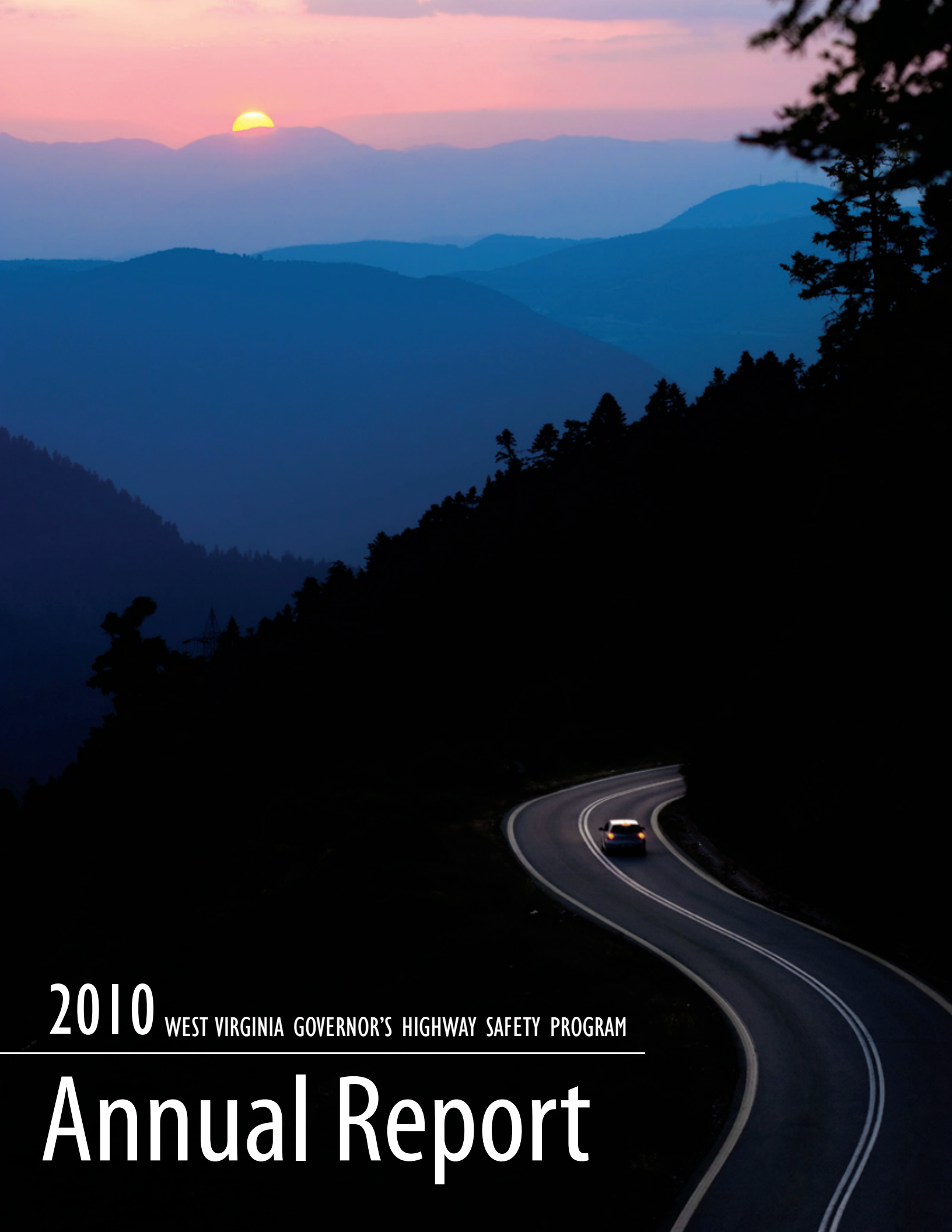

2010 WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

Annual Report

GHSP

WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

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Hello from the Mountain State

West Virginia is proud of its 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 safer 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 GHSP 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 GHSP provides technical assistance to the Safe Community Programs in developing highway safety campaigns that are geared to the local geographic area and can be easily adapted for use statewide.

Accomplishments

In 2009, WV's seat belt usage rate was 87%. In 2010 it dropped 5% to 82.15%. The GHSP attributes the decrease in usage rate to a lack of stronger legislation. Our current seat belt law is a secondary enforcement law. We also continued our sustained DUI enforcement, and saw more participation this year in our Child Passenger Safety Program (CPS). Student trainee attendance for the Motorcycle Safety program was up this year as well.

Challenges

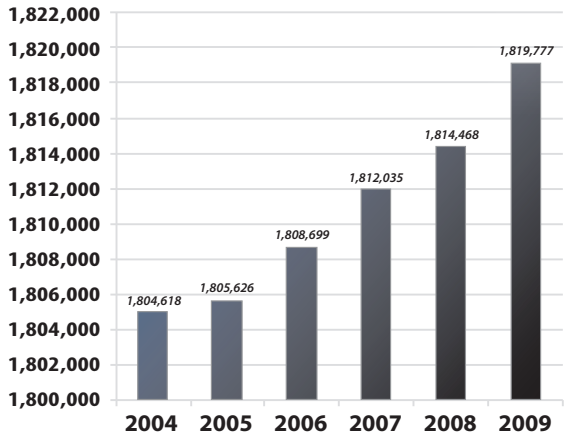
In the coming year we will continue our efforts to reduce the percentage of alcohol-related injuries and fatalities to under 30%. Another challenge we face is keeping our seat belt usage rate at 85%. We are now at 82.15%, and are facing our toughest percentage of people to "win over": those that are high-risk drivers, males, ages 16 to 35 years old. Additionally, the usage rate is difficult to maintain with a secondary enforcement seat belt law.

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 GHSP 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 resources to our program.

> In West Virginia, the Governor's Highway Safety Program (GHSP) encourages the development of local traffic safety initiatives.

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.

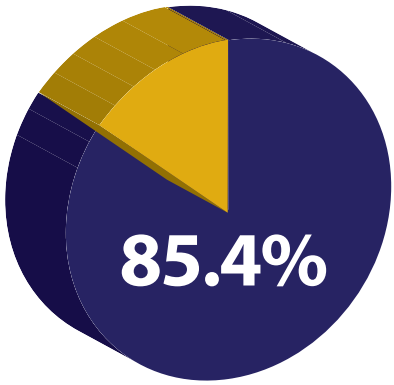
West Virginia Total Population



Occupant Protection

The Governor's Highway Safety Program (GHSP) 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 82%, up from an abysmal 49% ten years ago. However, West Virginia has experienced a decline in seat belt use rate over the last two years. In 2008, we recorded our highest rate ever at 89.5%, then dropped to 86.9% in 2009. This year's rate of 82% represents an 8% decline from two years ago. This trend has caught our attention and the GHSP is re-evaluating our efforts to increase seat belt use. We still feel confident that our short-term goal of 90% can be achieved.

How many people are getting the message?



Of surveyed drivers saw, read, or heard a "Click It-or-Ticket" service announcement within the 60 days prior to survey.

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

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 GHSP launched the Click It or Ticket (CIOT) 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 the law, meaning that a driver cannot just be ticketed for not wearing a seat belt. CIOT, a program that encourages law enforcement to make seat belts a priority during routine traffic stops, is making an impact. Thanks to several years of combining efforts from law enforcement and a strong media message, our usage rate has risen a great deal. However, in light of the recent decline we have experienced, we feel it would increase 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.

During May of each year, an intensive CIOT campaign is launched statewide with a month long enforcement and media blitz. The 2010 campaign resulted in 2,579 seat belt citations, 26 DUI arrests, 152 Child Safety Seat violations, 29 felony arrests, and 6 fugitives apprehended. This was accomplished through seat belt patrols and checkpoints by 100 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 2010 campaign, the GHSP spent approximately $166,000 on paid advertising statewide resulting in 2,474 television spots and 2,100 radio spots. Newspaper "tab-ons" were also purchased.

"Spotlight Box", featured on WV DMV Website Homepage.

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. Field signage at Appalachian Power Park (minor league baseball stadium) in Charleston was purchased for April – September with the CIOT message. Through our Safe Community Coordinators, numerous press conferences were held, and TV, radio, and newspaper stories were aired and/or printed.

NHTSA 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 2010, Section 406 funds have been used for driver behavior programs such as CIOT and to enhance the capability of law enforcement agencies throughout the state of West Virginia to submit crash and citation data electronically.

LifeSavers: Origin of the program

In 2004, the WV LifeSavers 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 CIOT 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 920 officers from more than 135 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 82.15%, WV LifeSavers seek to reverse the lackadaisical attitude of those motorists who continue to refuse to buckle up. New program ideas continue to be developed in order to keep Lifesavers fresh for the current members and attractive for recruiting new members.

Program expansion

In April 2009, LifeSavers initiated the Beyond The Belt (BTB) 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 theft, kidnapping, drug deals, 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 began, a Buckhannon police officer, during a routine traffic stop, apprehended a passenger wanted on a fugitive warrant from Kentucky.

> WV 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.

Continued growth potential

Since there are frequent personnel changes in the WV law enforcement network, the Coordinator recently began an effort to determine the extent of officer movement since joining LifeSavers. A lengthy process is involved in comparing 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. Some may not be officers 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.

Success of LifeSavers website

The WV LifeSavers website was initiated in 2007. 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 1,400 visitors have viewed the site with almost 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 LifeSavers Program

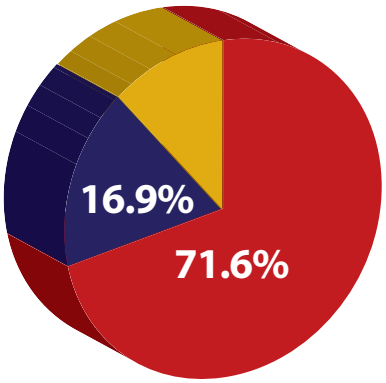
To offset the void created by officers leaving law enforcement and inactive members, the LifeSavers Program Coordinator has undertaken a new recruiting program which will place membership information regarding the LifeSavers program in the hands of every officer in the state. Special emphasis is being 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 LifeSavers 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 82.15% seatbelt usage rate, the general prevailing attitude of law enforcement is that the crisis has passed and there is little need for enforcement. This perception is supported by the West Virginia legislature's failure 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.

