2011

WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM ANNUAL REPORT

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GHSP
WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

GHSP

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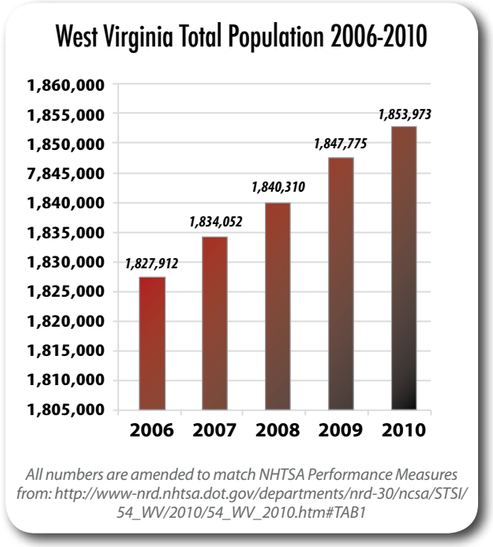
Hello from the Mountain State

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 awarded 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 2010, West Virginia's seatbelt usage rate was 82.15%, down from 87% in 2009. WV's usage rate for 2011 is 85%, and the GHSP attributes the increase to more citizens getting the Click It or Ticket message through a strong media campaign and law enforcement actively enforcing the seatbelt law. Additionally, the unbelted fatality rate is down for WV in 2011, which is another accomplishment in the GHSP's efforts to reduce fatalities and injuries.

> In the coming year we will continue our efforts to reduce the percentage of alcohol-related injuries and fatalities to under 30%.

We also continued our sustained DUI enforcement, and the number of alcohol related fatalities went down. We saw more participation this year in our Child Passenger Safety Program (CPS), and held numerous events promoting the importance of keeping all children properly restrained.

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 seatbelt usage rate at 85% or above. At the current rate of 85%, we 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 seatbelt 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.

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.

Occupant Protection

This year's rate of 85% usage represents a 5% decline from three years ago. We still feel confident that our short-term goal of 90% can be achieved.

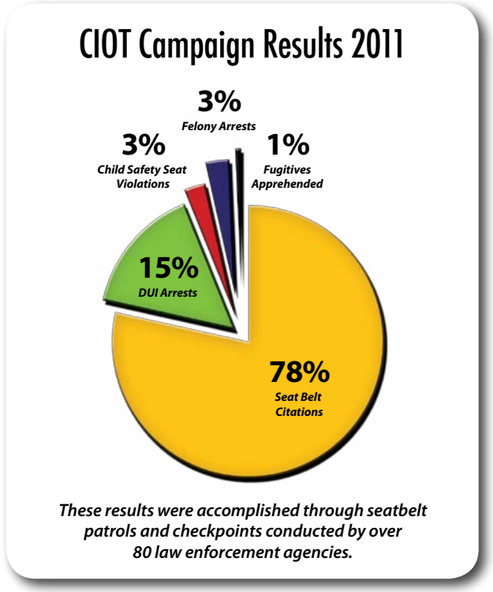
The Governor's Highway Safety Program (GHSP) continues to be the lead agency for occupant protection in West Virginia. Special educational and enforcement programs through continued cooperation of local and state law enforcement agencies are providing a strong foundation to increase West Virginia's seatbelt usage rate, which is currently 85%, up from an abysmal 49% ten years ago. However, West Virginia has experienced a decline in seatbelt 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, and 82% in 2010. This year's rate of 85% represents a 5% decline from three years ago. This trend has caught our attention and the GHSP is re-evaluating our efforts to increase seatbelt use. We still feel confident that our short-term goal of 90% can be achieved.

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 seatbelt 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 seatbelt. CIOT, a program that encourages law enforcement to make seatbelts 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 seatbelt law were passed. In recent years, we have come closer to achieving our goal of a primary enforcement seatbelt 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 2011 campaign resulted in 1,371 seatbelt citations, 269 DUI arrests, 45 Child Safety Seat violations, 50 felony arrests, and 12 fugitives apprehended. This was accomplished through seatbelt patrols and checkpoints by over 80 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 2011 campaign, the GHSP spent approximately $160,000 on paid advertising statewide resulting in 2,561 television spots and 2,100 radio spots. Newspaper "tab-ons" were also purchased. Additionally, our "annual buy" with West Virginia Metro News (radio) was going on at this time as well, and we received even more coverage than reflected above. 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% seatbelt 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 2011, Section 406 funds were 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

In 2004, the WV LifeSavers Program was initiated under the premise that law-enforcement agencies do not enforce seatbelt citaions, but individual officers do. 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, approximately 904 officers from 151 separate agencies have enrolled in WV LifeSavers. These officers issued more than 5,000 citations during FY11.

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 85%, 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. Since the inception of the program, six West Virginia officers have been recognized for traffic arrests for drug trafficking, weapon possession, and felon flight from other states.

Training

During the current year, in-service training classes have been conducted for all West Virginia law enforcement using nationally-recognized instructors who are specialists in their fields of expertise. It is believed that a better trained officer is more effective in law enforcement and safer in the pursuit of that enforcement. During the year, 463 officers from municipal agencies, sheriff departments and the WV State Police attended these classes and accumulated 4,360 hours of in-service credit.

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 members' reporting of citations monthly. During the last year, more than 2,500 visitors have viewed the site with over 14,000 hits. With few exceptions, LifeSavers are routinely using the site to submit their monthly reports. Interested officers can also join LifeSavers through the website.

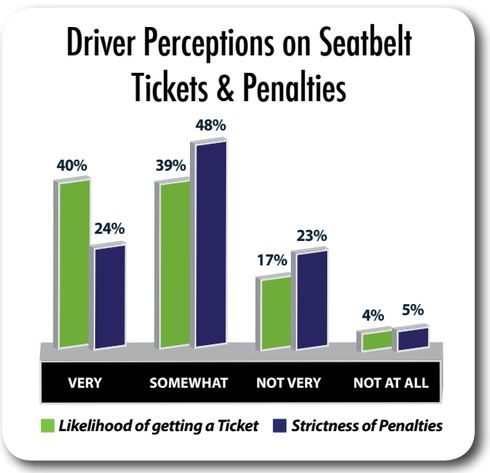
Seatbelt sticker produced by GHSP for law enforcement in action.

Training Provided by The Highway Safety Office

Type of Training	Total Classes	Hrs. Instruction	No. of Students	Man Hours
Impaired Driving	18	148	196	1,288
Occupant Protection	10	614	74	856
Motorcycle Issues	8	112	88	1,002
Pursuit Policy	11	48	88	352
Speed - Radar / Lidar	40	468	311	2,902
Other	21	148	732	5,206
Total	108	1,538	1,489	11,606

Future of the LifeSavers Program

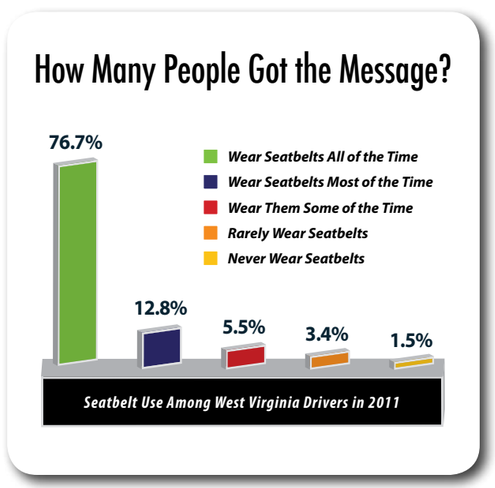
To offset the void created by officers leaving law enforcement and inactive members, the LifeSavers Program Coordinator has undertaken a new recruiting program which will place membership information regarding the LifeSavers program in the hands of every officer in the state. Special emphasis is being 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 LifeSaver reports citations 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 85% 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. Analysis of national data shows that States with a primary seatbelt law have higher belt use rates (average of 92%) compared to States with a secondary law (average of 82%). 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.



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.

