

# 2014

## WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM ANNUAL REPORT



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STATE OF WEST VIRGINIA

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ACTING COMMISSIONER  
DIVISION OF MOTOR VEHICLES



# Annual Report For Fiscal Year 2014

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# Governor's Highway Safety Program

Herewith we present the annual report for the West Virginia Governor's Highway Safety Program (GHSP). We look back on the accomplishments and challenges of the past year and look forward to continuing to improve our program and making West Virginia's roads safer to travel. Following is a brief overview of our program:

In West Virginia, the 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 regional safe community programs formed by local governments with participation from both private and government sectors in eight different areas of the state. Using this approach, the entire state's population and all fifty-five (55) counties are covered by a Regional Safe Communities Program.

The GHSP provides technical assistance to these safe community programs in developing highway safety campaigns that are geared to the local geographic area and can be easily adapted for use statewide.

298% increase in citations issued from July 1, 2013 to November 1, 2013 compared to the same period in 2012. Law enforcement doubled the number of Occupant Protection citations issued in FY 2014 from FY 2013. We are currently on track to have the lowest number of fatalities in the state's history. As of December 1, 2014 we have had 86 fewer fatalities than the same time frame in 2013 (228 vs. 314). We are currently looking at a 27% decrease in fatalities in West Virginia. Additionally, the unbelted fatality rate appears to be trending downward for WV in 2014, which is another accomplishment in the GHSP's efforts to reduce crashes, injuries, and fatalities.

We also continued our sustained DUI enforcement, and the unofficial number of alcohol-related fatalities appears to have decreased from 2013. We saw increased participation this year in our Child Passenger Safety Program (CPS) and held numerous events promoting the importance of keeping all children properly restrained.

Application to the International Association of Chiefs of Police (IACP) for recognition as a Drug Recognition Evaluation (DRE) state was accepted in October 2013, and we are building the program from the ground up. FY 2014 promises to be a banner year for Impaired Driving Detection and Apprehension training in WV. We currently have five DRE Certified Officers, all trained in FY 2013.

In late 2007, the Governor's Highway Safety Program developed an in-house Law Enforcement Activity Database. All GHSP-funded enforcement data is entered into this database which is available to all highway safety stakeholders. This database has become the cornerstone of identifying problems and accomplishments. It allows the GHSP and its grantees to set goals and objectives and identify deficiencies and problem areas. It assures that the activities are directed to the right people at the needed locations.

## Training Provided by the Governor's Highway Safety Program

Type of Training Provided	Total Classes	Hours of Instruction	Number of Students	Man Hours
Impaired Driving	27	198	399	2,552
Occupant Protection	18	244	159	458
Motorcycle Issues	14	72	73	1,568
Pursuit Policy	15	60	178	712
Speed Radar / Lidar	41	356	459	3,400
Other	9	62	570	1,606
<b>Total</b>	<b>124</b>	<b>992</b>	<b>1,838</b>	<b>10,296</b>

## Accomplishments

In 2014, West Virginia's seat belt usage rate was 87.8%, which is a significant increase from 82% in 2013. The GHSP partially attributes the increase to more citizens getting the Click It or Ticket message through a strong media campaign and law enforcement actively enforcing the seat belt law.

On July 8, 2013, West Virginia's Primary Seat Belt law went into effect. There was an immediate

## Challenges

In the coming year we will continue our efforts to keep the percentage of alcohol-related injuries and fatalities to less than 30%. Drugged driving continues to be a problem, especially in southern West Virginia where more than 50% of impaired driving arrests in several counties are identified as drug related. We are excited to see the results that our FY 2014 Drugged Driving training efforts and the development of our DRE program will bring in FY 2015.

While impaired driving will remain our

**Steven O. Dale**  
Governor's Representative for Highway Safety  
DMV Commissioner

**Bob Tipton**  
Governor's Highway Safety Program Director  
Transportation Systems Director II

**Trish Anderson**  
Administrative Services Assistant III  
Administrative Assistant to the Director

**Harry Anderson**  
Transportation Services Manager I  
State Programs Administrator for:  
· Alcohol Programs  
· Motorcycle Safety Program (MSP)  
· ATV Safety and Awareness Program

**William King**  
Accountant / Auditor III  
GHSP Fiscal Officer

**Barbara Lobert**  
Community Development Specialist III  
Federal Programs Administrator and Occupant Protection Programs

**Liza Chiles**  
Accounting Tech V  
GHSP Assistant Fiscal Officer

**Austin Macri**  
Transportation Systems Analyst I  
Traffic Records Coordinator

**Chuck Carpenter**  
Administrative Services Assistant III  
Program Coordinator for:  
· Motorcycle Safety  
· ATV Safety and Awareness

**Amy Boggs**  
Community Development Specialist II  
Highway Safety Program Manager for Regions:  
· (1) Metro Valley Highway Safety Program  
· (5) West Virginia High Tech Corridor Highway Safety Program  
· (7) Southern Regional Highway Safety Program  
· (8) WV Coalfields Highway Safety Program

**Charlie Kessell**  
Community Development Specialist I  
Child Passenger Safety Program (CPS) Coordinator, and Highway Safety Program Manager for Regions:  
· (2) Safe Traffic Operations Program  
· (3) Mid-Ohio Valley Regional Highway Safety Program  
· (4) Northern Regional Highway Safety Program  
· (6) Eastern Panhandle Community Traffic Safety Program

**Donnie Hale**  
Administrative Services Assistant III  
Assistant Program Coordinator for Motorcycle Safety

## Auxiliary Staff & Supporting DMV Employees

**Dave Cook**  
Law Enforcement Liaison for GHSP Occupant Protection Programs, DUI Activities, and Law Enforcement Training

**Joey Koher**  
West Virginia Drug Recognition Expert (DRE) Coordinator

**Natalie Holcomb**  
Executive Assistant to the Commissioner of DMV  
· Public Relations  
· Media Relations

**Jennifer Floyd**  
WV DMV Graphic Designer  
· Web Site Administrator  
· Publications Designer

first priority, the challenge we face with occupant protection will be increasing or maintaining our seat belt usage rate of 87.8%. At the current rate, we are facing the toughest percentage of people to “win over”: those that are high-risk drivers, males, and drivers aged 16 to 35. We feel strongly that the upgrade from Secondary enforcement to Primary enforcement status will help us meet this challenge.

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 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, Alcohol Beverage Control Administration (ABCA), 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, WV Fraternal Order of Police (FOP), WV Deputy 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. In FY 2015, we will work to improve communication with our law enforcement agencies and highway safety stakeholders.

### 2014 Highway 2 Enforcement Conference

The GHSP held its second annual DUI Conference May 21-23, 2014 at the Glades Springs Resort in Beckley, WV. This conference was



branded the “Highway 2 Enforcement” Conference with the motto “Recognize-Act-Enforce”. During this conference the state’s top law enforcement agencies, as well as the top individual officers from county Sheriffs’ Departments,

municipal Police Departments and State Police detachments, were officially recognized for their DUI enforcement efforts. Several keynote speakers with Highway Safety advocacy backgrounds presented heartfelt and meaningful speeches culminating



Pictured above is Bob Tipton, GHSP Director and Sgt. Chris Zerke, WV State Police.

with former City of Beckley Law Enforcement Officer and current WV State Senator Mike Green (Raleigh-9th District). More than 200 officers and administrative staff attended the conference, which also included a two day training

curriculum that offered several core and special subject areas that earned in-service training credit. Positive feedback was expressed by officers and law enforcement agency leaders, making this a successful event that has become an annual venue to honor the efforts of the best DUI officers in the State of West Virginia. This conference was the vision of the late JD Meadows, former Highway Safety Program Law Enforcement Liaison (LEL).