How many people use their safety belts?



Surveyed drivers that wear a safety belt "ALL OF THE TIME"

Surveyed drivers that wear a safety belt "MOST OF THE TIME"

Training Provided by The Highway Safety Office

Type of Training	Hours of Instruction	Number of Students	Man Hours
DUI Training	280	1,842	14,178
Occupant Protection	210	253	3,334
Other	56	50	1,392
Total	546	2,145	18,904

Target Red

NHTSA 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 GHSP to seek 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 GHSP designated funding for each Traffic Safety Coordinator to conduct a Target Red Campaign in their respective areas. This year the campaign ran from April 16, 2010 – April 30, 2010.

The GHSP, 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 with radio and television stations. Target Red billboards were also placed statewide in 71 locations at a cost of $36,156.

Twenty-four law enforcement agencies participated statewide in the Target Red campaign, working 2,483 hours, and giving out 1,710 citations for running red lights, and an additional 1,260 citations for other offenses.

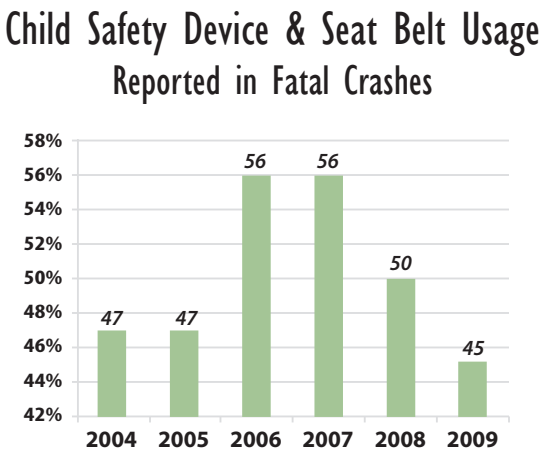
Target Red will be expanded in 2011 by the recruitment of additional law enforcement agencies to participate, and pre and post surveys will be conducted to evaluate the effectiveness of the program.

Prior to the **Target Red** enforcement **effort,** a study conducted revealed that **3** out of every **100** cars were in **violation** of the red light code.

Child Passenger Safety

Program Brand & Logo Implemented in 2010

The GHSP continues to be advocates for the safety of children on West Virginia's roadways. 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. Child passenger safety (CPS) seats reduce the likelihood of an infant under the age of one being killed in a vehicle crash by 71% and toddlers by 54%.



In 2011, 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 interested participants from Emergency Medical Services for Children, more WIC, DHHR, and Day Cares to become certified technicians.

Additionally, the Emergency Identification Decals were revisited and implemented. These decals were presented to the Emergency Medical Services for Children Committee Meeting and the response and interest was outstanding! Most EMS agencies have requested the decals to have on hand for distribution and also look for them on child restraints in the event of an emergency. If a crash should occur, and the parent or caregiver is unconscious or fatally injured, these decals ensure rapid identification of small children in car seats or boosters in the event of an emergency. The parent or caregiver is encouraged to fill out the information on the decal and place it on the right front corner (child's right) under the cushion or center back of the child's safety seat.

Additional information regarding the Emergency ID Decals has been made available on the CPS website - www.dmv.wv.gov/cps under "Tips for Parents." The website for CPS was updated to include the law, statewide fitting stations and information, news and events, tips for parents, CPS newsletters, and links.

CPS Classes and Installations

In fiscal year 2010, four Child Passenger Safety Technician Certification classes were held. The four locations were: Princeton, Beckley, Huntington, and Parkersburg. A total of 54 people were trained throughout the year. Additionally, two Renewal Classes were offered in Beckley and Huntington, meaning eight technicians were re-certified throughout the year.

In addition, four 8 hour Kidz in Motion (KIM) courses were held. A total of 94 technicians registered for these courses. A KIM class is only for current Certified CPS Technicians. Instructors provide the latest in car seat technology and hands on demonstration. Upon successful completion of the course, technicians receive a verification of attendance certificate and obtain all 6 CEU's required in order to re-certify with Safe Kids.

There are currently eight certified instructors that teach in West Virginia and 204 certified technicians:

Instructors:

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

Technicians:

Region 1 –22, Region 2–15, Region 3 –30, Region 4 –17, Region 5 –24, Region 6 –29, Region 7 –42, and Region 8 –25.

In total, nearly 1,800 child restraints were checked/replaced statewide between the GHSP office and the eight regional coordinators areas, and 68 check up events were held.

In FY2010, our focus was on Region 2 and Region 4 to try to recruit more certified technicians, and that goal was met. Region 2 increased by 9 technicians, which is a 150% increase. Region 4 increased by 14 technicians, which is a 467% increase.

NHTSA Section 2011 Funding

The GHSP was awarded $111,189 in FY2010. In total, approximately $126,890 has been spent, with close to $42,000 this year for seats and over $25,000 this year for media and public education. In addition, approximately $25,000 will be spent on media during the FY2011 CPS Week. Approximately $15,000 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 1,000 seats this year funded by 2011 and have given away nearly 1,800. The criteria for receiving a free car seat is determined by each coordinator. In addition, Right From the Start (RFTS) received a grant in the amount of $100,000 to be used solely for the purchase of car seats. Trish Anderson, CPS Coordinator, and Dave Cook, Lead Instructor, worked with RFTS in choosing the correct car seats that would best serve the needs of the community. The RFTS Director, Jeannie Clark, offered to share a portion of the seats with GHSP for having faithfully served RFTS clients throughout the years. In total 753 convertible seats were distributed to Regions 1, 2, 3, 5, 6, 7, and 8 as well as the Main Headquarters located in Kanawha City. In addition 59 booster seats were distributed to Regions 1 and 7.

To promote the CPS Program, vehicle window shade cling-on decals were purchased with the CPS Logo and website on them. The total spent on the decals was $5,000. These were distributed to all GHSP Coordinators to give away at car seat check up events, fitting station locations, etc.

In 2010, we purchased a larger trailer to house more car seats and new needed items in order to provide the highest quality certification training possible statewide. In 2011 we plan to have a wrap created for the trailer possibly displaying the four steps, the website address, phone number, the CPS logo, GHSP logo, and the CIOT logo. This may be subject to change. 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.

The Child Passenger Safety Program News

The Governor's Highway Safety Program • West Virginia Child Passenger Safety Program

Child Passenger Safety Week

Celebrated from September 19-25, 2010

Governor Joe Manchin III issued and read a proclamation declaring September 19-25, 2010 as Child Passenger Safety Week in West Virginia on Monday, September 20, 2010. There were at least 60 people in attendance; a special thanks to everyone for their support in this endeavor!

See More on Child Passenger Safety Week on Page 5

Child Passenger Safety Program Newsletter

Seat Check Saturday

On September, 25, 2010 the GHSP participated in National "Seat Check Saturday". Across the state over 141 seats were checked, and at least 78 were replaced.

Free car seat safety **check up events** and other events were held during CPS Week at the following locations:

1. Charleston, WV – Cato Park
2. Beckley, WV – Beckley Fire Department
3. Huntington, WV – Moses Auto Mall
4. Princeton, WV – State Farm Office
5. Wheeling – Warwood Shopping Center
6. Morgantown – Morgantown Mall
7. Vienna, WV – Walmart
8. Clarksburg – Jackson Square Parking Lot

Impaired Driving

The 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 30. 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. The GHSP also designated the following periods as State Mandated Blitz Periods: Christmas through New Years, Halloween, St. Patrick's Day, Cinco de Mayo, and West Virginia Day through the Fourth of July weekend.

NHTSA Region III **Impaired Driving 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.**

Sustained DUI Enforcement Plan

In order to bring West Virginia's Alcohol Related Death Rate down to the National Average Alcohol Related Death Rate of .58 deaths per 100 million miles traveled, the 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 agencies, Traffic Safety Coordinators, the Alcohol Beverage Control Administration (ABCA), community agencies, schools, retail, and wholesale alcohol agents. The GHSP's Alcohol Coordinator and the Law Enforcement Liaison will take the lead in statewide planning and coordination. The eight Traffic Safety coordinators and the seven WV State Police coordinators will coordinate their regions of the State to ensure compliance with this plan. The plan will cover the entire state in a comprehensive and sustained manner using the following categories:

- Public Education & Information Activities
- Media Activities
- Training Activities
- Age Group Activities
- Underage Enforcement Activities
- Focused Patrols

Commission On Drunk Driving Prevention (CDDP)

The CDDP was created by the WV Legislature in 1983, and is a Commission on drunk driving prevention. The Commissioner of the Division of Motor Vehicles Representative and the Director of the Governor's Highway Safety Program are active members of the Commission and work with the Commission to ensure the CDDP and GHSP work closely together to combat Impaired Driving in West Virginia. The commission provides grant funding to agencies who wish to apply for grant funding in accordance to the rules and regulations set forth by the commission. In FY-2010, $223,998 were provided to 27 Law Enforcement agencies, and 8,567 Hours of overtime were provided to 269 Police Officers. Also, 580 DUI Arrest were made. The CDDP provide three, three months (90 day) enforcement cycles or periods throughout the year. The Commission meets three times a year to review Agency applications and conduct business.

The funding is derived from a 3% tax on liquor sold in West Virginia. It provides for staff and expenses, maintenance and purchase of the Intoximeter evidentiary breath testing devices, Preliminary portable breath testing devices (PBT's) Mobile Breath Test Vehicles (BAT Mobiles) some expenses incurred by Blood testing lab, and funding granted to enforcement.