Thirty-two law enforcement agencies participated statewide in the Target Red campaign from April 15 to May 1, 2011 working 4,981 hours, and giving out 1,393 citations.

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 15, 2011 – May 1, 2011.

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 placed statewide in 108 locations at a cost of $36,156.

Twenty-three law enforcement agencies participated statewide in the Target Red campaign, working 4,981 hours, and giving out 1,393 citations and 733 warnings for running red lights. An additional 2,431 citations and 3,664 warnings were issued for other offenses.

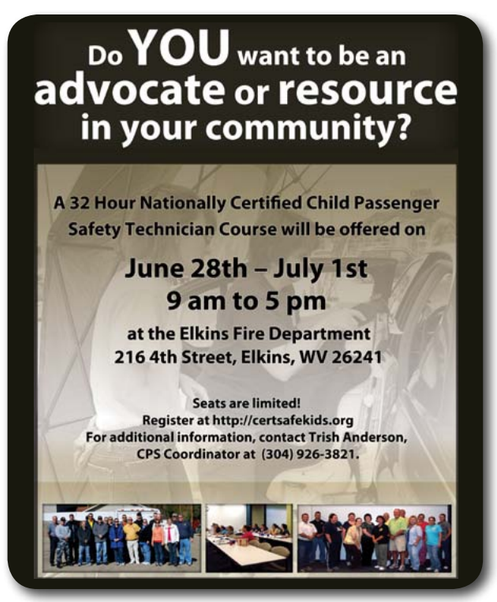
Target Red will be expanded in 2012 by the recruitment of additional law enforcement agencies to participate, and pre and post surveys will be conducted to evaluate the effectiveness of the program.

Passenger vehicles shown in this picture are in violation of the red light code.

Child Passenger Safety

Child Passenger Safety PROGRAM of WEST VIRGINIA

The GHSP continues to be a primary advocacy group 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 seatbelt 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%. Motor vehicle crashes are the leading cause of death for children ages 3 to 14.



Sample of a flier used to help Regional Coordinators spread the word about upcoming Training.

In 2012, 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 agencies or groups such as: Emergency Medical Services for Children, WIC, DHHR, and day cares to become certified technicians. Additionally, the statewide Child Passenger Safety Coordinator hopes to continue building on the relationships formed this year with other entities that are passionate about child passenger safety.

CPS Emergency Decal Design

To date, more than 10,000 Emergency Identification Decals have been distributed throughout the State. These decals are free of charge and ensure rapid identification of young children in car seats or booster seats in the event that a crash should occur or an emergency, and the parent or caregiver is unconscious or fatally injured. This information is crucial to first responders. 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 is updated on a regular basis.

CPS Classes and Installations

In fiscal year 2011, five Child Passenger Safety Technician Certification classes were held. The five locations were: Wheeling, Beaver, Elkins, Triadelphia and Bluefield. A total of 43 people were trained throughout the year. Additionally, two Renewal Classes were offered in Beckley and Huntington, meaning 10 technicians were re-certified throughout the year. A certification and renewal course was set up to take place in Ranson, but was cancelled due to lack of participation.

In addition, two 8 hour Kidz in Motion (KIM) courses were held. A total of 28 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 demonstrations. 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 seven certified instructors that teach in West Virginia and 202 certified technicians.

In total, nearly 2,100 child restraints were checked/replaced statewide between the GHSP office and the eight regional coordinator areas, and 101 check up events were held.

Instructors	Technicians
• Bob Tipton	Region 1 • 33
• Dave Cook	Region 2 • 17
• Natalie Harvey	Region 3 • 28
• Earl Cook	Region 4 • 26
• Brett Pickens	Region 5 • 20
• Rick Hensley	Region 6 • 20
• Bob Kane	Region 7 • 40
	Region 8 • 18

In FY2011, our focus was on Region 4 to try to recruit more certified technicians, and that goal was met. Region 4 increased by 4 technicians, which is a 153% increase.

NHTSA Section 2011 Funding

The GHSP was awarded $107,172 for FY 2011. In total, approximately $95,117 has been spent, with close to $37,315 this year for seats and approximately $4,000 for public educational materials. Over $27,000 was spent on media during CPS Week and other events from other grant sources. Approximately $18,600 was spent on the mobile training trailer and other regional fitting stations. Over $19,000 has been spent on CPS Certification Training Classes, Kidz in Motion Classes and Re-certifications. Check up events, overtime enforcement, and training fees including registration, travel, and facilities make up the rest.

A CPS technician at work!

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 over 2,100. The criteria for receiving a free car seat is determined by each coordinator.

The Child News
Passenger Safety PROGRAM of WEST VIRGINIA
The Governor's Highway Safety Program • West Virginia Child Passenger Safety Program

Kanawha City Check up Event

May 6, 2011 at the Shops at Kanawha, Charleston, WV

29 car seats were checked and installed properly!

Left to right – front
Dave Cook; Trish Anderson; Toni Tiano; Linda Duncan; Bob Tipton; Woody – 98.7 The Beat; R. H. Coleman, Senior Patrolman; Travis Hill, Patrolman; Roberta Meadows; Mark Petty, Corporal; C. B. Morris, Corporal; Kevin Oldham

Left to right – back
Mark Holmes, Earl Anderson, Vicki Hildreth and Big John, 98.7 The Beat

More pictures continued on Page 2

Andy the Ambulance – EMS-C for Children

CPS Newsletter

CPS Webpage Ad for the Celebrity Car Seat Challenge

Dave Cook, CPS Statewide Lead Instructor worked with the Sign Shop in Princeton to create a design for the CPS Trailer. This endeavor was successful! The CPS Trailer is utilized at all CPS classes and various CPS events; it also serves as a mobile informational resource.

National CPS Week

During "National CPS Week", September 18 – 24, 2011, GHSP Coordinators offered free CPS seat check up events throughout the State. In total, 139 seats were checked and 47 seats were provided.

On September 19, 2011, a "Celebrity Car Seat Challenge" was held at the Shops at Kanawha. This was a fun and challenging way to kick off CPS Week in West Virginia and to prove that installing child safety devices is not "Child's Play". The message was clear! Those participating were: Jenny Murray, V100 Morning Show; Randy Damron, WVDOT Office of Communications; Sarah Lieu, Consumer Reporter, WOWK-TV – News Channel 13; Randy Johnson, Morning Howl -96.1 The Wolf; Jacky West, Morning Howl - 96.1 The Wolf; Rick Johnson, 58 WCHS Radio.

Sarah Lieu, WOWK, won the competition! The winner was chosen on a scoring system, consisting of various points of correct installation. We hope to make this an annual event.

Bert Wolfe Toyota graciously donated the use of vehicles for this event. A special thanks to the GHSP Staff and others who worked diligently along with the CPS Statewide Coordinator in making this event possible!

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

- Charleston Target
- Beckley Fire Dept. in Beckley
- Moses Auto Mall in Huntington
- Mark Woods State Farm Insurance in Princeton
- Wheeling Park White Palace in Wheeling
- Morgantown Mall
- Vienna Walmart
- Morgan County Sheriff's Dept. in Berkeley Springs
- Martinsburg Fire Department

Celebrity Car Seat Challenge: September 19, 2011: Left to right – back row - Dave Cook Lead CPS Instructor; Bob Tipton, Director, GHSP; Natalie Harvey, Public Relations Director, DMV; Sergeant Brett Pickens, Wood County Sheriff's Department; Jacky West, Morning Howl 96.1 The Wolf; Commissioner Joe Miller, DMV; Randy Johnson, Morning Howl 96.1 The Wolf; Steve Bishop, V100 Morning Show; Randy Damron, DOT Communications; Rick Johnson, 58 WCHS. Left to Right - front row - Trish Anderson, CPS Coordinator; Jenny Murray, V100 Morning Show; Sarah Lieu, WOWK News Channel 13.

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

2011 Training Season Totals
April 1st - October 31st 2011

Training	Failed	Passed	Total
Basic Ridercourse	65	1084	1331
Experienced Ridercourse	7	140	191
Totals	72	1224	1522

Note: Not reflected in the total number of students contacted were 70 students that withdrew from or were counseled out of the classes. The balance was either no-shows or cancellations.