Pictured above is State Police Corporal Larry Roberts being interviewed after his award as a TOP DUI Enforcer for 2014.

His public service efforts were recognized by NHTSA and other groups during his tenure as LEL. His vision, presence, and common sense approach to improving highway safety is greatly missed.



Pictured above is: Bob Tipton, GHSP Director; Zach Honaker, Chief, Lester PD; Deputy Stephanie Adams-Vance, Kanawha County Sheriff's Department; Frankie Shelton, Beckley PD; and Dave Cook, Law Enforcement Liaison for GHSP.

# Cost Summary for West Virginia GHSP FY 2014

HS FORM 217, OMB NO. 2127-0003

Program Area	Approved Program Costs	State/Local Funds	Current Balance	Federal Share to Local
<b>402</b>				
Planning and Administrative (SAFETEALU)	\$ 153,155.61	\$ 153,155.61	\$123,404.71	N/A
Alcohol (SAFETEALU)	\$ 96,438.72	\$ 14,465.81	\$ 103,561.28	\$ 83,282.98
Occupant Protection (SAFETEALU)	\$ 45,732.51	\$ 6,859.88	\$ 54,267.49	\$ 45,732.51
Traffic Records (SAFETEALU)	\$ 1,547.66	\$ 232.15	\$ 3,451.94	\$ 0
Safe Communities (SAFETEALU)	\$ 643,755.17	\$ 96,563.28	\$ 2,737,978.10	\$486,527.32
Paid Media/Advertising (SAFETEALU)	\$ 237,873.19	\$ 35,680.98	\$ 62,126.81	\$210,366.44
<b>406</b>				
Safety Belts Paid Media	\$ 210,038.09	N/A	\$ 208,339.27	N/A
Occupant Protection	\$ 59,014.34	N/A	\$ 65,985.66	N/A
Speed Enforcement	\$ 17,493.74	N/A	\$ 32,506.26	N/A
<b>401,408, 410, 154, CPS &amp; Motorcycle</b>				
401 Police Traffic Services (SAFETEALU)	\$ 299,590.79	\$ 44,938.62	\$ 225,409.21	\$ 228,367.71
408 Traffic Safety Info Systems	\$ 24,370.12	\$ 6,092.53	\$2,023,191.32	N/A
410 Alcohol (SAFETEALU)	\$ 729,408.21	\$ 2,188,224.63	\$ 574,727.17	N/A
410 Alcohol Paid Media	\$ 332,640.68	\$ 997,922.04	\$ 567,359.32	N/A
410 Alcohol High Fatality Rate	\$ 350,184.20	\$ 1,050,552.60	\$ 954,841.44	N/A
410 Alcohol High Visibility	\$ 281,487.87	\$ 844,463.61	\$ 600,275.39	N/A
2010 Motorcycle Safety	\$ 46,392.70	N/A	\$ 130,037.22	N/A
2011 Child Seat Incentive	\$ 114,339.02	\$114,339.02	\$ 79,484.42	N/A
154 Alcohol Transfer	\$ 1,359,700.87	N/A	\$ 2,446,732.11	\$ 1,310,038.37
154 AL Transfer Paid Media	\$ 809,865.08	N/A	\$ 1,190,134.92	\$ 809,865.08
154 Hazard Elimination	\$ 5,211,224.81	N/A	\$ 16,471,112.63	N/A
<b>405 &amp; MAP21</b>				
405b Occupant Protection HV Enforcement	\$ 264,461.25	\$ 66,115.31	\$ 95,538.75	\$ 202,424.84
405b Occupant Protection Training	\$ 770.00	\$ 192.50	\$ 24,230.00	\$ 320.00
405b Occupant Protection Public Information	\$ 90,413.60	\$ 22,604.40	\$ 447,718.80	\$ 10,929.50
405c Traffic Safety Information System	\$ 0	\$ 0	\$ 798,712.98	\$ 0
405d Impaired Driving	\$ 0	\$ 0	\$ 2,207,774.23	\$ 0
405e Public Information & Education	\$ 42,764.45	\$ 10,691.11	\$ 92,235.55	\$ 42,764.45
405e Distracted Driving Enforcement	\$ 165,651.98	\$ 41,413.00	\$ 93,430.22	\$ 117,428.18
405e Paid Media	\$ 1,152.00	\$ 288.00	\$ 63,848.00	\$ 117,428.18
405f Motorcycle Safety	\$ 0	\$ 0	\$ 69,404.89	\$ 0
<b>NHTSA TOTALS</b>	<b>\$ 11,589,466.66</b>	<b>\$ 5,694,794.08</b>	<b>\$ 32,547,820.09</b>	<b>\$ 3,549,199.38</b>
<b>Additional Funding Sources</b>				
DOH Memo of Understanding-Radio Media Buy	\$ 299,463.26	N/A	\$ 156,366.15	N/A
DOH Memo of Understanding-Radio Media Buy	\$ 12,000.00	N/A	\$12,000.00	N/A
DOH MOU-Distracted Driving/Work Zone Safety	\$ 37,616.62	N/A	\$ 1,962,383.38	N/A
<b>OTHER SOURCES TOTAL</b>	<b>\$ 349,079.88</b>	<b>\$ 0</b>	<b>\$ 2,130,749.53</b>	<b>\$ 0</b>
<b>GRAND TOTAL FOR ALL SOURCES</b>	<b>\$ 11,938,546.54</b>	<b>5,694,794.08</b>	<b>\$ 34,678,569.62</b>	<b>\$ 3,549,199.38</b>

# Occupant Protection

Detailing Click It Or Ticket (CIOT) & WV LifeSavers Activities



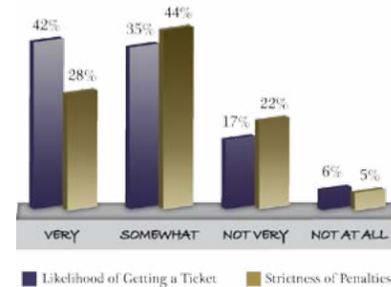
This image was uploaded to Facebook featuring the GHSP's Occupant Protection brochure, as well as a link to a downloadable brochure.

## How Often are People Using Seat Belts?

HOW OFTEN	PERCENTAGES
Always	76.8%
Mostly	11.7%
Sometimes	6.1%
Rarely	3.3%
Never	2.2%

Reported from the 2014 Biannual Driver Attitudes and Awareness Survey

## Driver Perceptions on Seat Belt Tickets & Penalties



Reported from the 2014 Biannual Driver Attitudes and Awareness Survey

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 provide a strong foundation to help increase West Virginia's seat belt usage rate, which was 87.8% in 2014. While our seat belt rate has increased significantly since a 49.5% rate in 2000, West Virginia experienced a decline in the seat belt usage rate in more recent years. In 2008, our highest rate ever was recorded at 89.5%, but the usage rate fell to 85% or below between 2010 and 2013. This trend caught our attention, and the GHSP has re-evaluated our efforts to increase seat belt use. In February 2013, GHSP staff met with representatives of the Region 3 NHTSA office to review and discuss the state's Occupant Protection program, and this resulted in the development of a Strategic Occupant Protection Plan for West Virginia. This plan outlines an enforcement, education, and media plan for increasing seat belt use.