The commission has the following powers and duties:

- *Develop and maintain a comprehensive program to prevent drunk driving and to enhance the enforcement of laws defining drunk driving offenses.*
- *Inquire and determine from state and local law-enforcement agencies the availability and need for equipment and additional personnel for the effective enforcement of laws defining drunk driving offenses.*
- *Subject to appropriations of the Legislature, administer the drunk driving prevention fund created by the provisions of section sixteen, article fifteen, chapter eleven of this code by providing grants to state and local law- enforcement agencies for the purchase of equipment or hiring of additional personnel for the effective enforcement of laws defining drunk driving offenses and such other items as the commission may define by legislative rule to be reasonable and necessary.*
- *Promulgate rules to guide and administer said fund and to establish procedures and criteria for grants to state and local law-enforcement agencies under this section, in accordance with the provisions of article three, chapter twenty-nine-a of this code.*
- *Monitor, review and evaluate the expenditure, use and effectiveness of the fund and report to the Legislature annually on the exercise of its powers and duties under this section, including an annual accounting of expenditures and of the grants made under this section.*

High Visibility Enforcement Activities

Each of the eight Traffic Safety Coordinators will be required to arrange a minimum of at least one DUI enforcement activity in each of their areas each week at high-risk days and times for DUI crashes. The seven WV State Police coordinators will arrange a minimum of one DUI enforcement activity within each of their troop areas each week also during high-risk days and times for DUI crashes. The GHSP's Law Enforcement Liaison is responsible for coordinating the efforts of the Traffic Safety Coordinators and WV State Police coordinators. Each group divides the State of West Virginia into areas covering 100% of the State. Additionally during the six-month period of enhanced enforcement, the enforcement level will double to two enforcement events per week in each Traffic Safety Coordinator and state police area. Approved examples of "High Visibility Enforcement Activities" are as follows:

- **Saturation Patrols -** Officers will patrol areas identified as high DUI areas in-groups of at least three patrols. Officers will stage in the enforcement area to alert motorists to the high visibility saturated patrol.
- **Sobriety Checkpoints -** Officers will conduct checkpoints according to local department regulations requiring a large number of officers (usually 10-12 officers).
- **Low Manpower Sobriety Checkpoints -** Officers will conduct checkpoints according to local department regulations requiring six or fewer officers.
- **Underage Alcohol Sales Stings -** Officers will work with ABCA investigators or within department regulations in an effort to monitor the sale of alcohol to underage purchasers and make arrests of violators.
- **Participate in National and six State Mobilizations** (Four Law Enforcement events during the National Mobilization and as mandated for the State Mobilizations.)
- Participate in the enhanced enforcement program as mandated by the GHSP.
- Conduct enforcement activities during peak alcohol related crash times, (holidays, special events), and at high alcohol related crash locations (DOH will provide those locations from the crash reports).

State Mandated Media Blitzes

The GHSP hereby designates the following period as State Mandated Blitz Periods: Christmas through New Years, Halloween, St. Patrick's Day, Cinco de Mayo, and West Virginia Day through the Fourth of July weekend. During these designated blitz periods, the Traffic Safety Coordinators and the West Virginia State Police shall endeavor to get as many law enforcement agencies as possible to conduct DUI enforcement activities.

Public Education & Informational Activities

Each Traffic Safety Coordinator in their area will conduct public education and information activities. The coordinator will be required to conduct at least one event each week.

The WV State Police coordinator will also conduct one activity each week within their troop area. In coordinating these efforts, 780 public education and information activities will occur statewide during a one-year period. Approved examples of public education and information activities are as follows:

- Presenting impaired driving prevention information to a group such as school classes, civic groups, and church groups, in a face to face setting or in a public forum.
- Presenting impaired driving prevention information through a media outlet such as TV, radio, news paper, magazine article or at a local fair or festival.
- Phantom Checkpoints, where 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.

Enhanced Enforcement Period

The latest statistics available to the GHSP indicating the total of alcohol related crashes are as follows:

Alcohol Related Crashed By Month

	TOTAL CRASHES	% OF TOTAL
AUG	342	9.64%
JAN	339	9.56%
MAY	324	9.13%
JUL	305	8.60%
OCT	300	8.46%
NOV	294	8.29%
MAR	287	8.09%
SEP	286	8.06%
DEC	278	7.84%
APR	276	7.78%
JUN	274	7.72%
FEB	242	6.82%

Total = 3,547

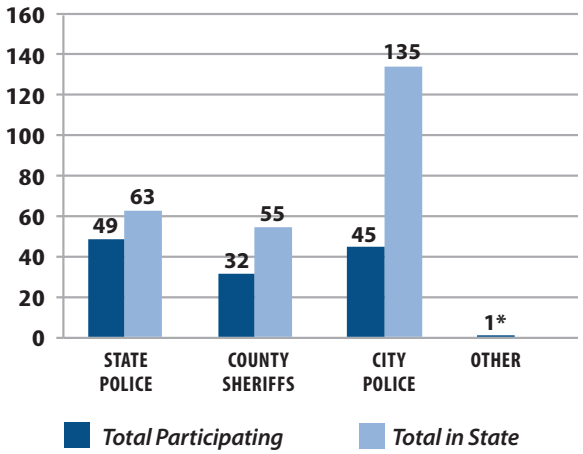
Therefore, the GHSP shall name the months of August, January, May, July, October, and November as the months dedicated to the enhanced enforcement activities. The Traffic Safety Coordinators and the West Virginia State Police shall at a minimum double their DUI enforcement activities during these periods.

OLUA: Over the Limit. Under Arrest.

West Virginia participated in the national enforcement "Over the Limit. Under Arrest" mobilization during the time frame of August 20, 2010 through September 6, 2010.

During that 17 day campaign, 49 high visibility sobriety checkpoints were held statewide, with 26,274 vehicles passing through, and 232 DUI arrests.

Law Enforcement Participation in OLUA



** In some states, these are called Barracks, Troops, Zones or other terms.*

A few of the OLUA marketing materials published in 2010.

Media Planning

Time Frame

- **The Impaired Driving National Enforcement Crackdown -** dates determined by the National Highway Traffic Safety Administration
- **State Mandated Blitzes -** Christmas through New Years, Halloween, St. Patrick's Day, Cinco de Mayo, and West Virginia Day through the Fourth of July weekend are the periods established for the State Mandated Blitzes. During these periods, the GHSP shall conduct a media campaign to coordinate with the enforcement efforts. The media campaign shall include an enforcement message.
- **Advertising Period -** These campaigns will coincide with the National and State Blitzes. The Advertising campaign shall begin one week before the blitz and run through the Blitz period.

Budgeting

The State of West Virginia shall budget $250,000 of 154 Transfer Funds to fund this program. The $250,000 budget shall go to West Virginia advertising only. This campaign shall complement the national media plan during the national blitz and go toward the state mandated blitz periods as well.

Target Profiles & Demographics in WV

- **The primary target audience is broken out into at-risk segments:**

  1. *Socially Accountable Drinkers*
  2. *Responsible Drinkers*
  3. *Inexperienced Social Drinkers*
  4. *Middle-Class Risk Takers*
  5. *Discontented Blue-Collars*
  6. *Midlife Motorcyclists*
  7. *Underage Drinkers*

- **Relative degrees of "at risk"**

  Highest Discontented Blue Collars
  Underage Drinkers
  Middle-Class Risk Takers
  Inexperienced Social Drinkers
  Responsible Drinkers

DUI Laws Brochure created and marketed in 2010.

- **Lowest Socially-Accountable Drinkers -** In addition to the primary audiences described above, we will also target the following secondary audiences:
  - College Youth
  - Unemployed Youths
  - Unemployed Men
- **Target Demographic Profiles**

  1. Discontented Blue Collars: *Men 21-34 yrs old*
  2. Underage Drinkers: *Youths 16-20 yrs old*
  3. Middle-Class Risk Takers: *Men 25-54 yrs old*
  4. Inexperienced Social Drinkers: *Men 21-24 yrs old*
  5. Responsible Drinkers: *Adults 25-44 yrs old*
  6. Socially-Accountable Drinkers: *Adults 25-34 yrs old*

- **This plan will target the four highest "at risk" groups:** Discontented Blue Collar, Underage Drinkers, Middle-Class Risk Takers, and Inexperienced Social Drinkers.

Media Purchasing Demographics

- **Primary -** Men 18 – 34, and Youths 16-20
- **Secondary -** Middle Class Risk Takers 25-54

Media to be Considered

The media considered for use in the 2010 enforcement Blitzes are:

- *Network Television*
- *Network Radio*
- *Digital*
- *Billboards*
- *Athletic Venues*
- *Broadcast Cable*
- *Theatres*
- *Electronic*
- *Digital*
- *WV Athletics*
- *Marshall Athletics*
- *Print*

Sobriety Checkpoint, 10/30/2010

Overall Media Strategy • Young Men

- Continue to generate frequency in order to affect behavioral change.
- Maintain the use of television via broadcast (reach) and cable (frequency).
- Use radio to increase the frequency of the message. Use digital media to reach our targets in the fastest growing medium today (Specifically the Underage).

Network Television and Radio Strategy

The public affairs coordinator for the GHSP shall work very closely with the media vendors to ensure that the media is reaching the target audiences. The public affairs coordinator shall coordinate the media program and is responsible for arranging the media purchases and reporting.

Earned and Other Media Efforts

The Public Affairs Coordinator for the GHSP shall work with the Division of Highways to air the "Highways or Die-ways" Program during the National Impaired Driving Law Enforcement Campaign. The Division of Highways shall pay to have the program aired, and the public affairs coordinator of the Governor's Highway Safety Program will do the media buy. This media effort will target the young adult and underage driver and will occur before, during, and after the National Impaired Driving Law Enforcement Campaign.

Sobriety Checkpoint, 10/30/2010

Each Traffic Safety Coordinator and WV State Police Coordinator will be required to conduct at least one media activity per week, and advertise enforcement activities before, during, and after each enforcement event within their area or troop. A media activity involves the coverage of an ongoing event or dissemination of information through a media outlet. This combined effort will result in at least 780 media activities a year. Media activities include the following:

- *TV, Radio, Newspaper, and Magazine coverage of a DUI related activity.*
- *TV, Radio, Newspaper, and Magazine used to relay DUI related information to the public.*
- *Billboard or other outdoor media (e.g. stadium ads, movies)*

These media events are more than simple media notification of an up-coming enforcement event (i.e. media notification of the sobriety checkpoint). The GHSP shall receive a report of each media event. This report will include the coverage area or circulation of the media used and the amount of money it would have cost us to purchase the media time/space.