West Virginia Motorcycle Safety Program Numbers at a Glance

There were 61,715 registered motorcycles in the state as of July 1, 2010, a 21% increase from the previous year. The Program had a 94% pass rate in the Basic Rider Course and a 95% pass rate in the Experienced Rider Course. RiderCoaches have trained 14,884 students since 2001. There are 103,921 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.

Mobile Training Unit

The total number of motorcyclists enrolled using the mobile training unit was 60. Forty seven of the individuals passed the Basic Rider Course and Three individuals failed. There were 10 riders that were either no-shows or cancelled.

Motorcycle Safety Program Mobile Training Unit, Purchased in 2010, has been put to good use this year.

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 a 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.

2011 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 6th 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.

Additionally, $98,848 in federal grant funding was spent on a cable television media buy, with 8557 being the total number of spots aired statewide. Funding included the placement of safety messages on billboards in high visibility locations at the beginning of the motorcycle riding season. The "No Motorcycle Endorsement" = Tow" and "No DOT approved Helmet" = "Tow" messages were controversial to some generating a high volume of calls to the GHSP Motorcycle Safety Coordinators Office with inquires from riders wanting to ensure they were compliant with state law.

The New Motorcycle Safety Program Garage

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.) Develop a standardized Smart-Trainer curriculum for high school educators as the Smart-Trainer is introduced to new county school districts across the state.

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

MSP Smart Trainer

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.

In 2011, a new garage was built and completed for the MSP. It is conveniently located behind DMV headquarters to store MSP equipment including the Mobile training unit, motorcycles, trikes, and smart trainers close to MSP central operations.

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. Many users of the SMARTrainer system quickly reevaluate the level of their riding skills and make decisions to seek additional training before attempting some motorcycle riding tasks on their own. 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 has put SMARTrainers to use in High School Driver's Education Programs as well as at safety fairs throughout the state. The program will continue throughout FY 2012 with the goal of riders and potential riders having access to a SMARTrainer in each of the GHSP's eight community regions.

ATV Safety

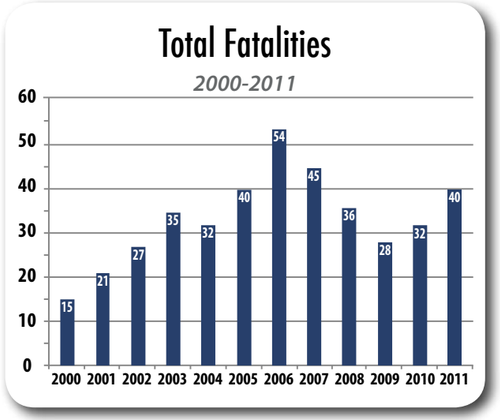
All-terrain vehicles or ATVs were developed for use as a small work/utility vehicle in the rural and farming regions of Japan. These vehicles should have been a perfect fit in West Virginia. However, as the "motorized mules" reached the United States, the vehicles were transformed into recreational vehicles 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. 2011 would prove to be a roller coaster type year for ATV fatality statistics.

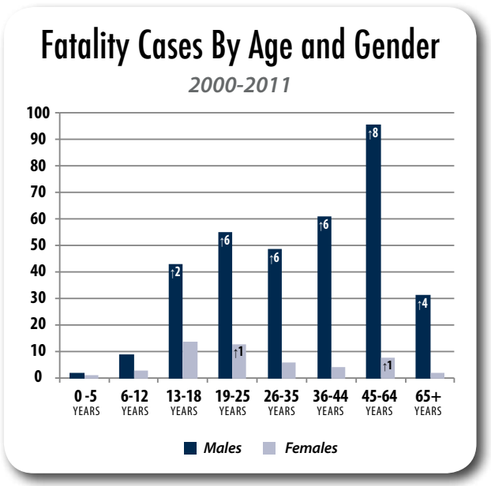
In previous years, public awareness and outreach efforts have appeared to curb the trend of increasing injuries and fatalities in West Virginia. Data indicates a reversal in the previous three years of decreasing fatality numbers in 2010. The increase of ATV-related fatalities in 2010 is in the 15% range. In 2007, the number of fatalities decreased by 16.7% from 54 to 45. 2008 saw a 22.2 % decrease in fatalities to 36 for the state and 2009 saw a third consecutive year of decreasing fatalities by 20% to 28. Unfortunately, 2011 saw a 14% increase of fatalities with 40 total fatalities. West Virginia continues to lead the nation in the number of ATV fatalities per 100,000 in population. With this in mind the Highway Safety Office will continue to improve public awareness and reinforce outreach efforts to reduce ATV fatalities and injuries.



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%. In 2011 the rate remained relatively steady at 2009 levels as 53% of all fatalities occurred on a paved surface.

ATV Safety Training • Picture Courtesy of WVU Extension Office - ATV Training & Mark Whitt

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. 2010 would show little decrease as 90% of all fatalities were not wearing a helmet.



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

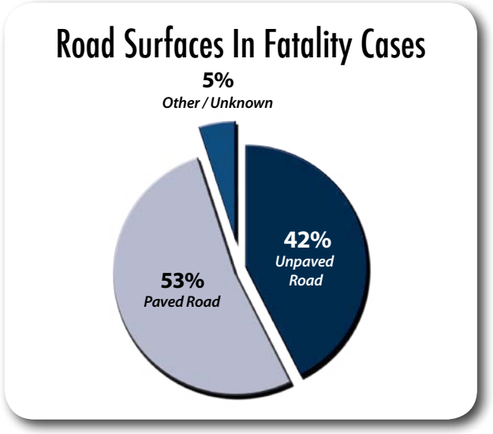
The Program provides for minimal Safety Awareness training in each of the 23 regional offices of the Division of Motor Vehicles by its employees. The GHSP provides an expanded version of the awareness training at various venues throughout the state during school hours or non-business hours. The ATV Safety 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.

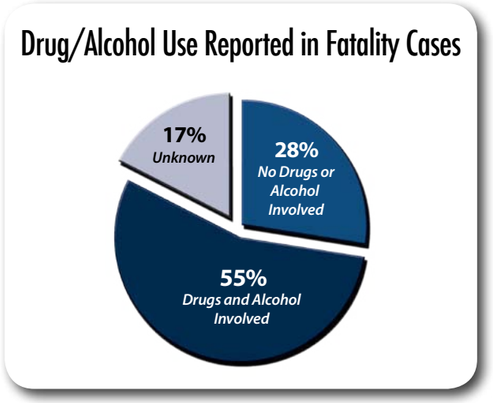
West Virginia University Extension Services has become a leader in ATV safety training for the 15-18 year old group. A pilot program has been established in 17 counties that makes ATV safety

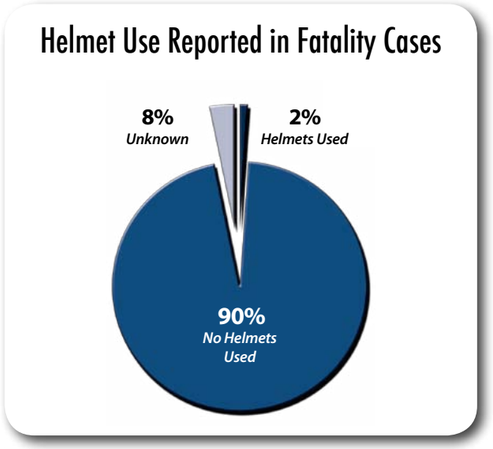
training available in select High Schools. This training is conducted by Extension Agents who are ATV Safety Institute (ASI) certified instructors providing classroom instruction and hands on ATV operation. Additionally, Extension Agents have provided a variety of other types of ATV Safety Instruction to over 600 youth involved in 4-H activities throughout the state.