Also, West Virginia passed a Primary Seat Belt Law which went into effect July 2013 (after the annual seat belt survey), and we feel this contributed to the state's increased seat belt usage rate of 82.2% in 2013 to 87.8% in 2014, an increase of nearly 7%. West Virginia will also be undergoing an Occupant Protection Assessment in April 2015, and we feel that this, combined with the Primary Seat Belt Law and our Strategic Occupant Protection Plan, will put us on the path to achieving, and exceeding, our short-term goal of 92% by December 31, 2015.

## NHTSA Section 406 Funds

West Virginia was the recipient of Section 406 funds in April 2008. To receive the funding, West Virginia met Federal US DOT criteria which required states to have at least an 85% seat belt usage rate, confirmed through scientific surveys, for two years straight. In 2006, the usage rate was 88.5%, and in 2007 the usage rate was 89.5%. This was a one-time award of \$5 million.

During FY 2014, Section 406 funds were used for paid media, public information and education, Seat Belt Survey and Driver Attitude and Awareness Survey analysis, law enforcement training, and speed enforcement.

## Annual Seat Belt Survey

The GHSP conducts an Annual Seat Belt Survey (per NHTSA approved design) and submits the certification prior to March 1st of the following

year. The current 2014 survey shows a usage rate of 87.8% and certification has been submitted.

## LifeSavers

In 2004, West Virginia LifeSavers was formed as an officer incentive program to provide ongoing enforcement of seat belt laws on a 365 day basis. The premise of the program was that the officers who directly issued seat belt citations should be rewarded for their activities instead of their agencies. Participation in this program required officers to individually register in the program in order to be eligible for awards. To date, more than 1,094 officers from Sheriffs' departments, State Police, Public Service Commission (PSC) traffic enforcement division, and municipal agencies have become active members of WV LifeSavers.

The goal of this program is to reduce the lackadaisical attitude that is developing by West Virginians that seat belt usage is no longer necessary and more importantly to quell an ever-increasing belief that law enforcement is less interested in seat belt enforcement.

In 2010, the coordinator for WV LifeSavers was approached with a request to develop and incorporate an alcohol officer incentive program into WV LifeSavers. Subsequently, a program was formulated and merged under the LifeSavers umbrella. This program immediately created enthusiasm among the law enforcement community and continues to grow at an unbelievable rate. To date, the combined programs now exceed 2,400 members.

## Click It or Ticket

The eight safe community 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 saving lives by enforcing the current seat belt law, which states that all persons must be buckled up, however adults 18 years of age and older are not required to buckle up in the back seat. CIOT, a program that encourages law enforcement to make seat belts a priority during routine traffic stops, has made an impact. Thanks to several years of combining efforts from law enforcement and a strong media message, our usage rate has risen significantly.

During May of each year, an intensive CIOT campaign is launched statewide with a month long enforcement and media blitz. The 2014 campaign resulted in 4,785 seat belt citations, 358 DUI arrests, 83 Child Safety Seat violations, 69 felony arrests, and

10 fugitives apprehended. This was accomplished through seat belt patrols and checkpoints by 156 law enforcement agencies.

The CIOT media campaign is comprised of statewide billboards, television and radio advertising, as well as local efforts by the eight safe community coordinators. During the 2014 campaign, the GHSP spent approximately \$323,900 on paid advertising statewide resulting in 5,066 television spots, 4,030 radio spots, and 125 billboards placed throughout the state. 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 through September, which displayed the CIOT message. Through our safe community coordinators, numerous press conferences were held, and TV, radio, and newspaper stories were aired and/or printed.

## Click It or Ticket Campaign Materials



Billboard Design



Newspaper Tab-On

Power Park Field Signage

## Click It Or Ticket (CIOT)

Campaign Results 2014

ACTIVITY	TOTALS	%
Seat Belt Citations	4,785	88%
DUI Arrests	358	7%
Drug Arrests	143	3%
Child Safety Seat Violations	83	1%
Felony Arrests	69	1%

These results were accomplished through seat belt patrols and checkpoints conducted by over 156 law enforcement agencies.

# Child Passenger Safety

Detailing GHSP's Child Passenger Safety Program Activities

## Child Passenger Safety Totals

FY 2012 - FY 2014

	2012	2013	2014
Child Safety Seats Checked	2,300	2,100	2,200
Technicians Trained	72	66	54
Technicians Recertified	9	7	2
Check-Ups Conducted	85	75	96

### Technicians

- Region 1 • 36
- Region 2 • 21
- Region 3 • 37
- Region 4 • 19
- Region 5 • 47
- Region 6 • 29
- Region 7 • 37
- Region 8 • 11

### Instructors

- Bob Tipton
- Dave Cook
- Earl Cook
- Brett Pickens
- Rick Hensley

The GHSP continues to be a primary advocacy group for the safety of children on West Virginia's roadways with the Child Passenger Safety (CPS) program. West Virginia's child passenger safety law states that all children up to the age of eight must be properly secured in a federally approved and safely maintained child safety seat. However, if the child reaches the height of four feet, nine inches tall before their eighth birthday, a seat belt becomes legally sufficient. This law went into effect in July 2005.

Child passenger safety seats reduce the likelihood of an infant under the age of one being killed in a vehicle crash by 71% and toddlers by 54%. Motor vehicle crashes are the leading cause of death for children ages 3 to 14.

In 2015, we look forward to training more technicians across the state and holding more renewal classes. There are currently five certified instructors that teach in West Virginia and 237 certified technicians. We hope to work with the Kanawha County Emergency Ambulance Authority and local hospitals to certify nurses that work with women and children. In addition, we are working toward recruiting interested participants, agencies, and groups such as Emergency Medical Services for Children, WIC, DHHR, and day care centers to increase our 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.

To date, more than 20,000 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 a crash or an emergency should occur 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 Identification Decals has been made available on the CPS website at [www.dmv.wv.gov/cps](http://www.dmv.wv.gov/cps) under "Parent and Caregiver Resources." The website for CPS is updated on a regular basis.

## CPS Classes and Installations

In FY 2014, four Child Passenger Safety Technician Certification classes were held. The four locations were: Charleston, Beckley, Huntington, and Morgantown. A total of 54 people were trained throughout the year. Additionally, one Renewal Class was offered in Morgantown, meaning 2 technicians were re-certified throughout the year.

In addition, four 8-hour Kidz in Motion (KIM) courses were held. A total of 47 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 CEUs required in order to re-certify with Safe Kids.

In total, nearly 2,200 child restraints were checked or replaced statewide between the GHSP office, the eight regional highway safety programs, and the 96 check-up events that were held.

In FY 2014, our focus was on trying to recruit more certified technicians in Region 5, and that goal was met; they added 17 technicians, which is a 36% increase.