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. A training cadre consisting of ten instructors to instruct these classes shall be maintained by the GHSP. All classes offered by the GHSP shall be free of charge to any members of law enforcement agencies. The following classes are available:

- **SFST Refresher Course –** This is a recertification class for SFST. This is an eight hour class and offered 16 times a year.
- **Presentation of Evidence at DMV Administrative Hearings –** This class assists officers in preparing for and presenting evidence at a DMV Administrative Hearing. We will offer this class eight times a year.
- **Mobile Video In-Car Camera –** This class will teach officers how to effectively use in-car video camera systems. We will offer this class 8 times a year. In addition, all 600 members of the WV State Police shall receive this course during their annual in-service training.
- **Managing Sobriety Checkpoints –** This is a supervisory level course for law enforcement supervisors, who plan and supervise sobriety checkpoints. We will offer this class eight times a year.
- **Operating Sobriety Checkpoints –** This class is for law enforcement officers who operate the sobriety checkpoints. We will offer this class eight times a year.

This is an ambitious training schedule as the GHSP is offering 42 training classes. In addition to the 42 training classes, every law enforcement officer will receive updated DUI training and instruction on the use of new breath testing equipment.

Sobriety Checkpoint Meeting , 10/30/2010

"Age Group" Activities

Traffic Safety Coordinators will conduct two "age group" specific activities per year in their area. WV State Police Coordinators will 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 Traffic Safety Coordinator will conduct 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 –** Officers will assist schools during prom in monitoring for alcohol use which includes pre-Prom visits by law enforcement to deter the use of alcohol.
- **High School Graduation Activity –** Officers will be involved in alcohol free graduation parties by assisting school personnel in the education of students concerning alcohol abuse.
- **High School Drivers Education Classes –** Visits to Drivers Education Classes to educate students against driving while impaired.
- **College Project –** This project is in its sixth year and works with campus teams at all 23 colleges and universities to reduce underage drinking on college campuses. In alternating years there is a statewide conference bringing the colleges together to discuss campus issues and show off successful programs. In the off year, we conduct statewide training for selected teams from each participating college to enhance their programs and prepare them for the biannual alcohol and drug abuse requirements from the United States Department of Education. This year the colleges are forming a formal independent organization to carry on this program.
- **On Going Project for 21-34 age-groups –** Traffic Safety Coordinators will work with area bars, distributors, and community agencies to establish an on going project to assist the 21-34 age group in avoiding driving under the influence by finding alternative transportation. (e.g. designated drivers, public transportation, and TIP's Training)

Underage Activities

The Traffic Safety Coordinators shall conduct a minimum of one coordinated statewide

enforcement effort and eight other local underage activities during the year in addition to the High Visibility Enforcement Activities previously cited.

- All Traffic Safety Coordinators and WV State Police Coordinators will conduct a statewide underage alcohol sting on the same night across the state. The ABCC will be involved to enforce rules violations against owners of stores found in violation.
- In addition to the statewide sting, each Traffic Safety Coordinator will conduct a minimum of one underage sting with an ABCA enforcement officer during the year.
- A major program developed in conjunction with the Insurance Institute for Highway Safety is currently underway in Cabell County with Monongalia County as the Control County. This project is attempting to reduce the measurable alcohol (at checkpoints) of the underage/young adult population.
- The Traffic Safety Coordinators shall work with the colleges in their areas to implement the approved college project.

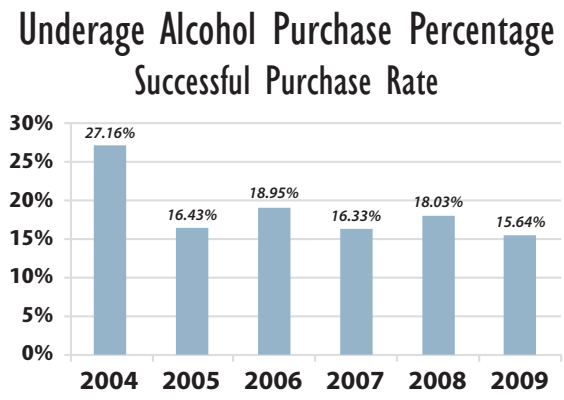
Focused Patrols

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

Other Activities

SADD

The GHSP recognizes that underage drinking is a problem at the high school 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. Upon completion of this conference, the WV-SLC immediately began planning the next conference, which occurred in Charleston in 2007. The WV-SLC repeated this process in 2008 and 2009. 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), Sgt. Jerry Dornburg (WV State Police, Traffic Records Commander), 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), 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 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 GHSP's Alcohol Enforcement Plan and the 410 Grant Proposal.

Traffic Resource Prosecutor-Section 410 Funding

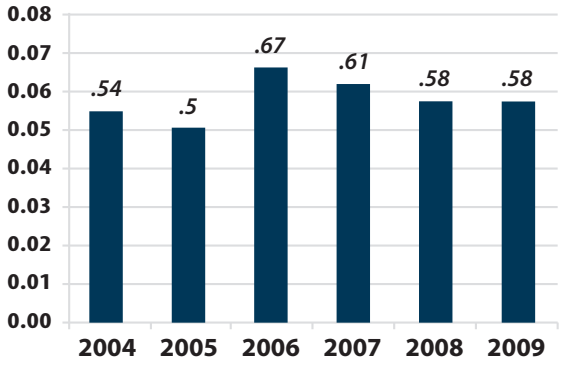
Brian Lanham currently holds the Traffic Resource Prosecutor position originally funded in FY2009 by the GHSP. This position, housed at the West Virginia Prosecutor's Institute, is in its third year of funding from the GHSP operating budget.

The TRP is very involved in 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", which was distributed to all 55 county prosecutors, all law enforcement, and highway safety advocates throughout WV.

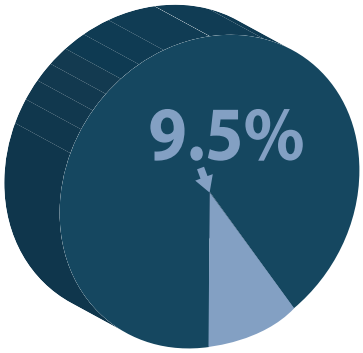
Brian is very active in legislative issues, serving on a committee chaired by MADD. Brian serves on many committees and taskforces related to Traffic Safety, including the WV Safety Management Taskforce, the GHSP DUI Advisory Board, the Commission on Drunk Driving Prevention, and the faculty at WV Police Academy.

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

Alcohol Related Fatalities .08+ per Vehicle Miles Travelled

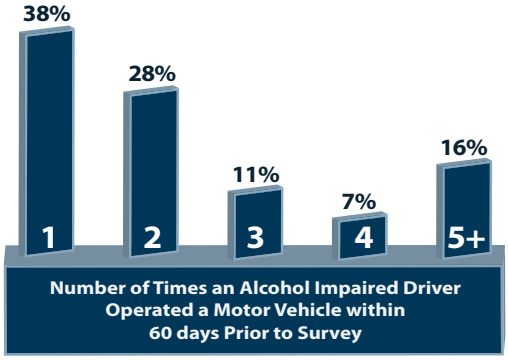


How Many People Admit to Driving While Impaired?

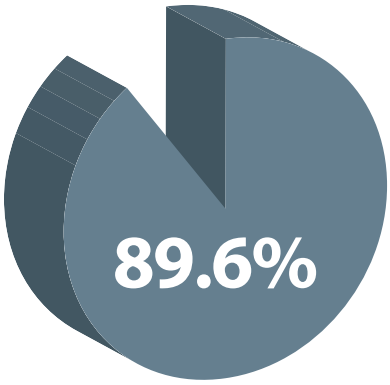


9.5% Of surveyed drivers reported they had operated a motor vehicle while impaired by alcohol within 60 days prior to survey.

Breakdown of the 9.5% Who Drove Impaired & How Many Times



Do they feel they could get caught?



Of surveyed drivers reported the chances of being arrested or recieving a citation for impaired driving is "somewhat likely".

Safe Communities

The GHSP 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 in each area. The Coordinators of these programs are 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.

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, affixed 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.

In 2009 West Virginia had

99,906 people involved in reported motor vehicle accidents, with 42,021 crashes that injured 17,807 people, killed 356, and resulted in $2,519,880,942 economic loss.