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

ATV Safety Training • Pictures Courtesy of WVU Extension Office - ATV Training & Mark Whitt

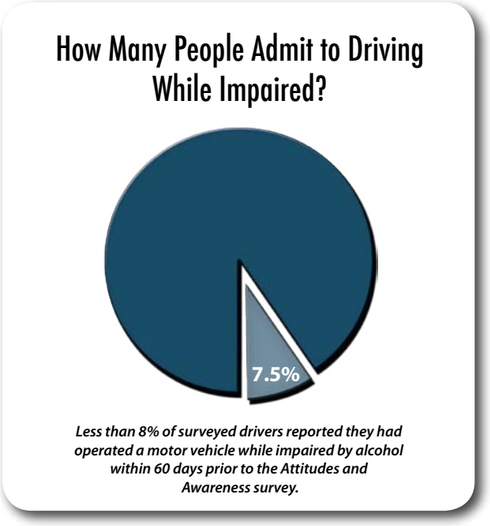






Impaired Driving

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, 410HVB, 410 HFR, 154 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.



Sustained DUI Enforcement Plan

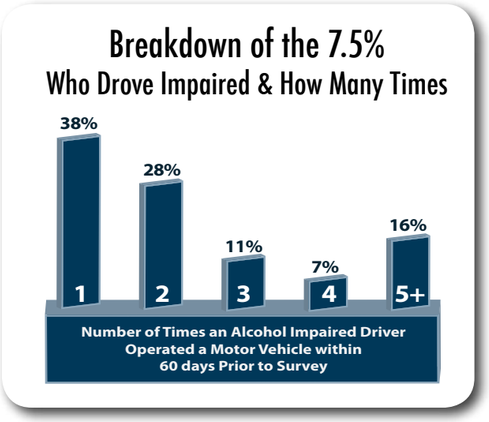
In order to bring West Virginia's Alcohol Related Death Rate down to the National Average Alcohol Related Death Rate of .48 (.01 and above) .41 (.08 and above) deaths per 100 million miles traveled, the GHSP has developed a statewide plan to reduce DUI related crashes, injuries, and deaths by using a 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 West Virginia Legislature created the Commission on Drunk Driving Prevention (CDDP) in 1983, as the State's match for the Governor's Highway Safety Program and is the State funded program to address Drinking and Driving. The CDDP receives its funding from a dedicated State tax on beverage alcohol. The Commissioner of the Division of Motor Vehicles is a member of this Commission as the Commissioner of the Division of Motor Vehicles and as the Governor's Representative for Highway Safety. The Director of the Governor's Highway Safety Program acts as the proxy for the Governor's Representative for Highway Safety and is an active members of the Commission and works to ensure that the CDDP and GHSP work closely together in combatting impaired driving in West Virginia. The commission provides grant funding to police agencies who apply for that funding in accordance to the rules and regulations set forth by the commission. In FY-2010, the CDDP provided $223,998 to 27 Law Enforcement agencies, providing 8,567 Hours of overtime to 269 Police Officers, resulting in 580 DUI Arrests. The CDDP provides for three 90 day grant cycles per year. The Commission meets three times a year to review Agency applications and to conduct business.

The aforementioned 3% tax on liquor sold in West Virginia provides for the CDDP's staff, expenses, and the State Grant Program. This program provides for the maintenance and purchase of the Intoximeter evidentiary breath testing devices, Preliminary portable breath testing devices (PBT's) Mobile Breath Test Vehicles (BAT Mobiles) and some expenses incurred by the Blood testing lab, in addition to the funding granted to enforcement.



- *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 and during high-risk days and times for DUI crashes. The Traffic Safety Coordinator shall also coordinate and monitor any local earned media and report their efforts to the Governor's Highway Safety Program.

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.
- **Conduct Saturation/Directed Patrols** on the "Top 100 road segments for Alcohol Related Fatalities" in accordance with the State's 410 Plan.

GHSP DUI checkpoint

- **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).
- **Ensure**, that the Road Segments identified by the WV Division of Highways as the Top 100 alcohol related crash locations are being actively patrolled for DUIs by the local police agency having jurisdiction over these areas are activity patrol them looking for DUIs.

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, newspaper, magazine article or at a local fair or festival.
- Conducting 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.

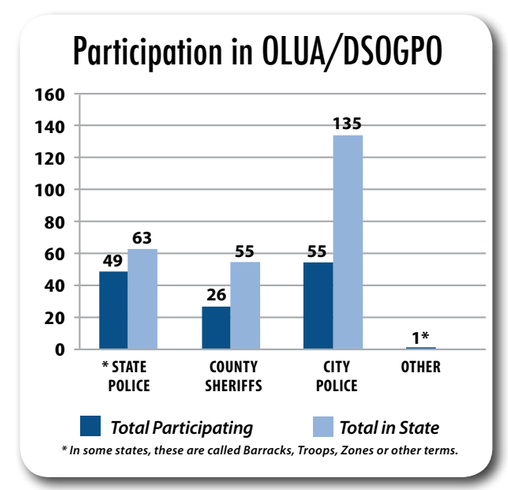
Enhanced Enforcement Period

Due to the trend in alcohol related crashes by month GHSP uses 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/Drive Sober or Get Pulled Over (DSOGPO)

West Virginia transitioned from the "Over the Limit. Under Arrest" to the "Drive Sober or Get Pulled Over" campaign in FY 2011. West Virginia also participated in the national enforcement "Drive Sober or Get Pulled Over" mobilization during the time frame of August 19, 2010 through September 5, 2011.

During that 21 day campaign, 38 high visibility sobriety checkpoints were held statewide, with 265 DUI arrests and $51,400.00 spent on paid media to support these DUI efforts



Training Activities

The GHSP has developed and the Law Enforcement Training Sub-committee has certified several training classes focusing on DUI issues for law enforcement in-service credit. 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:

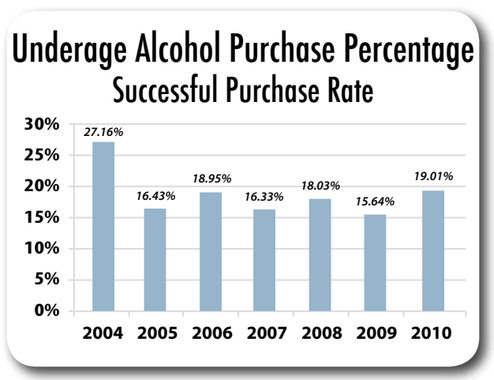
- **SFST Refresher Course –** This is a recertification class for SFST. This is an eight hour class and offered 16 times a year.
- **Presentation of Evidence at DMV Administrative Hearings –** This class assists officers in preparing for and presenting evidence at a DMV Administrative Hearing. We will 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.

"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 ABCA 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.
- The Local Coordinators shall work with local police agencies and the ABCA to coordinate the underage enforcement activities within their region. The Local Coordinator shall also work with the local police agencies to conduct underage compliance checks on those establishments that have a B license from the ABCA.
- 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

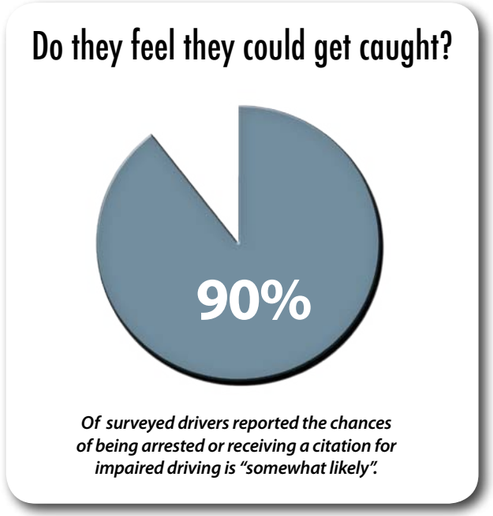
The GHSP recognizes that underage drinking is a problem at the high school level as well. To this end, we are trying to develop "Students Against Destructive Decisions" (SADD) as a viable organization within West Virginia. The WV-SADD created a Student Leadership Council (SLC) modeled on the National 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

GHSP DUI checkpoint

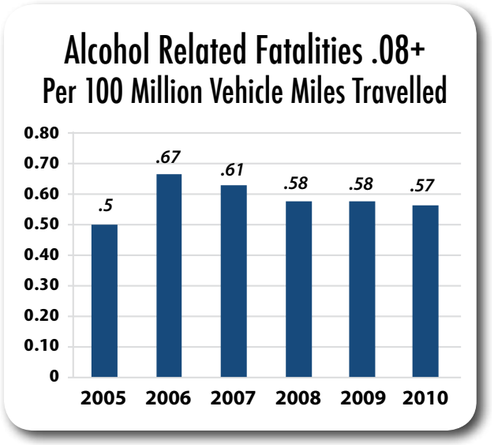
conference, which occurred in Charleston in 2007. The WV-SLC repeated this process in 2008 and 2009. They are now working on ways to expand both the participation in the conference and ways to increase the numbers of SADD chapters in the state.