## NHTSA Section 2011 Funding

Due to the Moving Ahead for Progress (MAP21) Federal Legislation, there were no Section 2011 CPS funds awarded to the state for FY 2014. Instead, CPS funds were included in the Section 405b Occupant Protection Award. From the residual Section 2011 funding, approximately \$114,000 was spent in FY 2014, with close to \$52,000 used to purchase child safety seats and approximately \$5,500 for public education materials. Over \$33,800 was spent on media during CPS Week and other events from this and other grant sources. The remaining funds spent were used for regional fitting stations, CPS certification training classes, Kidz in Motion classes, re-certification training classes, check-up events, overtime enforcement, and training fees.

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 child safety seats and education when necessary. The coordinators and the state office received and distributed over 1,020 seats this year funded by Section 2011. Each coordinator determines the criteria for receiving a free car seat.

## National CPS Week

During National CPS Week, September 14 - 20, 2014, GHSP coordinators offered 15 free car seat check-up events throughout the state. In total, 142 seats were checked and 34 new seats were provided by the 51 certified technicians that participated.

On September 11, 2014, a "Celebrity Car Seat Challenge" was held at the Shops at Kanawha in Kanawha City. 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 easy. The message was clear! Those participating were: Coach Kidd and Morgan Robinson from Electric 102.7, Woody Woods from 98.7 The Beat, WV Delegate Meshea Poore, and Meteorologist James Hopkins from WOWK TV.

Coach Kidd from Electric 102.7 and James Hopkins from WOWK tied and were crowned co-champions. The winners were chosen based on a scoring system consisting of various points of correct installation.

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 coordinator in making this event possible!

## CPS Week Promotional Materials



Web Banner Ad



CPS Newsletter



CPS Certification Course Flyer



Web Advertisement for the Annual Celebrity car seat Challenge



Newspaper Advertisement

# Target Red

Detailing GHSP's Target Red Special Enforcement Program Activities



Target Red Billboard Design

## Target Red Campaign Billboard Costs

FY 2010 - FY 2014

2014	\$ 53,313
2013	\$ 52,547
2012	\$ 51,000
2011	\$ 36,156
2010	\$ 36,156

## Target Red Campaign Total Man Hours

FY 2010 - FY 2014

2014	1,567
2013	4,963
2012	4,557
2011	4,981
2010	2,483

## Target Red Campaign Citations Issued

FY 2010 - FY 2014

2014	1,257
2013	1,091
2012	956
2011	1,393
2010	1,170

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.

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 Lt. Paul Blume of the Beckley Police Department and coordinator of the Southern Regional Highway Safety Program, and the GHSP to seek their assistance. 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 safe community coordinator to conduct a Target Red Campaign in their respective areas. This year the campaign ran from August 1-17, 2014.

The GHSP, in addition to providing funding for enforcement, also provided funds for the purchase of public information and education. Each coordinator distributed these items in their region. The coordinators also conducted various media events with radio and television stations. Target Red billboards were placed statewide in more than 120 locations at a cost of \$53,313.

A total of 47 law enforcement agencies participated statewide in the Target Red campaign, working 1,567 hours, and giving out 1,257 citations and 237 warnings for running red lights and stop signs. An additional 3,342 citations and 677 warnings were issued for other offenses.

# Motorcycle Safety

Detailing GHSP's Motorcycle Safety Program Activities

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 and 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 the lowest in the region and is very cost effective to the program itself. This training is conducted by "RiderCoaches" that are nationally certified by the MSF. Representatives from the MSF wrote the curriculum that is taught in West Virginia. The motorcycle training contract was due for renewal in FY 2013. After the purchasing bid process was complete, MSF was awarded the training contract for the next three years.

## Motorcycle Safety Foundation

There are currently 84 Certified RiderCoaches in West Virginia. Seven of the Certified RiderCoaches are Site coordinators, one for each of the seven sites around the state. Thirty-one Military RiderCoaches provide the Basic Rider Course (BRC) and Experienced Rider Course (ERC) Training to military personnel.

## WVMSP Numbers at a Glance

Motorcycle registrations for FY 2014 were 70,043. The Training Program had a 96% pass rate in the BRC and a 100% pass rate in the ERC. RiderCoaches have trained 18,379 students since 2001. There more than 111,000 drivers in the state with an "F" (motorcycle) endorsement. Seven classes were taught out of the Program's mobile unit this year: two in Franklin, and five in Romney.

## Training Season Totals

April 1st - October 31st, 2014

TYPE OF TRAINING	TOTAL FAILED	TOTAL PASSED	OVERALL TOTALS
Basic Ridercourse	45	982	1,027
Experienced Ridercourse	0	73	73
Training Totals	45	1,055	1,100

Note: Not reflected in the total number of students contacted were 42 students that withdrew from or were counseled out of the classes. The balance was either no-shows or cancellations.

## Mobile Training Unit

The total number of motorcyclists enrolled using the mobile training unit was 44. There were 37 individuals who passed mobile training, three who withdrew or were counseled out of the training, and one who failed.

If not for the mobile unit, these riders would have needed to travel to a permanent training site causing them to incur the cost of at least two nights in hotel, food, and other travel expenses. The mobile unit allowed these riders, who may not have been able to incur the cost, to become properly trained.

## 2014 Highlights

The WVMSP participated in a number of motorcycle-related events and rallies this past year. The McKee Sky Ranch Vintage Motorcycle Rally in Terra Alta, WV provided an opportunity to project the Motorcycle Safety message to a unique group of riders who may not have been aware of the WVMSP mission. The event runs concurrently with the annual Mountain Fest Bike Rally, and its



Rack Card



Web and Print Advertisement

close proximity caught many spillover attendees. The McKee Ranch event included a 70 mile dual sport motorcycle ride that drew more than 50 riders culminating in a safety skills competition that was judged by one of the program's RiderCoaches. Top finishers in these events were awarded a specially designed WVMSP/McKee Sky Ranch challenge coin. The Program also sponsored other regional



Pictures from Dagger's Toy Run

automotive and motorcycle-themed events such as "River Fest," "Rod Run and Doo Wop," "Dagger's Toy Run," Capitol City FOP, Donel C. Kinnard Memorial Run, and MSP Staff participated in the Capitol stop of the "Run for the Wall" event. This annual event is very popular, drawing riders from across the nation. In FY 2015, the WVMSP will continue its sponsorship of these events, as well as other regional events across the state to improve its exposure and safety influence on the riding community.

Additionally, more than \$96,000 of state motorcycle safety funds were spent on radio media packages aired during a variety of the most popular sports programs and news slots heard on up to 20 local stations, throughout the year. The 2014 billboard campaign focused on the "Ride Straight" and "Ride with Us First" messages. The primary focus of these messages

was the enforcement elements of helmet use and impaired-free riding, as well as efforts to encourage potential and future riders to obtain



MSP Billboards for FY 2014

their motorcycle endorsement by taking the BRC prior to experiencing riding on our public roads. Additionally, the WVMSP actively promotes program goals on the "Cycle Talk" radio program that is aired during the most active 20 weeks of motorcycle riding. This program uses local radio personalities, WVMSP Staff, and select motorcycle safety and technical experts to inform the public on a wide scope of motorcycle-related subjects.

During the month of May, Governor Earl Ray Tomblin issued a proclamation declaring the month of May as Motorcycle Safety and Awareness Month. Also, the MSP was presented with two Telly Awards for their outstanding commercial production. The award-winning commercial called 'ROAD WARRIOR' was produced by The Manahan Group. The focus of the commercial was rider safety and rider education.