Overall Goals

Reduce the fatality rate per hundred million vehicle miles traveled from 2.10 in 2007 to less than 1.82 by 2012. (2008- 1.79)

Occupant Protection

- Increase the seat belt usage rate from 88.5% in 2007 to 91% in 2012 (2010 rate is 82.15%)
- Reduce fatal ejections from 156 in 2007 to 100 by 2012 (2008 had 101)

Impaired Driving

- Reduce Alcohol Related Fatality Rate from .67 in 2007 to .50 by 2012 (2009 was .58)
- Reduce the Alcohol Related Fatality Percentage from 32% in 2007 to less than 25% by 2012 (2009 was 32%)

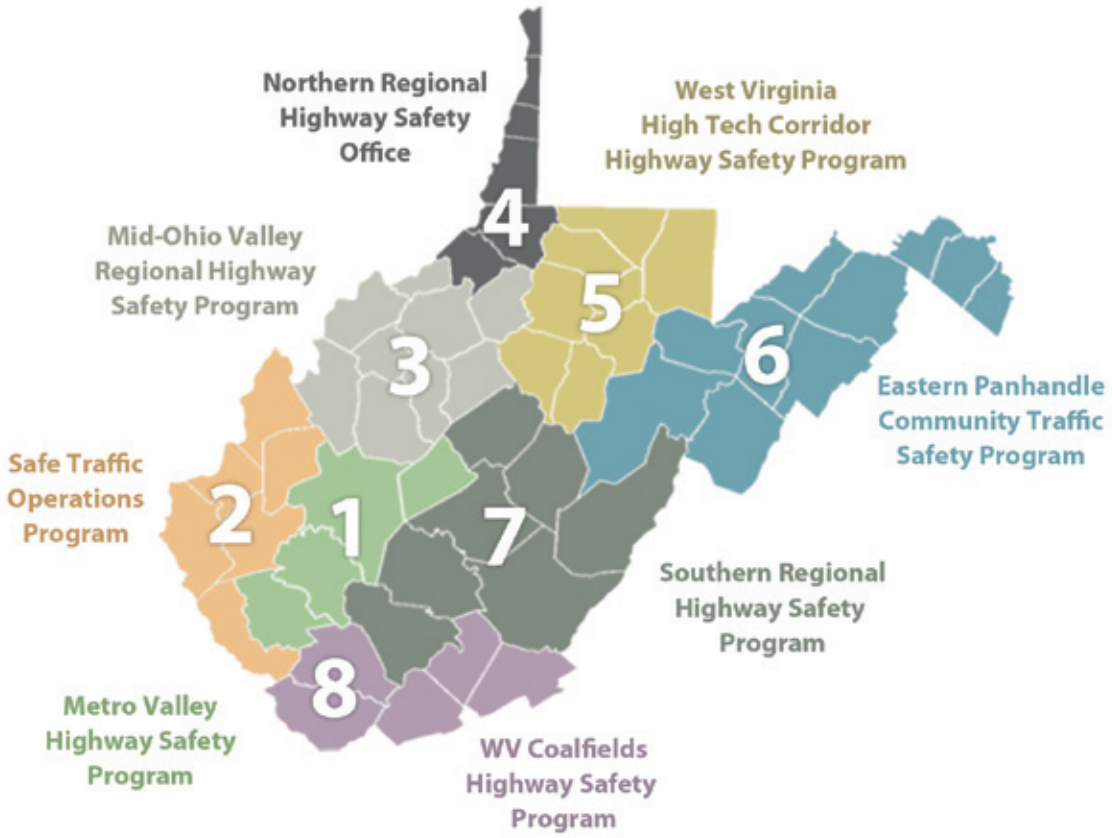
Crashes/Injuries

- Reduce crashes from 42,561 in 2008 to 41,000 by 2012 (2008 est. 42,021).
- Reduce A & B injuries to less than 8,000 by 2012.
- Coordination-Community Traffic Safety Programs
- Provide local coordination for regional traffic safety programs that reach all 55 WV counties (100%)
- Use local programs to coordinate law enforcement and community activities.

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 three 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.

GHSP Safe Community Regions Map



1. Metro Valley Highway Safety Program

Coordinator: Sgt. Shawn Williams

Counties: Boone, Clay, Kanawha, & Logan

2. Safe Traffic Operations Program

Coordinator: Larry Kendall

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

3. Mid-Ohio Valley Regional Highway Safety Program

Coordinator: Toni Tiano

Counties: Calhoun, Doddridge, Gilmer, Jackson, Pleasants, Ritchie, Roane, Wirt, & Wood

4. Northern Regional Highway Safety Office

Coordinator: Sgt. Phil Redford

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

5. High-Tech Corridor Region

Coordinator: Georgia Hatfield

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

6. Eastern Panhandle Community Traffic Safety Program

Coordinator: Bob Kane

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

7. Southern Regional Highway Safety Program

Coordinator: Sgt. Paul Blume

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

8. WV Coalfields Highway Safety Program

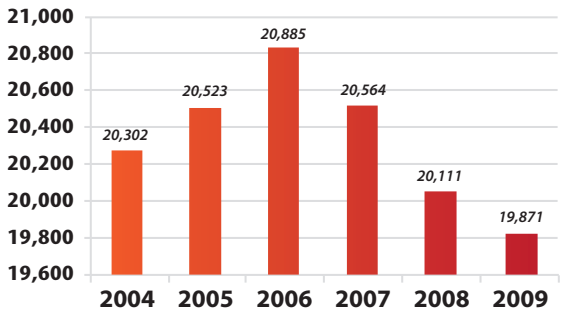
Coordinator: Dave Cook

Counties: Mercer, Monroe, McDowell, Summers, & Wyoming

Traffic Records

In FY 2010, the GHSP Traffic Records Coordinator and the Traffic Records Coordinating Committee (TRCC) continued projects within the Section 408 Traffic Records criteria set forth in SAFETY-LU. The application was successful and West Virginia was awarded $500,000 for Traffic Records projects. Other funding sources for Traffic Records include Sections 402, 1906 and 406.

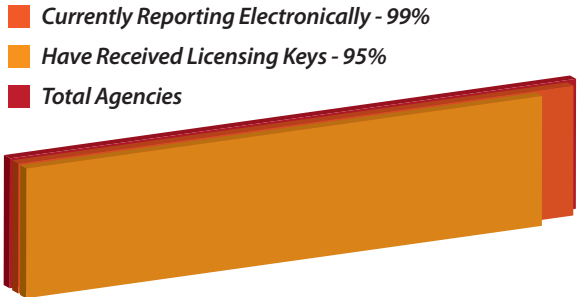
Average of Vehicle Miles Traveled



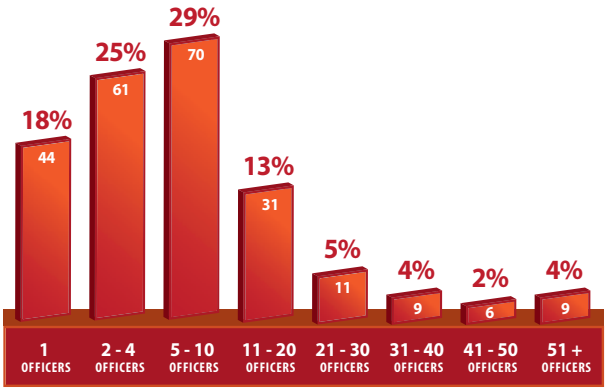
The GHSP, along with the WVDOH and other safety partners continue to lead the effort to create a comprehensive statewide Traffic Records system. The foundation and infrastructure for completion of this effort was accelerated during FY 2006. The long process of evaluation and procurement of an electronic reporting system was completed in the last quarter of 2006 with the purchase of "Report Beam" (www.reportbeam.com). The software and operating license has 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, WV conducted 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 247 police agencies and 367 reporting sites. The vast majority of agencies are small.

Electronic Reporting Progress



Police & Other Reporting Agencies



Agency Size Break Down by Number of Officers
Total Law Enforcement Officers = 3,558

Developments

Uniform Traffic Citations

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 is 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 e-Citation. The West Virginia State Police tested pilots throughout the year with full development and implementation anticipated in the first quarter of Calendar Year 2011. The e-Citation 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

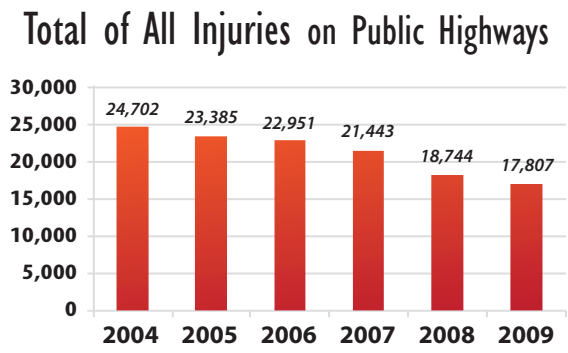
of citation data will allow the DMV to meet many requirements dealing with commercial vehicle driver licensing regulations.

Uniform Crash Report

The Uniform Crash Report (UCR) 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% MMUCC compliant. This revised report has made the data more complete, timely, and accessible to everyone who may need the data. 2009 and 2010 were 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 TRCC and GHSP reviewed the Assessment and incorporated the information into the Strategic Traffic Records Plan. West Virginia has started the process to schedule another Traffic Records Assessment in 2011.



Electronic Traffic Citation

Planning and discussions continue on this project. The platform for hosting e-citation was secured, 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 and 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 Division of Highways Traffic Engineering section maintained the lead on all e-Reporting issues since their purchase of the software in 2007. The West Virginia State Police have piloted a small project, with expectations to have remaining issues resolved in early 2011, and anticipate full implementation.

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. The GHSP has provided most, if not all, of the hardware needed. We are currently waiting on the WV DOH to finalize the development of administrative rule, which has been problematic.

GHSP/CDDP Enforcement Data Website

In 2008 the GHSP decided to develop a website that would allow the submission of enforcement data, 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 it appears to be successful. It allowed us to meet NHTSA objectives for reporting enforcement activities in our FY2010 Annual Report. Listed in this report is a summary of all enforcement data.

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 Court's files. FY-2010 saw many obstacles come to light in the Court system upgrade that has delayed statewide implementation of the upgrade. Financial restrictions going into 2011 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 is 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 bar coding 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.

Longterm Goals

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 2010 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 FY-2008.

2010 West Virginia Driver Attitudes and Awareness Survey

Beginning in 2010, NHTSA required all State Highway Safety Offices to conduct a survey to track the knowledge, attitudes, and behavior of the driving public in relation to safety issues such as seat belt use, impaired driving, speeding, and cell phone use.

In West Virginia, a two page voluntary survey was developed, and administered to all persons of driving age that came in to DMV regional offices for various services in eight locations throughout the state.

A total of 1,189 surveys were completed and the participants ages ranged from under 21 to over 60 years old. Approximately 55% of the participants were female and 45% were male. Here is a sample of some of the published results:

- 72.7% of respondents had read, seen, or heard a message about seat belt law enforcement in the past 60 days.
- 57.3% of respondents had read, seen, or heard a message about speed enforcement in the past 30 days.
- The "Click It or Ticket" safety belt campaign was the mostly widely read, seen, or heard message.

To see the full report, prepared by Stephen M. Haas, Ph.D., Mountain State Criminal Justice Research Services, LLC, visit :

www.dmv.wv.gov/highwaysafety.