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. Chris Zerkle (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 as well as the State's 410 Grant application.

Traffic Safety Resource Prosecutor-Section 410 Funding

Brian Lanham currently holds the Traffic Safety Resource Prosecutor position originally funded in FY 2009 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.

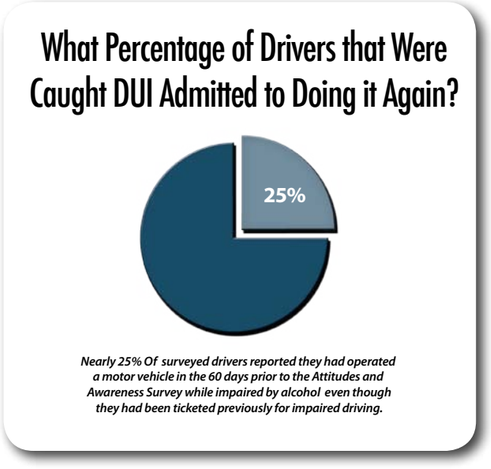
The TSRP is very involved in highway safety training with both law enforcement and

Vehicle getting a tow from a GHSP DUI checkpoint

prosecutors with an emphasis on impaired driving. Over 717 police officers attended classes related to impaired driving or testifying at criminal/administrative hearings. Brian 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. He 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 the WV Police Academy.

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

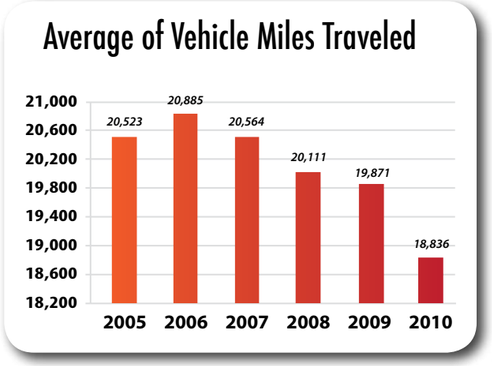


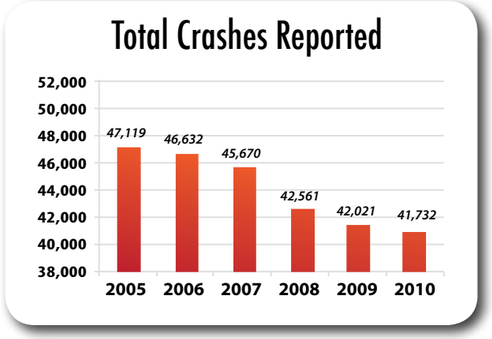
Traffic Records

In FY 2011, the GHSP Traffic Records Coordinator position remained unfilled, and the GHSP program manager left that position as well. The GHSP has advertised the position and interviewed applicants, and the position will be hired in January 2012. The GHSP, along with it's safety partners, have continued projects within the Section 408 Traffic Records criteria set forth in SAFETEA-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.

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.

Developments

Uniform Traffic Citations

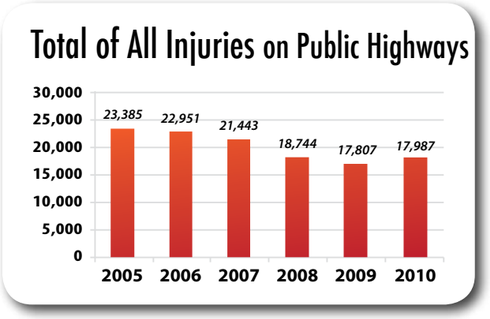
For the first time, every law enforcement agency is using a Uniform Traffic Citation with a unique identifying citation number. A deadline for mandatory use was set for January 1, 2007. The citation number is used to track citations in the state court system and the Division of Motor Vehicles. The GHSP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



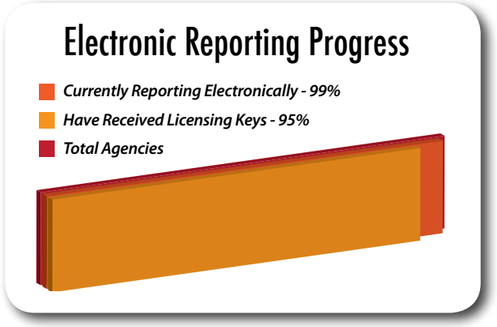
Traffic Records Assessment

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. West Virginia has scheduled another Traffic Records Assessment in May 2012.

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 40% of all citations will be electronically submitted in FY 2013. In 2009 there were significant issues that delayed the implementation of the electronic citation. In early 2011 the West Virginia State Police took the lead on all e-citation issues. The West Virginia State Police have piloted two projects, with expectations to have the remaining issues resolved in 2012, and anticipate full implementation from State, County, and larger Municipal Enforcement agencies.

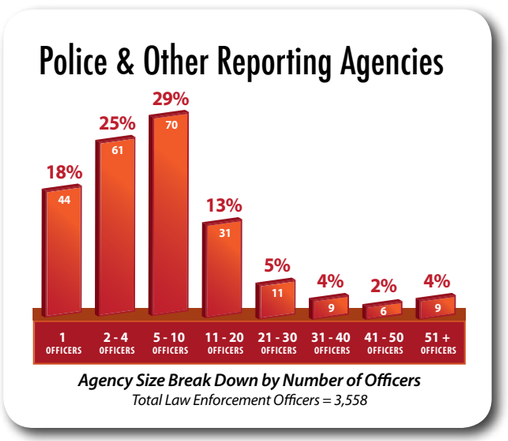
With the infrastructure in place from e-crash and WVMVSF, we anticipate a fast start up after the pilot project. Federal funding from Sections



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 all involved entities to finalize the development of administrative rule, which has been problematic. The involved parties have met regularly to work on these issues.

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 FY 2011 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. In FY 2011 positive strides were made, yet more obstacles came to light.

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.

2011 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 the DMV regional offices for various services in ten locations throughout the state.

A total of 1,072 surveys were completed, and the participants ranged in age from under 21 to over 60 years old. Approximately 60% of the participants were female and 40% were male. Here is a sample of some of the published results:

- 57% had read, seen, or heard a message about speed enforcement in the past 30 days.
- 79% had read, seen, or heard a message about alcohol impaired driving in the past 30 days.
- 90% had read, seen, or heard the "Click It or Ticket" service announcements, making it the most widely read, seen, or heard message.
- 77% reported that they wore their seat belt "all the time".
- 90% believed the chances of getting a ticket for speeding was "somewhat likely" and the penalties to be "somewhat strict".
- 90% felt the chance of getting arrested and receiving a citation for impaired driving was "somewhat likely".

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

www.dmv.wv.gov/highwaysaftey

Long-term Goals

1. Creation of a Statewide Citation Database 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.

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 businesses, 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, a fixed office site, and maintains a broad based Community Task Force. The Coordinator focuses on traffic safety issues on a local or regional basis. Their tasks also consist of supporting state and national highway safety initiatives on the local level. The programs are approved for funding after each program reviews the state Highway Safety Plan and submits an application that includes their problem identification and their plans to address those problems. Incorporated into their grants are twenty eight (28) specific activities or tasks that they are expected to complete. The tasks directly relate to Occupant Protection, Impaired Driving, Program Coordination, and Media/PI&E.