### 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." The fund was established in 2001 and receives all monies from motorcycle endorsement fees, except, for \$5.50 from instruction permit fees. It is a special revolving fund that is exempted as part of the state's general revenue fund. Additionally, the WVMSP utilizes residual federal funding from

Section 2010, and federal 405(f) funds to operate its programs.

### 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 replay is provided of their riding scenario and gives tips on how they may have avoided hazards.

Novice riders, recent MSF BRC 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. This system was used at a variety of automotive, motorcycle and outdoor themed events throughout the state, gaining the attention of many. During these events, its use and benefits were featured on many local TV news reports, newspapers, and one regional monthly motorcycle magazine.

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 2015.

### MSP Focus for FY 2015

- 1.) Continue to expand training capabilities of the program by helping to recruit, develop, train, and certify additional RiderCoaches.
- 2.) Forge partnerships in rural areas in which additional locations are to be developed, providing added motorcycle training.
- 3.) Continue to educate both the riding and general public through paid media ads and commercials on radio and television, billboards, handouts, bumper stickers, and sponsored safety events.

- 4.) 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.) Be proactive with motorcycle clubs and organizations in developing alcohol free venues and events.
- 6.) 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 cause of motorcycle crashes: being hit by a driver of an automobile or truck that didn't see them.
- 7.) Evaluate and adopt, as required, new MSF Basic RiderCourse standards.
- 8.) Target motorcyclist awareness, certified helmet enforcement, and enforcement of unendorsed riders.
- 9.) Train and certify 2 additional RiderCoaches in the 3 Wheel Basic RiderCourse (3WBRC) in preparation for possible classes to be taught based on rider demand.

# ATV Safety and Awareness

*Detailing GHSP's ATV Safety and Awareness Program Activities*

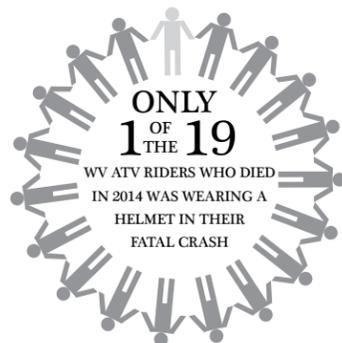
## ATV Fatalities

*Listed by Age and Gender*

AGE	MALES	FEMALES	TOTALS
13-18	1	0	1
19-25	2	0	2
26-35	5	0	5
36-44	3	1	4
45-64	4	0	4
65+	2	1	3
Total	17	2	19

## Helmet Use Reported

*In ATV Fatality Cases*



## ATV Fatalities

*FY 2010 - FY 2014*

YEAR	FATALITIES
2014	19
2013	19
2012	35
2011	40
2010	32

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 continue to purchase the vehicles at a rate of over 17,000 vehicles per year. When compared to the state’s populace, this averages to more than two all-terrain vehicles per household. When referring to ATVs, this report considers and includes the Utility Type Vehicles (UTVs) more commonly called “Side-by-Sides” in the same statistics and are considered as one and the same. A recent poll with a sampling of the states ATV/UTV dealerships reveals that more UTVs are now being sold than ATVs.

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. Statistics indicate this has helped curb injuries in this age group, but for riders older than 18 years old, injuries and fatalities have proven frustrating to control with education.

## ATV Fatalities and Injuries

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

In recent years, public awareness and outreach efforts have appeared to slow the trend of increasing injuries and fatalities in West Virginia. In FY 2014, ATV fatalities remained steady at 19. Still, this number ranks high when considering the number of ATV fatalities per 100,000 people. With this in mind, GHSP will continue to improve public awareness and reinforce outreach efforts to reduce ATV fatalities and injuries.

Since 2012, the ATV Safety Program has used state personalities to promote ATV Safety, such as the former Mrs. Mountaineer and ATV Safety Institute (ASI) Licensed ATV Instructor,

Tanya Jackson. Mrs. Jackson has volunteered to assist the program during safety outreach events as well as recording several ATV Safety Public Service Announcements that play throughout the state during the peak ATV riding season.

The fatality and injury data going into 2007 indicated 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 of the ATV Safety Program to the GHSP. 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. Since state law allows for highway ATV use in situations as when moving from trail to trail, road surface data can range widely from year to year.

Data collected since 2003 indicates that more than 60% of those being killed in ATV crashes were not wearing helmets. In 2009 the number spiked to 95%, however these figures have slowly decreased since 2009. In 2013 the number of all fatalities where riders were not wearing a helmet was 89%.

Through 2014, data continues to support that helmet use remains the most productive deterrent in preventing injuries and reducing fatalities. With this in mind, the program will focus on the age groups that require mandatory safety training. The goal is that riders will develop good safety habits that will continue as they progress in age and advance to the use of larger, more powerful ATVs. To promote this measure, the ATV Safety and Awareness Program has made an effort to take part in more youth events around the state such as “Hooked on Fishing Not on Drugs” (HOFNOD). During these events, the program promotes and provides ATV safety training and raffles off ATV Safety gear for youth riders. In many cases, no gear was previously worn by these youthful riders.

## ATV Outreach and Education

The Program provides for minimal safety awareness training in each of the 23 regional offices of the WV DMV by its employees. Since this training is very informal, the GHSP promotes an expanded version of the awareness training at various venues throughout the state during school hours or non-business hours. The ATV Safety 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.

## ATV Fatality Details

TYPE OF ROAD SURFACE	TOTALS
Occurred on Paved Road Surface	6 of 19
Occurred on an Unpaved Road Surface	10 of 19
Occurred on an "Unknown" Surface Type	3 of 19

REPORTED USE OF DRUGS OR ALCOHOL	TOTALS
Had NO Reported Drug or Alcohol Use	2 of 19
Had Reported Drug or Alcohol Use	16 of 19
Had not been Reported and is Unknown	1 of 19

West Virginia University Extension Services has become a leader in ATV safety training for the 15-18 year old age 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 and hands on ATV operation. Additionally, extension agents have provided a variety of other types of ATV Safety Instruction to youth involved in 4-H activities throughout the state. This agency has proven instrumental in providing above the minimum standard training required by state code to include training, upon request, to middle schools, community fairs, and other public events. This agency does not stand alone in these efforts. The Safety and Health Services Extension of West Virginia University at the Shirley M. Kimble Training Center also provides an ASI certified instructor. This Instructor took part in numerous youth events around the state providing ATV Safety training to groups that may not have had the opportunity to receive the training. Their safety efforts also focused on training to large groups of high school age students at the state’s “ChalleNge” Academy at Camp Dawson.

For 2015, the program will focus on developing an agreement with the ASI to promote their 2.5 hour online ATV safety course. The primary goal is to influence riders over the age of 18 to take safety training. The program will also work closely with the Hatfield and McCoy trail system to make the ASI online course reciprocal with the statutory training requirements for under 18 year old riders. No federal funding is received for the ATV Safety Program.