Speed Enforcement

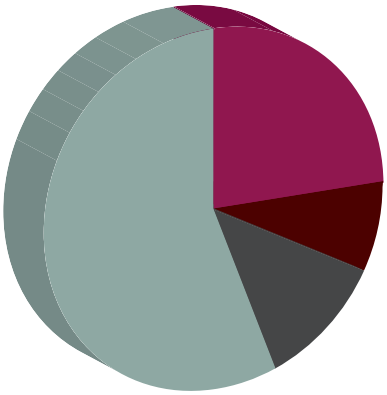
In West Virginia, speed continues to play a significant role in motor vehicle fatalities.

All West Virginia law enforcement agencies receiving GHSP funds for occupant protection and impaired driving enforcement programs will be expected to enforce posted speed limits. Because WV is a secondary seat belt law state, speed enforcement is a primary stopping tool for seatbelt enforcement.

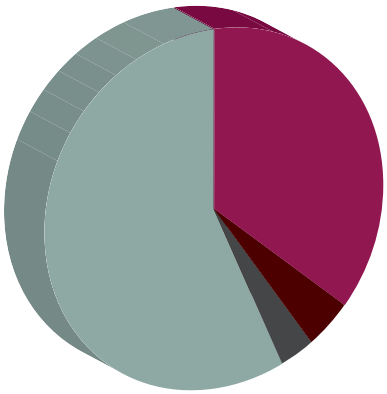
Specific law enforcement agencies will also be asked to participate in Speed Enforcement blitzes throughout the year, targeting roadways where speed related fatalities occur.

With speed related fatalities increasing from 97 in 2008 to 120 in 2009, the GHSP will increase our efforts in FY-2011 on this issue.

GHSP Grant Funded Citations Totals vs Warning Totals



Speeding Citations - 7,146
Seatbelt Citations - 3,307
Red Light Citations - 2,222
Other Citations - 16,120



Speeding Warnings - 19,860
Seatbelt Warnings - 1,718
Red Light Warnings - 2,341
Other Warnings - 31,310

Other GHSP Grant Funded Law Enforcement Citations & Arrests

	Totals
Under Age Drinking	967
DUI Arrests	1,967
Child Restraints	297
Driver's License Revoked	543
Driver's License Suspended	1,738
Felony Arrests	344
Misdemeanor Arrests	1,961
Fugitives Recovered	78
Weapons Recovered	72
Vehicles Recovered	35

ATV Safety

Program Brand & Logo Implemented in 2010

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 into 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 a rate of 16,000 to 17,000 vehicles per year to a point that approximately 450,000 all terrain vehicles or 2.2 per 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 third consecutive record-breaking year in fatalities, crafted new laws requiring an ATV Safety Awareness Program for those riders under 18 years old.

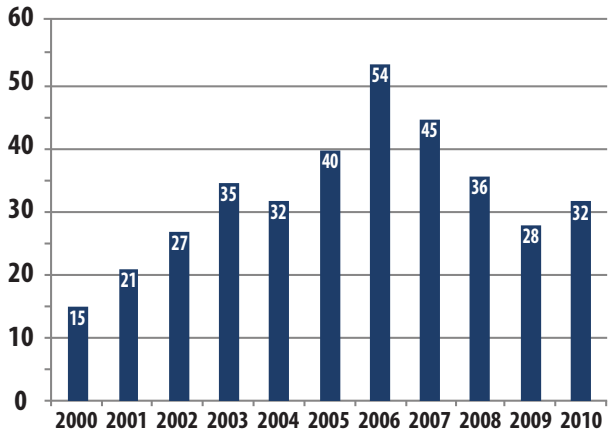
ATV Fatalities and Injuries

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 reversal in the previous three years of decreasing fatality numbers in 2010. The increase of ATV-related fatalities in 2010 is in the 15% range. 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 and 2009 saw 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, West Virginia continues to lead the nation in the number of ATV fatalities per 100,000 in population.

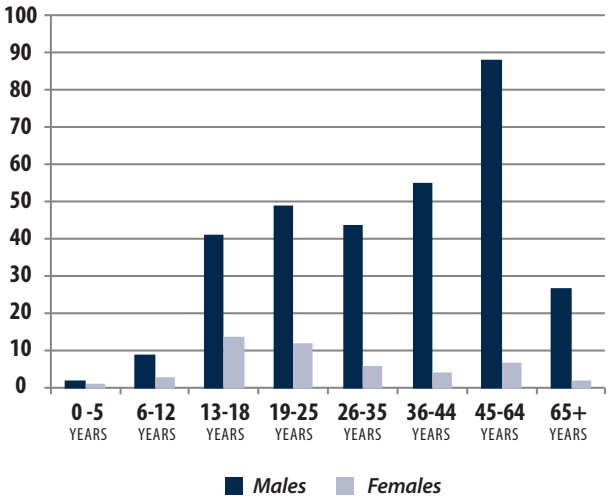
Total Fatalities

2000-2010



Fatality Cases By Age and Gender

2000-2010



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 the Governor's Representative for Highway Safety repositioning 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%.

The fatality data during the 2003-2006 period points out that a large number (60%) of those being killed in ATV crashes 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. 95% of the 2009 fatalities were not wearing helmets.

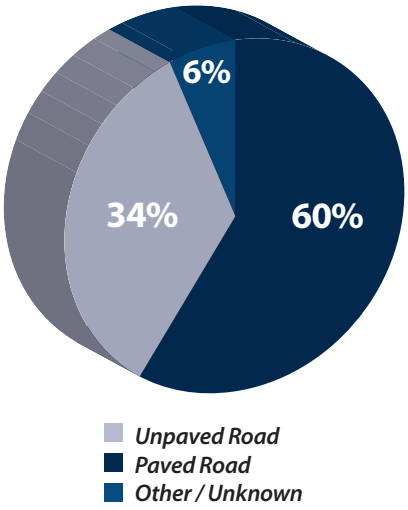
Injury data indicates the same factors during 2008. Only 24% of those riders treated for injuries at the state's trauma center reported wearing helmets, up from 19% in 2007. Further, the average stay in the Intensive Care Unit is increased by 33% for those not wearing helmets and the average hospital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

ATV Outreach and Education

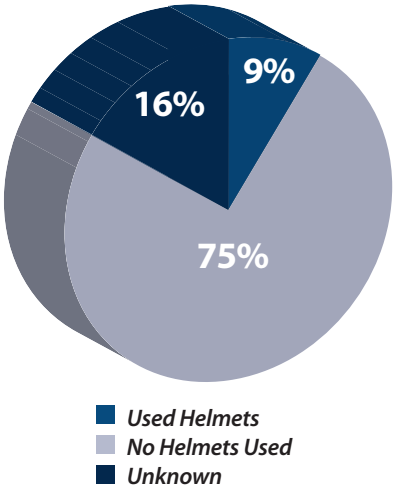
The Program provides for minimal Safety Awareness training in each of the 23 regional offices of the Division of Motor Vehicles by its employees. The GHSP provides an expanded version of the awareness training at various venues throughout the state during school hours or non-business hours. The ATV Safety Awareness Program has partnered with a number of state agencies including; West Virginia University Extension Services, the Department of Natural Resources, The West Virginia National Guard, the Department of Education, the Division of Forestry, and 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.

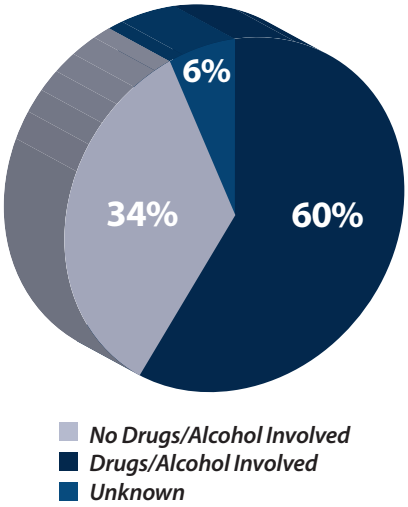
Road Surfaces In Fatality Cases



Helmet Use Reported in Fatality Cases



Drug/Alcohol Use Reported in Fatality Cases



Motorcycle Safety

To minimize the risk and maximize the fun of motorcycling, the West Virginia Motorcycle Safety and Awareness Program (WVMSP) focuses its efforts on enhancing public motorcycle safety awareness, promoting alcohol and drug effect awareness for motorcyclists, rider improvement, licensing improvement, program promotions and education.

The Program has a Board of Directors comprised of several individuals from state agencies, law enforcement, and other highway safety programs/advocacy groups.

Additionally, the West Virginia Motorcycle Safety Program has a single vendor: the Motorcycle Safety Foundation (MSF). The MSF provides motorcycle training, technical assistance, and all the required equipment and training materials to each of the seven training sites located throughout the state. The combination of efforts between the WVMSP and the MSF 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. Representatives from the MSF wrote the curriculum that is taught in West Virginia.

Motorcycle Safety Foundation

There are currently 73 Certified RiderCoaches in West Virginia. Seven of them are Site Coordinators, one for each of the seven sites around the state. Twenty-one Military RiderCoaches provide the Basic Rider Course and Experienced Rider Course Training to military personnel.

West Virginia Motorcycle Safety Program Numbers at a Glance

There were 51,004 registered motorcycles in the state as of July 1, 2010, a decrease of 2.33% from the previous year. The Program had a 77% pass rate in the Basic Rider Course and a 91% pass rate in the Experienced Rider Course. RiderCoaches have trained 13,660 students since 2001. There are 102,442 drivers in the state with an "F" (motorcycle) endorsement. Eight classes were taught out of the Program's mobile unit this year: three in Franklin, four in Romney and one in Huntington.

2010 Training Season Totals

Training	Failed	Passed	Total
Basic Ridercourse	*36*	*1344*	*1688*
Experienced Ridercourse	*0*	*60*	*77*
Totals	*36*	*1404*	*1745*

Note: Not reflected in total number of students contacted were 67 students that withdrew from or were counseled out of the classes. The balance was either no-shows or cancellations.