Additionally, these eight Traffic Safety Coordinators have created broad based community task forces that meet on a regular basis. Participation by law enforcement agencies in GHSP sponsored initiatives (CIOT, Checkpoint Strike force, Child Passenger Safety, Law Enforcement Training) have never been higher. Fatality 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 several 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.

In 2010 West Virginia had

95,091 people involved in reported motor vehicle accidents, with 41,732 crashes that injured 17,987 people, killed 315, and resulted in $2,464,880,942 in economic loss.

Overall Goals

Reduce the fatality rate per hundred million vehicle miles traveled from the 2005-2009 calendar base year average of 1.91 to 1.82 by December 31, 2012.

Occupant Protection

- Increase the seatbelt usage rate of front seat outboard occupants from the 2005-2009 calendar base year average of 87.9% to 91% by December 31, 2012.
- Reduce fatal ejections from 156 in 2007 to 100 by 2012 (2009 had 125)

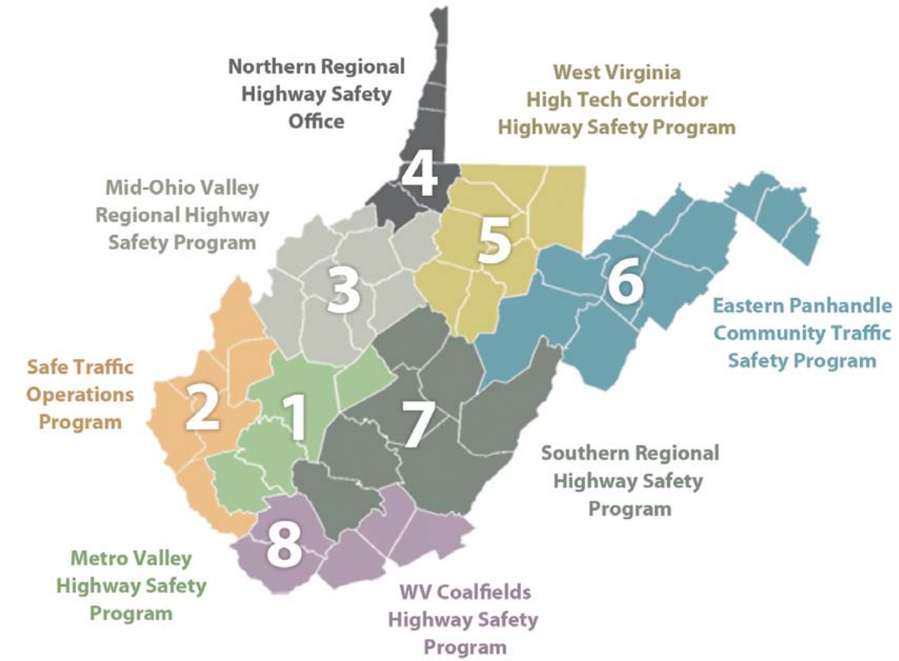
Impaired Driving

- Reduce Alcohol Related Fatality Rate from .67 in 2007 to .50 by 2012 (2010 was .57)
- Reduce the Alcohol Related Fatality Percentage from 32% in 2007 to less than 25% by 2012 (2010 was 34%)

Crashes/Injuries

- Reduce crashes from 42,561 in 2008 to 41,000 by 2012 (2010 41,732).
- Provide local coordination for Regional Traffic Safety Programs that reach all 55 WV counties **(100%) to** implement law enforcement and community activities.

GHSP Safe Community Regions Map



1. Metro Valley Highway Safety Program

Coordinator: Lieutenant Shawn Williams

Counties: Boone, Clay, Kanawha, & Logan

2. Safe Traffic Operations Program

Coordinator: Larry R. 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: Neil Fowkes

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: Lieutenant Paul Blume

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

8. WV Coalfields Highway Safety Program

Coordinator: Dave Cook

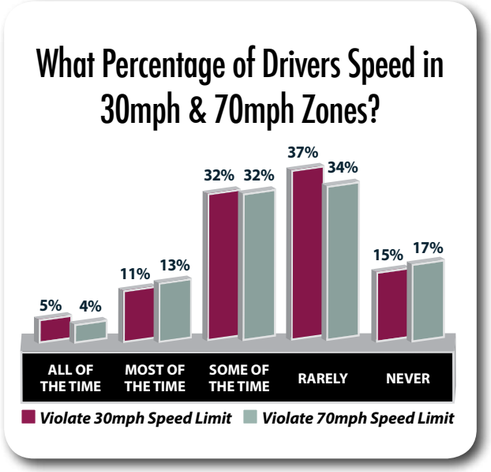
Counties: Mercer, Monroe, McDowell, Summers, & Wyoming

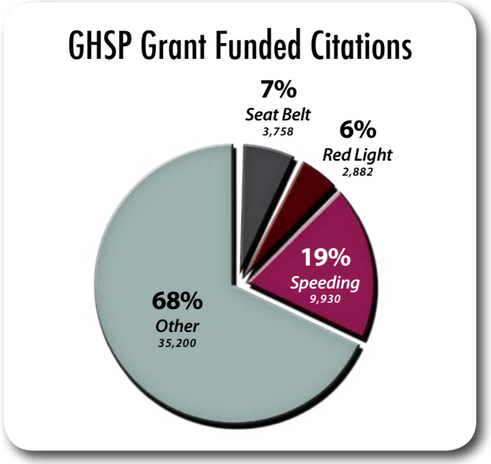
Speed Enforcement

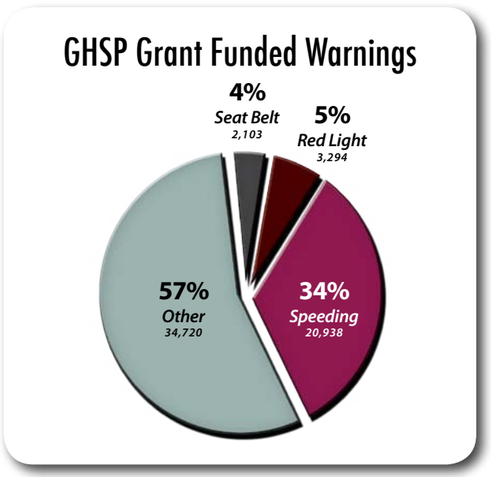
In West Virginia, speed continues to play a significant role in motor vehicle fatalities. With speed related fatalities increasing from 120 in 2009 to 133 in 2010, the GHSP will increase our efforts in FY 2012 on this issue.

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 enforcement of the seatbelt 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.







GHSP Grant Funded Law Enforcement Citations & Arrests Breakdown

	Totals
Vehicles Recovered	56
Fugitive Arrests	97
Felony	421
Child Restraints	294
Driver's License Revoked	734
Under Age Alcohol	886
Drug Arrests	966
Driver's License Suspended	2,304
Misdemeanor	2,304
DUI Arrests	2,679
Red Light Citations	2,882
Seatbelt Citations	3,758
Insurance	7,158
Speeding Citations	9,930
Other Citations	13,325

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 85% usage rate, up about 3% from last year.

CIOT Media Breakdown

Television • $74,970 for 2,500 Spots
Radio • $24,787.56 for 2,100 Spots
Newspaper Tab-Ons • $4,200
Statewide Billboards • $50,000
Power Park Billboard • $6,000

Total: $159,957.56

This is the design that was used on the CIOT Billboards

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 108 locations at a cost of $36,156.

Impaired Driving

In Fiscal Year 2011, the GHSP focused their media efforts on impaired driving for the periods of October 2010 through December 2010 and then again in June through September 2011.

Radio and television was utilized to spread the "Over the Limit, Under Arrest" message through the 2010 holiday season. $50,000 was spent on statewide radio for a total of 4,320 radio spots on 60 stations. $250,000 was spent on cable and broadcast television. Marshall University football stadium signage as well as a digital billboard in Huntington was purchased for $28,000.