# Impaired Driving

Detailing GHSP's Enforcement Activities Encompassing Impaired Driving Initiatives



Electronic Leaderboard Art at Marshall University promoting the "Drive Sober or Get Pulled Over" (DSOGPO) campaign

## How Likely Are You To Get Caught While Driving Impaired?

Based on Results of Surveyed Drivers from the 2014 Biannual Driver Attitudes and Awareness Survey

58%	Think they are very likely
31.6%	Think they are somewhat likely
8.6%	Think they are not very likely
1.8%	Think they are not likely at all

## DSOGPO Enforcement Materials



The enforcement message "Which Ride Will You Choose?" was launched this year in newspaper advertisements, web banners, and as tab-ons to promote the "Drive Sober or Get Pulled Over" (DSOGPO) impaired driving prevention initiative.



The GHSP participates in "Checkpoint Strikeforce", NHTSA Region 3's 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 a Comprehensive 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, 410 HVE, 410 HFR, 154 AL Transfer, 402 AL, and 405(d). West Virginia participates in the National DUI Blitz ending on Labor Day. Additionally, the GHSP, through the State's Impaired Driving plan, also designated the following periods as State Mandated Blitz Periods: Thanksgiving, Christmas, New Year's Day, Halloween, St. Patrick's Day, high school prom season, 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 .45 (.01 BAC and above) and .39 (.08 BAC 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 by using city, county, and state law enforcement agencies, safe community coordinators, the enforcement agents of the West Virginia Alcohol Beverage Control Administration (ABCA), community agencies, schools, and colleges. The GHSP's Alcohol coordinator and the Law Enforcement Liaison have taken the lead in statewide planning and coordination of the Sustained DUI Enforcement Plan. The eight safe community coordinators and the seven WV State Police coordinators coordinate their regions of the state to ensure compliance with this plan. The plan covers the entire state in a comprehensive and sustained manner using the following categories:

- Public Information & Education Activities
- Media Activities

- Training Activities
- Age Group Activities
- Underage Enforcement Activities
- Sobriety Checkpoints
- 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 funding match for the GHSP, and is the state-funded program addressing drinking and driving. The CDDP receives its funding from a dedicated state tax on alcoholic beverages. The Commissioner of the DMV is a member of this Commission as both the Commissioner of the DMV and as the Governor's Representative for Highway Safety. The Director of DMV Driver Services acts as the proxy for the Governor's Representative for Highway Safety and is an active member of the Commission. The GHSP Director is a member of the commission by statute, ensuring that the CDDP and GHSP work closely together in combating 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 2014, the CDDP provided \$139,583 to 21 law enforcement agencies, providing 4,547 hours of overtime to 153 police officers, resulting in 423 DUI Arrests. The CDDP provides for three 90 day grant cycles per year and meets three times a year to review agency applications and conduct business.

A 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 (PBTs), Mobile Breath Alcohol Test Vehicles (BAT Mobiles), and some expenses incurred by the Blood testing lab, in addition to the funding granted to enforcement.

The powers and duties of the CDDP as described under §15-2-41 are as follows:

- 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 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.

Additionally, the CDDP and GHSP coordinate a number of programs such as standardizing police equipment statewide. Both the CDDP and the GHSP only support the Intoximeter EC/IR II Evidentiary Breath Testing Machines. This is the only evidentiary breath-testing machine approved for use in West Virginia. The GHSP made the initial purchase of these machines and the CDDP supports them by providing all necessary support and supplies. Local police agencies use these machines, without cost, to prosecute all persons who are arrested in West Virginia for driving under the influence. The CDDP and GHSP have also standardized the PBTs used within the state. The Intoximeter FST is the only supported PBT.

## DRE Program

With the passing of HB2513 in the FY 2013 Legislative session, West Virginia met the minimum requirements to qualify as a Drug Evaluation

Classification (DEC) state. The GHSP formed a Technical Advisory Committee (TAC) to discuss the West Virginia approach of becoming a DEC state and developing its Drug Recognition Expert (DRE) Program. The TAC Committee developed and approved a Program Standards



document and applied for DEC status with the International Association of Chiefs of Police (IACP). This application was approved, and the GHSP went forward with its plan to select, train and qualify officers as DREs.

Joey Koher of the Huntington, WV Police Department was selected to be the state DRE coordinator. Officer Koher had already completed DRE training and was instrumental in facilitating many aspects in the development of the DEC Program in West Virginia. From January 2014 through September 2014, Officer Koher trained more than 1,000 officers in SFST and ARIDE training around the state. Through this process he was able to recruit the best officers for possible DRE candidates. The first DRE selection board was held in September 2014 and a total of 13 candidates were selected. This group is expected to complete training by the end of 2014 and be available for Drug-Related DUI evaluations starting in 2015.

### Visibility Enforcement Activities

Each of the eight safe community coordinators are required to arrange a minimum of at least one DUI enforcement activity in each of their areas every week on high-risk days and times for DUI crashes. The seven WV State Police coordinators 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 safe community coordinator also coordinates and monitors any local earned media and report their efforts to the GHSP.



Shown here is a press conference sponsored by the Safe Traffic Operations Highway Safety Program in Huntington kicking off the DUI enforcement campaign. Media representatives from WSAZ, WOWK, and WCHS/Fox11, as well as fellow officers from Ohio and Kentucky, attended.

The GHSP's Law Enforcement Liaison is responsible for coordinating the efforts of the safe community 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 doubles to two enforcement events per week in each region. Approved examples of "High Visibility Enforcement Activities" are as follows:

- Saturation Patrols - Officers patrol areas identified as high DUI areas in groups of at least three patrols. Officers 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.
- Sobriety Checkpoints - Officers conduct checkpoints according to local department regulations requiring a large number of officers (usually 10-12 officers).
- Low Manpower Sobriety Checkpoints - Officers conduct checkpoints according to local department regulations requiring six or fewer officers.
- Underage Alcohol Sales Stings - Officers 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 State Mobilizations (six total, including the 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 including holidays, special events, and at high alcohol-related crash locations. (DOH provides those locations from crash reports).
- Ensure that the road segments identified by the WV DOH as the "Top 100" alcohol-related crash locations are actively patrolled for DUIs by the local police agency having jurisdiction over these areas.

### Impaired Driving Crack-Down

Drive Sober or Get Pulled Over  
Campaign Results FY 2014

Total Agencies Participating	140
DUI Arrests	304
Checkpoints Conducted	32
Felony Arrests	54
Other Citations Issued	2,603

### Other Activities

#### SADD

The GHSP recognizes that underage drinking is a problem with teenage drivers. To this end, we continue to promote "Students Against Destructive Decisions" (SADD) Chapters as a viable organization within West Virginia. The GHSP will continue to support the activities within this organization that are highway safety related. The WV-SADD Organization is comprised of two groups - the State Advisory Board made up of State Agencies and a Student Leadership Council (SLC) modeled on the National SADD organization.

The State Advisory Board sets organizational policies, makes fiscal decisions, and acts on behalf of the SLC to ensure continuity of the program. Member agencies include the GHSP, the Bureau of Behavioral Health, the ABCA, and Community Connections, a not-for-profit group working on drug and alcohol issues.

The SLC agreed that a SADD student leadership conference would promote SADD as a statewide organization. As a result, the first SADD student leadership conference occurred in Charleston in the fall of 2006. Conference attendance is limited to six SADD Chapter members and two advisors from each SADD Chapter. The SLC repeated this process annually with the most recent conference occurring in November 2014, with 193 participants.