Mobile Training Unit

The total number of motorcyclists enrolled using the mobile training unit was 52. Thirty nine of the individuals passed the Basic Rider Course and two individuals failed. There were 11 riders that were either no-shows or cancelled.

Had it not been for the mobile unit, these riders would have been required to travel to a permanent training site requiring them to spend at least two nights in hotel plus food and other expenses. The mobile unit allowed these riders, who may not have been able to incur the cost, to become properly trained.

Program Budget

The WVMSP is primarily funded as prescribed in WV Code §17B-1D-7 which creates a special designated fund. The "Motorcycle Safety Fund" was established in 2001 and receives all moneys from the motorcycle endorsement fees, except $5.50 from the instruction permit fees. It is a special revolving fund that is exempted as part of the state's general revenue fund. Additionally, the WVMSP receives federal funding from Section 2010.

2010 Highlights

The WVMSP 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 Safe Ride Program is a program that the WVMSP offers

during this event. The Program also sponsored and participated in the Capitol stop of the "Run for the Wall" which is an annual event. The WVMSP cosponsored the 3rd Annual Governor's Safety Ride held the third weekend in October.

Additionally, $99,000 in federal grant funding was spent on a cable television media buy, with 8,361 being the total number of spots aired statewide.

The Governor issued a proclamation declaring the month of May as Motorcycle Safety and Awareness Month. The event aired at noon on six television stations across the state.

SMARTrainer Program

During FY 2010, the WVMSP purchased 10 Honda/MSF SMARTrainers ("SMART" Safe Motorcyclist Awareness & Recognition Trainer) through federal funding provided by the National Highway Traffic Safety Administration (NHTSA). Although not a true simulator, a SMARTrainer does create a virtual environment allowing the operator to negotiate road hazards in a safe manner while helping them learn valuable crash avoidance skills. A re-play is provided of their riding scenario and gives tips on how they may have avoided that hazard.

Novice riders, recent MSF Basic RiderCourse graduates and experienced riders can all practice in realistic traffic situations that require the operator to evaluate and address traffic hazards in a controlled, risk-free environment using the same motorcycle control functions as on an actual motorcycle. Even car drivers can benefit from the situational awareness lessons provided by the SMARTrainer.

Used under the guidance of MSF-certified RiderCoaches or SMARTrainer coaches, the SMARTrainer becomes a powerful teaching tool. Riders gain valuable feedback for the choices they make on the road, helping them identify areas where they can improve their decision-making abilities.

The Program plans to use SMARTrainers in High School Driver's Education Programs as well as at safety fairs throughout the state. The program will be introduced in FY-2011.

Goals

1.) To continue to expand training capabilities of the program, by helping to recruit, develop, train and certify additional RiderCoaches.

2.) To forge partnerships in rural areas in which additional locations are to be developed, providing added motorcycle training.

3.) 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.

4.) 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 to reduce the number of alcohol, illicit drugs, prescription or over the counter medications related crashes and fatalities.

5.) To be proactive with motorcycle clubs and organizations in developing alcohol free venues and events.

6.) To continue a partnership with the State Board of Education by providing each driver's education instructor a copy of the new "Share the 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.

7.) Introduce the Smart-Trainers in approximately fifteen county school districts in the State.

8.) Target motorcyclist awareness, certified helmet enforcement and enforcement of unendorsed riders.

"Run to the Wall" , May 27, 2010

Media

The GHSP works closely with local and statewide media to reach the goal of saving lives in WV.

Click It or Ticket

The GHSP used federal dollars to purchase media for the Click It or Ticket (CIOT) campaign in May. After this enforcement and education period, seat belt surveys were done, and the results showed that West Virginia has an 82% usage rate.

CIOT media breakdown:

- **TV -** $74,751.78 for 2,414 spots
- **Radio -** $24,787.56 for 2,100 spots
- **Billboards -** $62,000
  - *Marquee Billboard Huntington Stadium- $6,000*
  - *PowerPark Billboard, Charleston - $6,000*
  - *Statewide Billboards - $50,000*

Total: $165,739.34

Target Red

For "Target Red", a campaign that focuses on curbing red-light running, the GHSP, provided funds for enforcement, as well as the purchase of rack cards, magnets, and key chains. These items were distributed by each Coordinator in their areas. Target Red billboards were also placed statewide in approximately 65 locations at a cost of $36,156.

Distracted Driving

The GHSP promotes Distracted Driving awareness. On April 30, 2010 we participated in "No Phone Zone" day and ran a Tab-on advertisement to promote it.

Impaired Driving

The GHSP focused their media efforts in June, July, August, and September on impaired driving. Two paid television and radio campaigns were purchased for $500,000 and commercials aired on 60 stations. Additionally, newspaper "tab-ons" were purchased to be displayed on both Charleston Newspapers on Friday July, 2, and Friday, September 2, 2010.

Child Passenger Safety

The GHSP ran a paid radio campaign for National Child Passenger Safety Week in September. Newspaper "tab-ons" and an ad were placed in the Charleston Newspaper on Friday September 24, 2010, promoting the event. 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 $24,787.56 in addition to "tab-ons".

CPS Ad ran in Charleston Newspaper , September 24, 2010

Annual Buy

The GHSP also participated in its second "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 2010, which included a web site banner ad on www.wvmetronews.com. Highway Safety shared messages with DOH, DMV, ATV Safety, Motorcycle Safety, etc.

Next year, we look forward to participating in our third 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, and ordering promotional program materials. The focus of the annual buy will be to continue to maintain an overall highway safety message which is centered around the Highway Safety Taskforce, whose message 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 second 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.

Metro News Website, Featuring OLUA Web Banner Ad at www.wvmetronews.com

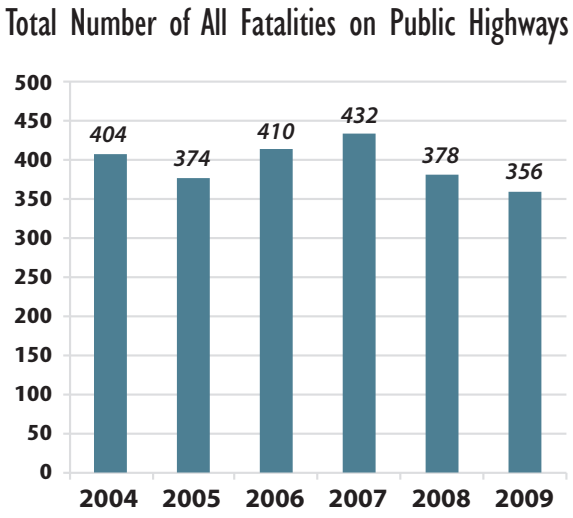
Performance Goals & Results

The GHSP 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 2010 GHSP Goals and Objectives with the latest available data compared to the previous years. (2004/2005-2009).

Total Traffic Fatalities

To reduce the total number of traffic fatalities by 7% from the 2004-2008 calendar base year average of 401 to 373 by 2012.

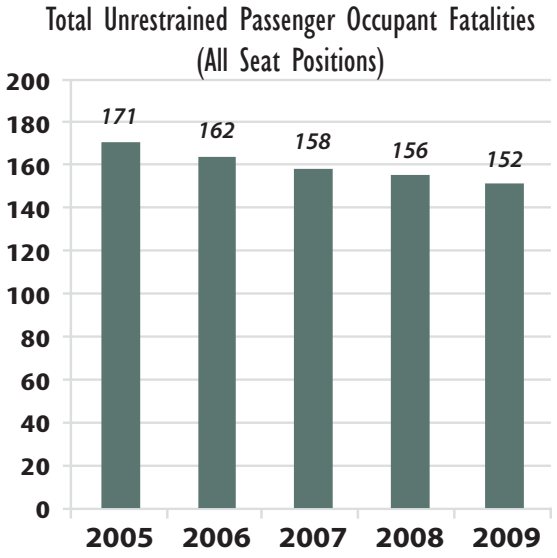
In relation to the previous (5) five year average of 399, the fatalities are down 11%, and reported use of occupant protection remains low in fatal crashes. Single vehicle roadway departure is the leading type of fatal crash. The GHSP will continue with programs in place, and there will be a renewed effort to examine and evaluate each fatal crash to further develop problem identification. Decreases in Pedestrian and ATV fatalities have contributed to this decrease.



Unrestrained Passenger Vehicle Occupant Fatalities

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 7% from the 2004-2008 calendar base year average of 167 to 155 by December 31, 2012.

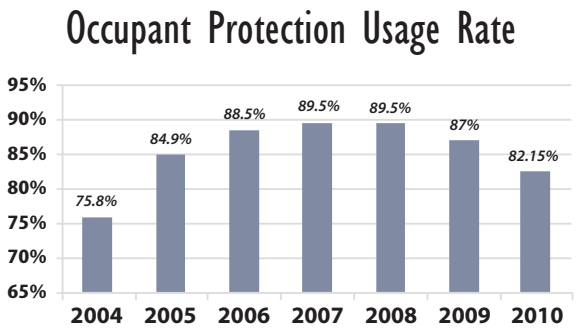
With a total of 152 unrestrained passenger vehicle occupant fatalities in 2009, we saw a 6% decrease from the previous (4) four year average of 161. In addition, we are currently exceeding our performance goal of 155 by December 31, 2012.



Occupant Protection Usage Rate

To increase statewide observed seat belt use of the front and outboard occupants in passenger vehicles 7% from the 2004-2008 calendar base year average usage rate of 85% to 92% by December 31, 2012.

The previous (5) year average of 85.64% has decreased to 82.15%. At the height of percentage used, we peaked in 2007-2008 with 89.5%. 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% use rate in scientific observational surveys for two years. In 2006 and 2007 the usage rate met the criteria.



Speed Related Fatalities

To decrease speeding-related fatalities 7% from the 2004-2008 calendar base year average of 89 to 83 by December 31, 2012.