Additionally, newspaper tab-ons were purchased for every Friday in December 2010 plus Saturday the 25th and the first day of 2011, for a cost of $24,990.

Two paid television and radio campaigns ran in June/July (4th of July) and August/September (Labor Day) 2011 promoting NHTSA's new "Drive Sober or Get Pulled Over" message. $50,000 was spent on radio ads during each campaign, for a total of 4,320 spots on 60 stations per campaign. Total for radio advertising was $100,000 with 8,640 spots.

Television was purchased for $400,000 ($200,000 per campaign). For the 4th of July campaign, over $100,000 was spent on broadcast television, with a total of 7,640 commercials airing statewide. 543 commercials were also aired on cable television during the same period for $86,000.00.

During the Labor Day campaign, the cost and schedule mirrored the 4th of July campaign.

Impaired Driving Paid Media Breakdown

Television • $650,000
Radio • $150,000
Newspaper • $24,990
Billboards & Signage • $28,000

Total: $852,990

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.

Impaired Driving Tab-Ons that appeared in Charleston Newspapers in Fiscal Year 2011

Budgeting

The State of West Virginia budgeted close to $1 million of 154 Transfer Funds to fund this program. The $1 million 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:**

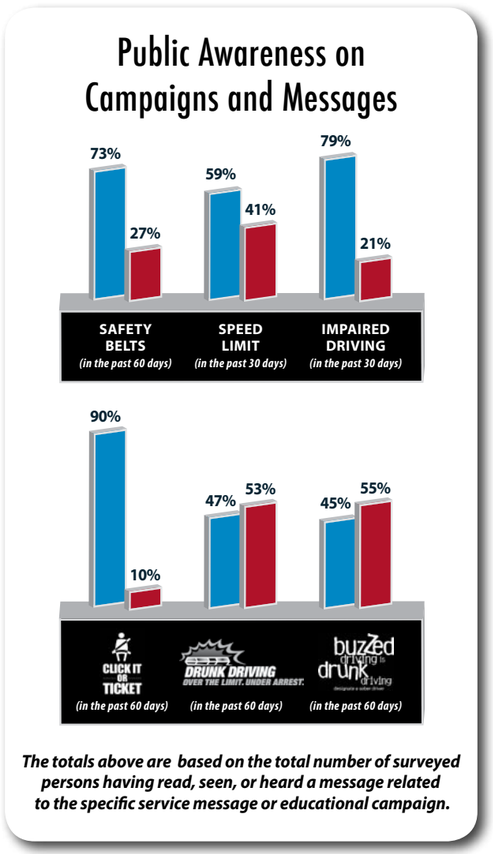
  1. *Socially Accountable Drinkers*
  2. *Responsible Drinkers*
  3. *Inexperienced Social Drinkers*
  4. *Middle-Class Risk Takers*
  5. *Discontented Blue-Collars*
  6. *Midlife Motorcyclists*
  7. *Underage Drinkers*

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

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

- **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 2011 enforcement Blitzes are:

- *Network Television*
- *Network Radio*
- *Digital*
- *Theatres*
- *WV Athletics*
- *Marshall Athletics*
- *Print*
- *Electronic*

Child Passenger Safety

The GHSP ran a paid radio campaign for National Child Passenger Safety Week, September 18-24, 2011. 2,100 commercials were aired on 60 radio stations for $24,787.70. Newspaper "tab-ons" and an ad were placed in the Charleston Newspaper on Friday September 23, 2011, promoting the Seat Check Saturday the following day, at a cost of $6,336.90.

On September 19, 2011, a "Celebrity Car Seat Challenge" was held at the Shops at Kanawha. Radio and television personalities volunteered their time to participate and prove that installing child safety devices is not "Childs Play". Sarah Lieu, reporter for WOWK, won the competition, and promoted the story that evening.

Annual Buy

The GHSP also participated in its third "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 2011, 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 fourth 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, distracted 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" and "Drive Sober or Get Pulled Over".

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 third 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.

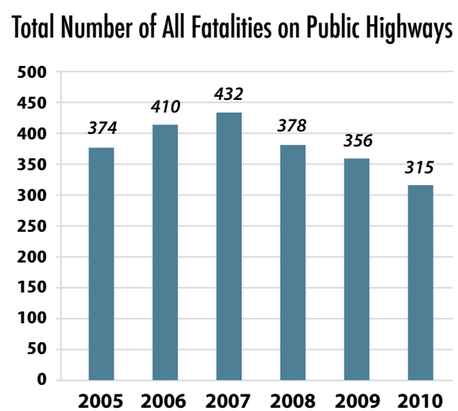
Performance Goals & Results

The GHSP has dedicated the majority of its efforts in the following programmatic areas: Occupant Protection, Impaired Driving, Community Traffic Safety Programs, Traffic Records, and Underage Alcohol. The following are the results of these efforts as they relate to our 2010 GHSP Goals and Objectives with the latest available data compared to the previous five calendar base years of 2005 through 2009.

Total Traffic Fatalities

To reduce the total number of traffic fatalities by 5% from the 2005-2009 calendar base year average of 390 to 371 by 2012.

In relation to the previous (5) five year average of 390, current fatalities are down 19%, 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.

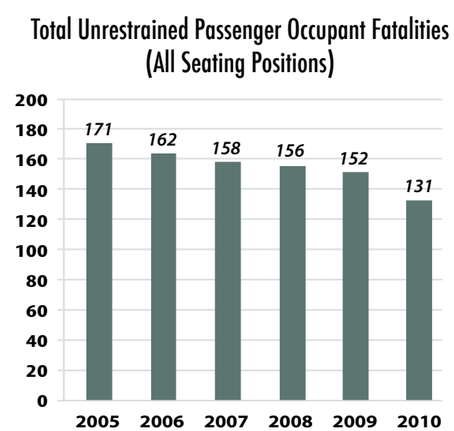


Unrestrained Passenger Vehicle Occupant Fatalities

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5% from the 2005-2009 calendar base year average of 160 to 152 by December 31, 2012.

With a total of 131 confirmed unrestrained passenger vehicle occupant fatalities in 2010, we saw a 18% decrease from the previous 5 year average of 160. In addition, we are currently exceeding our performance goal of 152 by December 31, 2012.

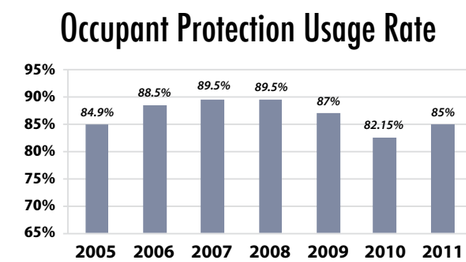
** In 2010 there were 34 fatalities for which the use of restraints are unknown.*



Occupant Protection Usage Rate

To increase statewide observed seatbelt use of the front and outboard occupants in passenger vehicles 3% from the 2005-2009 calendar base year average usage rate of 87.9% to 91% by December 31, 2012.

The previous 5 year average of 87.33% has decreased to 85%. 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 Secondary Laws to have 85% use rate in scientific observational surveys for two years. In 2006 and 2007 the usage rate met the criteria.

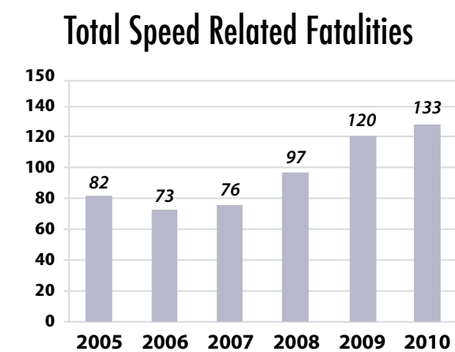


Speed Related Fatalities

To decrease speed-related fatalities 7% from the 2005-2009 calendar base year average of 90 to 84 by December 31, 2012.

Speed related crashes are on the rise in West Virginia and fatalities are up 10.8% from 2009. 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.