#### Alcohol Advisory Board

The GHSP maintains an Alcohol Advisory Board to establish and modify the alcohol enforcement program for the Highway Safety Program.

The Alcohol Advisory Board meets quarterly and helps establish the expectations and 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 the 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 Section 410 Grant application and the state's federal grant application.

#### FY 2014 Board Members

The current board members include: Bob Tipton, Director, GHSP; Harry Anderson, Impaired Driving Coordinator, GHSP; First Sgt. Chris Zerkle, Executive Director, CDDP and Traffic Records Director, WVSP; Bill Naff, Program Manager, NHTSA Region 3; Dave Cook, WV Law Enforcement Liaison, GHSP; Jonathan Sweeney, Traffic Safety

Resource Prosecutor, WV Prosecuting Attorneys Institute; Dave Bolyard, Director of Driver Services, WVDMV; Charles Sadler, Training Coordinator, Division of Criminal Justice Services; Charlotte Blankenship, Enforcement Agent, WV ABCA; Angela Saunders, Staff, West Virginia Supreme Court; Charles Zerkle, Chief, Milton Police Department; Cpl. Brian Jones, Safe Communities Region 1 Coordinator, GHSP; Peggy Runyon, Police Officer, WVU Police Department; and Joseph Koher, State DRE Coordinator, Huntington Police Department.

#### Traffic Safety Resource Prosecutor

The GHSP provides funding for a Traffic Safety Resource Prosecutor (TSRP). This position is located within the West Virginia Prosecuting Attorneys Institute and is tasked with training and providing technical assistance to the state's prosecutors and assistant prosecutors on a variety of issues.

The TSRP emphasizes impaired driving issues and trains law enforcement officers, prosecutors and magistrates in order to improve coordination between these groups. This position is also responsible for producing a quarterly newsletter called the "Hot Sheet", which is distributed to all 55 county prosecutors, as well as law enforcement, magistrates, and highway safety advocates throughout the state.

The TSRP is very active in legislative issues, serving on a committee chaired by MADD. The TSRP is also a member of many committees and taskforces related to traffic safety, including the WV Safety Management Taskforce, the GHSP Alcohol Advisory Board, and the Commission on Drunk Driving Prevention.

In FY 2014 more than 1,500 law enforcement officers were trained in the following areas: Case Law Updates, Drugged Driving Prosecution, Courtroom Demeanor, DUI Criminal Procedure, DUI Evidence, Testimony in DUI Cases, and Preparing DUI Cases for Trial. Additionally, training for WV Magistrates was provided by the TSRP at the annual magistrate conference.

#### Underage Alcohol

Successful Purchase Rate

2013	28.58%
2012	24.24%
2011	16.86%
2010	20.26%
2009	19.46%

#### Alcohol Related Fatalities

Per 100 Million Vehicle Miles Travelled

2013	.50
2012	.50
2011	.48
2010	.45
2009	.57

# Distracted Driving

Detailing GHSP's Part in Distracted Driving Initiatives

## How Many People Use Cell Phones and Texting Devices While Driving?

FY 2010, FY 2012, and FY 2014

HOW OFTEN	2010	2012	2014
Never Text	63%	62.3%	58.4%
Never Talk	20.6%	19.7%	29.7%
Rarely Text	17.9%	18.7%	23.4%
Rarely Talk	27.3%	28.7%	29.1%

Reported from the 2014 Biannual Driver Attitudes and Awareness Survey



"Just Drive WV" campaign graphics released by WV DOT.

West Virginia's current cell phone/texting law went into effect July 1, 2012, and bans texting or using a cell phone without the use of hands-free technology while operating a motor vehicle. It is a primary offense, and violation can result in \$100 fine for the first offense, \$200 for the second offense, and \$300 for a third offense, with no court or other fees assessed. Points are not charged to the individual's driving record until the third or subsequent offense (three points).

Despite this law, distracted driving is still a problem in West Virginia. While detailed distracted driving crash data are currently not available, the GHSP has survey and citation data which support the need to address distracted driving. In the 2014 West Virginia Driver Attitudes and Awareness Survey, respondents were asked to report how often they talk and text on a cell phone when driving their vehicles. The majority reported that they "never" and "rarely" talk or text when driving. However, talking on a cell phone was much more frequent when compared to texting. Only 2.1% of survey respondents reported having received a ticket for texting while driving. In FY 2014, citation data reported under grant-funded activities include 5,032 cell phone citations and 2,022 warnings and 334 texting citations and 200 warnings. West Virginia received \$459,082 in Section 405e Distracted Driving funds in FY 2013. No funds were received in FY 2014 because one of the criteria for funding required that the state statute require driver license testing questions on cell phones/texting. While West Virginia driver licensing test questions do include these kinds of questions, it is not required by statute. A total of \$255,000 was awarded to the eight safe community coordinators and the West Virginia State Police in FY 2014 to conduct enforcement programs directed at drivers who drive while



This promotional web graphic was released by the WV DOT as part of their very active role in the "Just Drive WV" campaign.

talking/texting on a cell phone. The GHSP also spent \$25,000 for distracted driving commercials on 62 radio stations throughout the state, for a total of 2,046 announcements. The funds for both enforcement and media were primarily focused on Distracted Driving Awareness Week held April 4-13, 2014.

The Division of Highways is providing \$1,000,000 to the GHSP in FY 2015 to provide awareness, education, and enforcement programs which address distracted driving.

# Traffic Records

Detailing GHSP's Traffic Safety Information System Improvements

The GHSP, along with its safety partners, has continued projects within the Section 405(c) State Traffic Safety Information System Improvements grant criteria set forth in MAP-21 (this program replaces the Section 408 grant authorized under SAFETEA-LU). Other funding sources for Traffic Records include Section 402.

## Traffic Records Assessment

A Traffic Records Assessment was conducted in West Virginia in April-May 2012 in accordance with NHTSA guidelines. The Assessment identified recommendations for improvement along with commendations of our current program. We will work toward the completion of recommendations on the assessment list. The Traffic Records coordinator and regular TRCC meetings will help facilitate this ongoing effort. The development of a new Traffic Records Strategic Plan has also helped the TRCC to identify ongoing projects and outline appropriate future actions. Some major recommendations outlined in the Traffic Records Assessment include:

- **Data Uses and Program Management:** Develop user-oriented online query tools and public access databases for crash, roadway, and injury surveillance data (at a minimum).
- **Crash Records:** Implement the planned web-based data analysis system.
- **Driver Records:** Record the adverse driver histories from previous states of record on non-commercial drivers as required for commercial driver records.
- **Citation and Adjudication Records:** Develop a citation tracking system that tracks a citation from the time of its distribution from a law enforcement officer, or its creation on the E-Citations system, through its issuance to the offender, its disposition, and entry into the database.
- **Statewide Injury Surveillance System (SWISS):** Continue to explore a data collection system for emergency department records. A significant proportion of motor vehicle crash victims are treated in emergency departments and do not require admission to a hospital or trauma center, so capture of those records would enhance data analyses.

## Electronic Traffic Citation (E-Citation)

The Uniform Traffic Citation, which has a unique identifying citation number, was the springboard for e-citation implementation. The citation number is used to track citations in the state court system and the DMV.