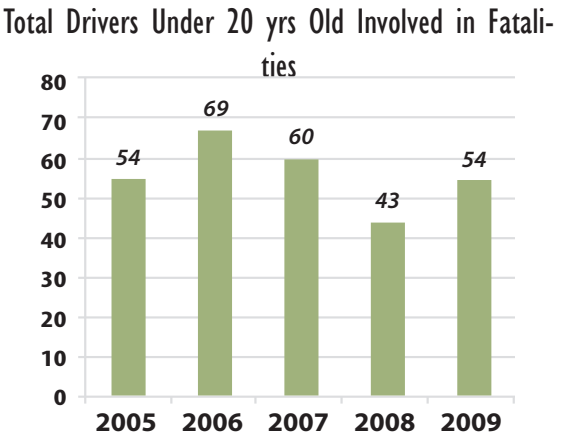
Speed related crashes and fatalities are on the rise in West Virginia as speed related fatalities are up 14.09%. In 2007 the WV Crash Report was upgraded and this allowed an increase in the reporting of speed as a contributing circumstance in crashes in WV. Speed as a data field is more prominent in the New WV Crash report which may account for some of the increase.

The GHSP, through its grantees has always emphasized the enforcement of speed limits in all enforcement activities. However, we do not have a designated campaign for speed alone.

Drivers Under 20 Years Old Involved in Fatal Crashes

To reduce the total of drivers under 20 years old involved in fatal crashes 7% from the 2004-2008 calendar base year average of 58 to 54 by December 31, 2012.

We are currently meeting our goal at 54.



Alcohol Impaired Driving Fatalities

To decrease alcohol impaired driving fatalities by 7% from the 2004-2008 calendar base year average of 118 to 110 by December 31, 2012.

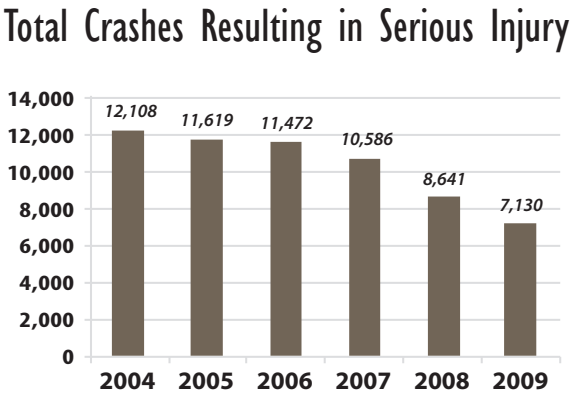
There has been a decrease of 2.25% from the previous (5) five year average of 117. In the past there were a large number of "unknown BAC's." We are currently reviewing all fatalities in an effort to reduce those numbers. We feel that development of a sustained Impaired Driving Program in 2002 and involvement in the Mid-Atlantic "Checkpoint Strike" force Program has reinvigorated DUI enforcement and public awareness of Drunk Driving issues.

Serious Traffic Injuries

To decrease serious injuries 7% from the 2007-2004 calendar base year average of 11,380 to 10,593 by December 31, 2012.

There has been a significant decrease of 27% in serious injuries from the previous (5) five year average of 11,406. We attribute this decrease to the substantial increase in seatbelt usage.

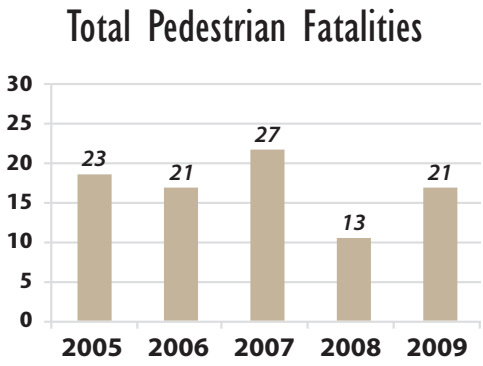
**2008 data was incomplete at the time the goal was set and therefore not used.*



Pedestrian Fatalities

To reduce pedestrian fatalities 7% from the 2004-2008 calendar base year average of 22 to 20 by December 31, 2012.

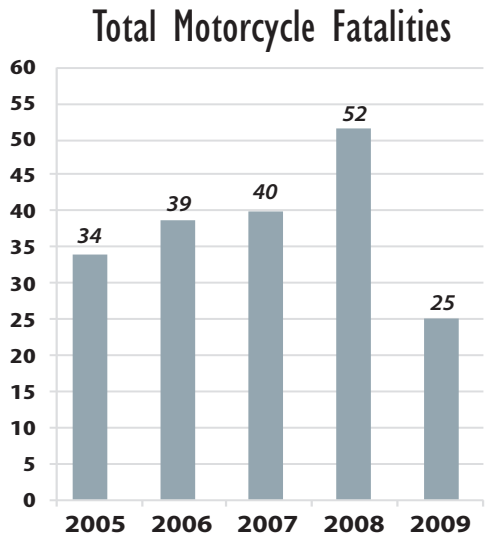
In 2009 we are currently at 21, and on track to meet our goal of 20 by December 31, 2012.



Total Motorcycle Fatalities

To reduce motorcycle fatalities 7% from the 2004-2008 calendar base year average of 38 to 35 by December 31, 2012.

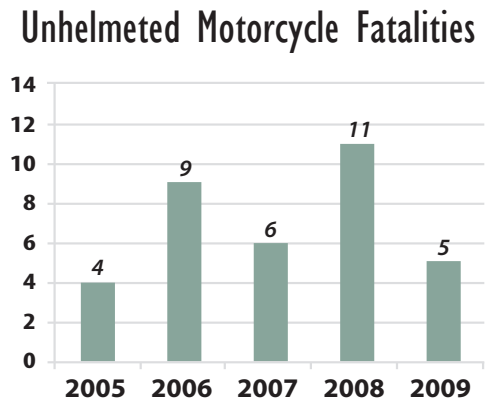
There has been a 38% decrease in motorcycle fatalities from the previous (4) four year average of 41.25. We are currently exceeding our goal of 35 by December 31, 2012.



Unhelmeted Motorcycle Fatalities

To reduce unhelmeted fatalities 7% from the 2004-2008 calendar base year average usage rate of 5 to 6 by December 31, 2012.

There has been a 33% decrease in unhelmeted motorcycle fatalities from the previous (4) four year average of 7.5. We are currently meeting our goal of 5 by December 31, 2012.



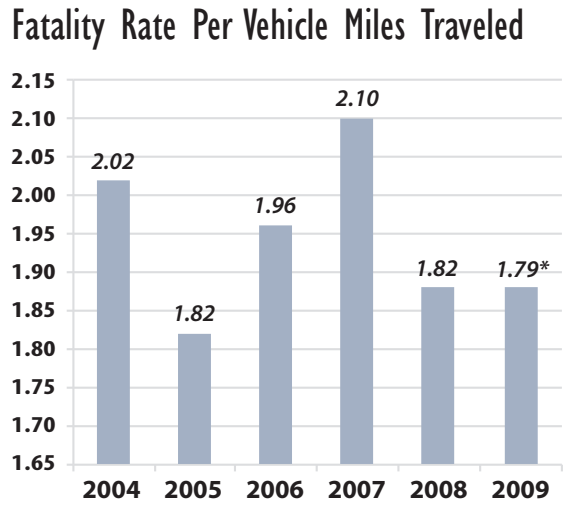
Fatalities/VMT

A.) To decrease fatalities/VMT from the 2004-2008 calendar base year average of 1.96 to 1.82 by December 31, 2012.

B) To decrease rural fatalities/VMT from the 2004-2008 base calendar year average of 2.56 to 2.38 by December 31, 2012.

C.) To decrease the urban fatalities/VMT from the 2004-2008 base calendar year average of .96 to .89 by December 31, 2012.

** We currently do not have the NHTSA VMT's for 2009, and are using an average VMT from 2008 NHTSA/RHUA.*



Cost Summary for West Virginia GHSP FY2010

HS FORM 217,OMB NO. 2127-0003

Program Area	Approved Program Costs	State/Local Funds	Current Balance	Federal Share to Local
402				
Planning and Administrative	$131,152.00	$131,152.00	$176,152.00	0
Alcohol	$205,000.00	$51,250.00	$300,000.00	$99,936.02
Occupant Protection	$70,000.00	$17,500.00	$75,000.00	$19,047.04
Traffic Records	0	0	$50,000.00	0
Safe Communities	$2,792,326.99	$698,081.75	$3,197,326.99	$494,412.66
Paid Advertising	$60,000.00	$15,000.00	$100,000.00	$1,135.00
406				
Safety Belts Incentive	$50,000.00	0	$50,000.00	0
Safety Belts Paid Media	$719,256.32	0	$729,256.32	$91,177.00
Occupant Protection	$684,369.65	0	$769,369.65	$86,978.55
Police Traffic Services	$942,399.00	0	$942,399.00	0
Traffic Records	$629,978.62	0	$1,074,978.62	$65,721.56
Speed Control	$200,000.00	0	$200,000.00	0
Planning and Administrative	$400,000.00	0	$400,000.00	0
408 Data Program Incentive	$1,932,286.00	$483,071.50	$4,011,537.25	$19,403.61
410 Alcohol SAFTEALU	$5,821,537.25	$2,366,493.29	$4,011,537.25	$67,727.33
2010 Motorcycle Safety Incentive	$135,738.26	$67,869.13	$135,739.26	0
2011 CPS/Booster Seats	$422,462.97	$211,462.49	$372,462.97	$65,908.25
1906 Racial Profiling	0	0	$97,936.16	0
154 Alcohol Transfer	$7,242,496.96	$362,124.58	$8,087,496.96	$361,361.12
154 Hazard Elimination	$20,030,772.12	0	$20,530,772.12	0
164 Hazard Elimination	$$591,073.90	0	$1,091,073.90	0

Prepared for the

National Highway Traffic Safety Administration

GHSP

WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

Prepared By

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DIRECTOR

West Virginia Governor's Highway Safety Program

Natalie Harvey

PUBLIC INFORMATION DIRECTOR

West Virginia Division of Motor Vehicles