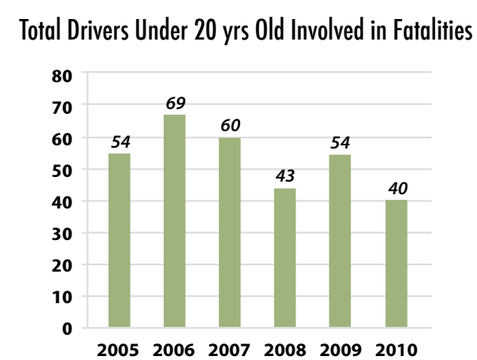
Through GHSP grantees we have always emphasized the enforcement of speed limits in all enforcement activities, but we do not have a designated campaign for speed alone.



Drivers Under 20 Years Old Involved in Fatal Crashes

To reduce the total of drivers under 20 years old involved in fatal crashes by 7% from the 2005-2009 calendar base year average of 56 to 52 by December 31, 2012.

We are currently exceeding our goal at 40.



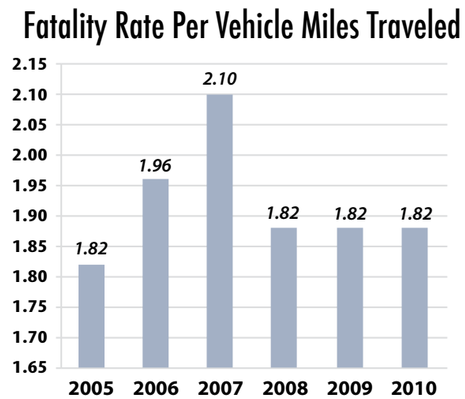
Fatalities/VMT

A.) To decrease fatalities/VMT from the 2005-2009 calendar base year average of 1.91 to 1.82 by December 31, 2012.

B.) To decrease rural fatalities/VMT from the 2005-2009 base calendar year average of 2.33 to 2.21 by December 31, 2012.

C.) To decrease the urban fatalities/VMT from the 2005-2009 base calendar year average of .89 to .85 by December 31, 2012.

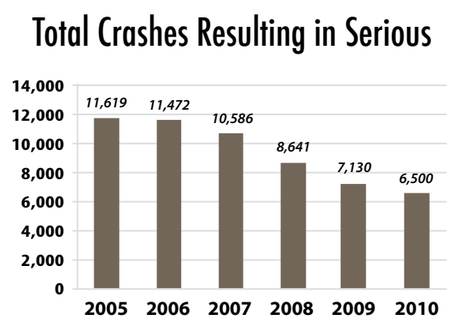
** We currently do not have the NHTSA VMT's for 2010, and are using an average VMT from 2009 NHTSA/RHUA.*



Serious Traffic Injuries

To decrease serious injuries 5% from the 2005-2009 calendar base year average of 9,890 to 9,395 by December 31, 2012.

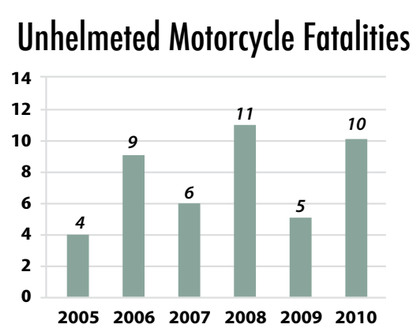
There has been a 34% decrease in serious injuries from the previous (5) five year average of 9,890. We attribute this significant decrease to the substantial increase in seatbelt usage.



Unhelmeted Motorcycle Fatalities

To reduce unhelmeted fatalities 10% from the 2005-2009 calendar base year average usage rate of 7 to 6 by December 31, 2012.

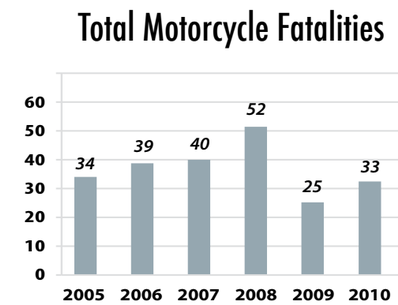
There has been a 43% increase in unhelmeted motorcycle fatalities from the previous 5 year average of 7. We believe the majority of our increase is a reporting issue that will be addressed with training.



Total Motorcycle Fatalities

To reduce motorcycle fatalities 7% from the 2005-2009 calendar base year average of 38 to 35 by December 31, 2012.

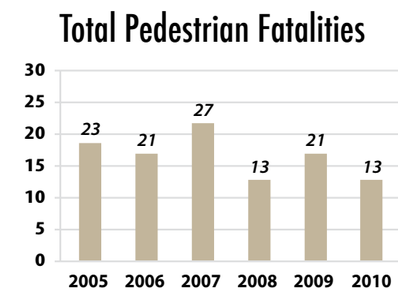
There has been a 13.16% decrease in motorcycle fatalities from the previous 5 year average of 38. We are currently exceeding our goal of 35 by December 31, 2012.



Pedestrian Fatalities

To reduce pedestrian fatalities 10% from the 2005-2009 calendar base year average of 21 to 19 by December 31, 2012.

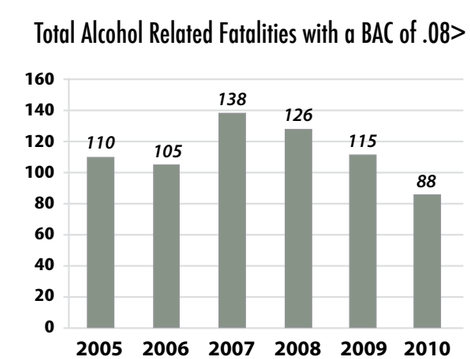
There has been a significant decrease of 38% in pedestrian fatalities from the previous (5) five year average of 21.



Alcohol Impaired Driving Fatalities

To decrease alcohol impaired driving fatalities by 5% from the 2005-2009 calendar base year average of 119 to 113 by December 31, 2012.

There has been a decrease of 26% from the previous 5 year average of 119. We feel that the development of the Impaired Driving Program and our continued involvement in the Mid-Atlantic "Checkpoint Strike Force" Program has reinvigorated DUI enforcement and public awareness of drunk driving issues.



Cost Summary for West Virginia GHSP FY2011

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	$250,000	$127,788	$77,484	0
Alcohol	$275,000	$45,666	$92,337	$129,078
Occupant Protection	$75,000	$11,871	$27,516	$47,484
Traffic Records	$50,000	0	$50,000	0
Driver Licensing	$50,000	$1,580	$43,680	0
Safe Communities	$3,650,000	$182,708	$2,283,972	$938,015
Paid Advertising	$60,000	$10,623	$17,510	$42,490
406				
Planning and Administrative	$350,000	0	$350,000	0
Safety Belts Initiative	$50,000	0	$50,000	0
Safety Belts Paid Media	$725,000	0	$215,866	$277,585
Alcohol	$200,000	0	$149,437	$50,563
Occupant Protection	$700,000	0	$471,849	$142,590
Police Traffic Services	$400,000	0	$392,399	0
Traffic Records	$1,000,000	0	$520,171	$421,458
Speed Control	$200,000	0	$200,000	0
408, 410, 154, CPS & Motorcycle				
408 Data Program Incentive	$2,500,000	$12,304	$2,372,937	$46,700
410 Alcohol SAFTEALU	$3,500,000	$205,052	$3,127,333	$205,052
410 Alcohol Paid Media	$600,000	$581,134	$18,866	$581,134
410 High Fatality Rate	$2,000,000	$257,366	$1,555,192	$257,366
410 High Visibility	$1,700,000	$374,688	$1,146,067	$374,688
2010 Motorcycle Incentive	$300,000	0	$173,647	$69,031
2011 Child Seat Incentive	$550,000	$29,622	$368,731	$89,017
154 Alcohol Transfer	$8,000,000	$33,147	$4,925,740	$1,168,070
154 Alcohol Transfer Paid Media	$400,000	0	$151,398	$248,602
154 Hazard Elimination	$27,500,000	0	$26,251,426	0
Total Grant Programs	$55,085,000	$1,873,549	$45,033,558	$5,088,923

Prepared for the

National Highway Traffic Safety Administration

GHSP

WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

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