Counties**
- **Other Counties Averaging more than 1 fatal per year**

**With 333 Deaths in 54 of 55 Counties.**

UPDATED DECEMBER 15, 2009

***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, posters, etc.) and to reduce the number of motorcycle related fatalities and injuries in the state.

## Training Season 2009

**Total successfully trained • 1583 students**

**Total number contacted • 2113**

## 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: Bluefield, Huntington and Morgantown.

## West Virginia numbers at a glance

There were approximately 52,220 registered motorcycles in the state during the year of 2009, an increase of almost ten percent from the previous year. We had over a 70% pass rate in the BRC and a 76% pass rate again in the ERC. The program has trained over 12,256 students since 2001. There are over 100,000 drivers in the state with a "F" (motorcycle) endorsement. There were four classes taught out of the program's mobile unit this year: two in Franklin, and one each in Romney and Huntington.

## West Virginia Motorcycle Safety and Awareness Program Budget

The West Virginia Motorcycle Safety and Awareness Program is 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 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 is funded by the motorcyclists of the state of West Virginia. Additionally, the Motorcycle Safety Program receives federal funding from Section 2010 monies.

## 2009 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 5th 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 twelfth annual celebration in which the Governor issued a proclamation proclaiming the month of May as Motorcycle Safety and Awareness Month. 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. We cosponsored the 2nd Annual Governor's Safety Ride held 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. Finally, we unveiled our mobile unit, which provides training to individuals across the state in different areas, which relieves some of the obstacles students had previously encountered when seeking training.

## Goals for 2010

- To continue to expand training capabilities of the program, by helping to recruit, develop, train and certify additional RiderCoaches.
- To forge partnerships in rural areas in which additional locations are to be developed, providing additional motorcycle training.
- To continue to educate both the riding and general public through paid media ads and commercials on radio and television, billboards, hand outs, bumper stickers and sponsored safety events.
- To educate individual 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.
- 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.



22nd Annual Governor's Safety Ride • December 2, 2009

# 2009 West Virginia Performance Goals

## Highway Safety

The Governor's Highway Safety Program has dedicated the majority of its 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 2009 HSP Goals and Objectives with the latest available data compared to the previous (4) four years. ( 2004-2008).

### Total Fatalities

| 2004 • 410 | 2005 • 374 | 2006 • 410 | 2007 • 431 | 2008 • 380 |

*To reduce the total number of fatalities in motor vehicle crashes on public highways to less than 380 by 2009.*

In relation to the previous (4) four year average of 406, the fatalities are down 6%, and reported use of occupant protection remains low in fatal crashes. Single vehicle roadway departure 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. Decreases in Motorcycle fatalities have contributed to this decrease.

### Total Injuries

| 2004 • 24,702 | 2005 • 23,385 | 2006 • 22,951 | 2007 • 21,443 | 2008 • 18,189\* |

*To reduce the total number of injuries in motor vehicle crashes on public highways to less than 20,000 by 2009.*

Significant progress has been made in this area with a 21% reduction from the previous (4) four year average of 23,038. The GHSP will continue to emphasize this area through education, enforcement, engineering, emphasizing occupant protection and other driver behavior improvements.

*\*The merging of the old crash data base with the new electronic reporting data base may account for some of the decrease. We will monitor it's merging and make any corrections.*

### Serious Injuries

| 2004 • 12,108 | 2005 • 11,619 | 2006 • 11,472 | 2007 • 10,586 | 2008 • 8,373 est\* |

*To reduce the number of serious injuries that occur during motor vehicle crashes on public highways to less than 10,000 by 2009.*

There has been a significant decrease of 27% from the previous (4) four year average of 11,406. We attribute this decrease to the substantial increase in seatbelt usage: from 80.7% to 87% over the last 4 years.

### Total Crashes

| 2004 • 49,949 | 2005 • 47,119 | 2006 • 46,632 | 2007 • 45,670 | 2008 • 42,663 est\* |

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

A decrease of 10 % from the previous 4 year average of 47,343. 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 2008/2009. 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 .08> Fatalities

| 2004 • 108 | 2005 • 110 | 2006 • 105 | 2007 • 138 | 2008 • 128 |

*To reduce the number of fatalities in alcohol related crashes to less than 125 by 2009.*

An increase of 8% from the previous 4 year average of 115. The agency housing FARS in WV changed and a new analyst was in place. In the past there were a large 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 and public awareness of Drunk Driving issues.

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

## Under Age Alcohol Purchase Percentage

| 2004 • 27.16% | 2005 • 16.43% | 2006 • 18.95% | 2007 • 16.33% | 2008 • 18.03% |

*To reduce the Alcohol buy rate by under the age of 21 to less than 20% by 2009.*

The GHSP reports an 8% reduction in the number of successful underage alcohol buys compared to the previous 4 year average of 19.72%. 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

| 2004 • 75.8% | 2005 • 84.9% | 2006 • 88.5% | 2007 • 89.5% | 2008 • 89.5% | 2009 • 87% |

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

The previous 4 year average of 85% was increased to 87% an increase of 2%. 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. Since 2007 we have not met the criteria for Section 405 occupant protection funding. Occupant Protection has been 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 in Fatal Crashes

| 2004 • 47% | 2005 • 47% | 2006 • 56% | 2007 • 56% | 2008 • 50% |

*To increase the reported usage of Seat belts and child passenger safety devices in fatal crash fatalities to 50% by 2009.*

Seatbelt usage in fatal crashes decreased by 1.5% over the last four year average OF 51.5% and is still low; usage in all crashes and injury crashes has increased significantly.

## Speed Fatalities in Relation to Total Fatalities

| 2004 • 29% | 2005 • 22% | 2006 • 18% | 2007 • 18% | 2008 • 26% |

Speed related crashes and fatalities are on the rise in West Virginia as speed related fatalities are up 11%. In 2007 the WV Crash Report was upgraded and this allowed an increase in the reporting of Speed as a contributing circumstance in crashes in WV. Speed as a data field is more prominent in the New WV Crash report which may account for some of the 11% increase.

The GHSP through it’s Grantees has always emphasized the enforcement of speed limits in all enforcement activities. However, we do not have a designated campaign for Speed alone. In FY 2009 we preferred to include Speed emphasis in our year-long sustained Impaired Driving campaign and the CIOT blitz. We are planning to focus more on Speed in the future and track citations and warnings with our newly implemented Enforcement Reporting Website (paid for by Section 402 funding). This will allow us to closely track the enforcement of speeding.

## Population Trend

| 2004 • 1,804,618 | 2005 • 1,805,626 | 2006 • 1,808,699 | 2007 • 1,812,035 | 2008 • 1,814,468 |

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 Traveled (HMMT)

| 2004 • 20,302 | 2005 • 20,523 | 2006 • 20,885 | 2007 • 20,564 | 2008 • 20,111 |

Vehicle miles traveled for the previous (4) years average is 20568.5. A decrease of 1% from the previous four (4) year average.

## VMT Fatality rate

| 2004 • 2.02 | 2005 • 1.82 | 2006 • 1.96 | 2007 • 2.10 | 2008 • 1.88 |

The fatality rate per vehicle miles traveled average for the previous (4) years was 1.975. For 2008 we are 5% below that average. It appears from early data we are currently 9% below 2008 year totals.

We currently do not have the NHTSA VMT's for 2008, and using the VMT's from WV DOH.

## Alcohol Fatality Rate -.08>

| 2004 • 0.53 | 2005 • 0.54 | 2006 • 0.50 | 2007 • 0.67 | 2008 • 0.63 |

The Alcohol Related Fatality rate per vehicle miles traveled average for the previous (4) years is .56, FARS Data indicates that there appears to be a slight increase in this area from the 2004-2007 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 & 2008 were transitions from paper reports to electronic reports, along with consolidation of the old data base with a new one. Some numbers are estimate for 2008.*

**\*\*\*2008 traffic safety data is the latest available. The 2009 data will be available in April 2010. 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**

<b>Program Area</b>	<b>Approved Program Costs</b>	<b>State/Local Funds</b>	<b>Current Balance</b>	<b>Federal Share to Local</b>
PA	300,000.00	150,000.00	168,652.00	0.00
AL	400,000.00	100,000.00	250,000.00	59,789.72
OP	100,000.00	25,000.00	0.00	0.00
TR	100,000.00	25,000.00	0.00	0.00
SA	700,000.00	600,000.00	2,605,310.88	415,643.24
PM	200,000.00	100,000.00	0.00	0.00
406	1,987,015.00	0.00	5,092,399.00	0.00
408	500,000.00	0.00	1,300,000.00	50,152.29
410 Alcohol SAFETEALU	300,000.00	900,000.00	1,463,906.00	167,386.00
SEC 2010 Motorcycle Safety	150,000.00	0.00	165,500.00	52,568.60
SEC 2011 CPS/Booster Seats	400,000.00	0.00	551,949.94	53,802.20
SEC 1906 Racial Profiling	442,023.29	0.00	1,103,571.39	392,632.33
TRANSFER AL154	2,652,369.75	0.00	4,747,085.79	613,957.06
TRANSFER HE154 Hazard Elim.	4,272,538.68	0.00	15,825,284.99	0.00
TRANSFER AL164	47,630.25	0.00	75,097.00	53,901.71
TRANSFER HE164 Hazard Elim.	3,931,756.72	0.00	7,464,357.53	0.00
<b>Total NHTSA</b>	<b>16,483,333.69</b>	<b>1,900,000.00</b>	<b>40,813,114.52</b>	<b>1,859,833.15</b>



**Prepared by**  
**Natalie Harvey, Public Affairs Administrator**  
**Governor's Highway Safety Program**  
**Bobby Tipton, Director**  
**for the**  
**National Highway Traffic Safety Administration**