An E-Citation allows for a seamless, paperless flow of the citation from roadside issuance to the Magistrate Courts, onto its final disposition by the DMV 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. In early 2011, the West Virginia State Police took the lead on all E-Citation issues. The West Virginia State Police have piloted projects and anticipate full implementation from State, County, and larger Municipal Enforcement agencies.

Federal funding from Sections 408 and 406 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. Most recently, we have overcome several hardware issues, and are pursuing ongoing efforts to move forward with the implementation of E-Citation.

## Other Developments

The majority of the goals of the Traffic Records Program are ongoing and multi-year. GHSP will continue to implement projects to reach those goals and milestones.

## WVOASIS (Our Advanced Solution with Integrated Systems)

An Enterprise Resource Planning (ERP) system is currently being designed for the State of West Virginia as a multi-agency effort. It will provide end-to-end support for statewide administrative functions, such as Financial Management, Procurement, Asset Management, and many other functions. It will also eventually encompass crash, roadway, driver, vehicle, and medical data into a combined data system that will support highway safety analyses.

## Crash Data

Through a partnership with the Marshall University Rahall Transportation Institute (RTI) and a contractor working for the RTI, the WV Division of

Highways (DOH) will be improving access to crash data via a web-based system.

### Unified Judicial Application (UJA) System

The Administrative Office of the Supreme Court of Appeals is currently developing a unified judicial application case management data system that will have the ability to electronically communicate with other state agencies (DMV, CDRs, etc.) and unite Family, Circuit, and Magistrate courts. This should help to improve the courts' ability to determine prior convictions and outstanding charges on a statewide level. The system has been implemented in several counties and a statewide rollout has been planned.

### Electronic Insurance Verification Program



In FY 2013, the DMV announced the next step in the Electronic Insurance Verification Program. The program, which was passed during the 2010 Legislative Session, will allow the DMV and law enforcement to verify motor vehicle insurance information instantly, enabling both to effectively and efficiently monitor motorists who choose to drive without the required insurance, which is illegal. Officials have asked for drivers' insurance information when they are renewing their

vehicle registration, in order to input the data into the agency's new Electronic Insurance Verification Program. The new electronic system will replace DMV's current paper-based system.

Traffic Statistics  
FY 2009 - FY 2013

	2009	2010	2011	2012	2013
Total Crashes Reported	42,021	41,732	41,099	39,713	38,095
Total Injuries Reported	17,807	17,987	17,313	16,964	15,404
Average Total of Vehicle Miles Travelled (In Millions)	19,871	18,836	18,585	18,747	18,987

### 2014 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. The survey is conducted every other year, with the last one being conducted in 2014. The next survey is scheduled for June/July 2016.

In West Virginia, a two (2) page voluntary survey was developed, and administered to persons of driving age that came in to the DMV regional offices for various services in nine locations throughout the state.

A total of 1,004 surveys were completed, and the participants ranged in age from under 21 to more than 60 years old. Approximately 58% of the participants were female and 42% were male. Following is a sample of some of the published results:

- 53% had read, seen, or heard a message about speed enforcement in the past 30 days.
- 68% had read, seen, or heard a message about alcohol impaired driving in the past 30 days.
- 87% had read, seen, or heard the "Click It or Ticket" service announcements, in the past 60 days, making it the most widely read, seen, or heard message.
- 72% reported that they wore their seat belt "all the time".
- 90% believed the chances of getting a ticket for speeding was "likely" or "somewhat likely"
- 90% felt the chance of getting arrested and receiving a citation for impaired driving was "likely" or "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/ghsp](http://www.dmv.wv.gov/ghsp).

# Safe Communities

Detailing GHSP's Regional Approach to Traffic Safety



### REGION 1

Metro Valley HS Program

Coordinator:  
Cpl. Brian Jones  
Counties: Boone, Clay, Kanawha, and Logan

### REGION 2

Safe Traffic Operations Program

Coordinator:  
Beau Evans  
Counties: Cabell, Lincoln, Mason, Mingo, Putnam, and Wayne

### REGION 3

Mid-Ohio Valley Regional HS Program

Coordinator:  
Toni Tiano  
Counties: Calhoun, Doddridge, Gilmer, Jackson, Pleasants, Ritchie, Roane, Wirt, and Wood

### REGION 4

Northern Regional HS Office

Coordinator:  
Cpl. Neil Fowkes  
Counties: Brooke, Hancock, Marshall, Ohio, Taylor, and Wetzel

### REGION 5

High-Tech Corridor Region

Coordinator:  
Georgia Hatfield  
Counties: Barbour, Harrison, Lewis, Marion, Monongalia, Preston, Taylor, and Upshur

### REGION 6

Eastern Panhandle Community Traffic Safety Program

Coordinator:  
Margaret Walker  
Counties: Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, Pendleton, Randolph, and Tucker

### REGION 7

Southern Regional HS Program

Coordinator:  
Lt. Paul Blume  
Counties: Braxton, Fayette, Greenbrier, Nicholas, Pocahontas, Raleigh, and Webster

### REGION 8

WV Coalfields HS Program

Coordinator:  
Dean Capehart  
Counties: Mercer, Monroe, McDowell, Summers, and Wyoming

The GHSP is the lead agency for traffic safety in WV. The state uses a community/regional approach to traffic safety, which divides the state into eight regions based on geography and demographics. Through Federal 402 funding, a Safe Communities Program has been implemented in each region. The eight regional programs cover all 55 counties in WV. The programs are located in Beckley, Bluefield, Charleston, Huntington, Parkersburg, Clarksburg, Wheeling, and Martinsburg. Each region employs a full-time coordinator, a fixed office site, and maintains a broad-based community task force.

Each coordinator is responsible for the implementation of evidence-based highway safety projects throughout their program area. 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 GHSP Performance Plan and submits an application that includes their problem identification and their plans to address those problems. Incorporated into their grants are specific activities or tasks they are expected to complete throughout the year. The tasks directly relate to occupant protection, impaired driving, program coordination, media/PI&E, and other initiatives that help to reduce motor vehicle crashes, injuries, and fatalities.

The eight regions draw heavily upon traditional traffic safety partners such as law enforcement, local governments, and the court system, but this concept is also expanded to include medical professionals, EMS, rehabilitation specialists, private businesses, schools 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.

Additionally, these eight safe community coordinators have created broad-based community task forces that meet on a regular basis. Participation by law enforcement agencies in GHSP-sponsored initiatives such as CIOT, Checkpoint Strikeforce, Child Passenger Safety, and law enforcement training has 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. Regional safe community coordinators have improved on their efforts to incorporate earned media into their activities. They act as an extension of GHSP by facilitating training, media, PI&E, law enforcement activities, and legislative initiatives. While the GHSP is 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, 406, 408, 410, 154 AL, 2010, MAP 21 405 funds, and WV Department of Highways HSIP funds for Distracted Driving and Work Zone Safety.

# Pedestrian and Bicycle Safety

Detailing GHSP's Pedestrian and Bicycle Safety Initiatives

## Fatalities by Type

FY 2007 - FY 2014

	ALL FATALITIES	PEDESTRIAN FATALITIES	BICYCLE FATALITIES
2014	271	17	2
2013	332	29	0
2012	339	31	1
2011	338	20	0
2010	315	13	3
2009	357	21	0
2008	378	13	2
2007	432	27	1

Fortunately in West Virginia, pedestrian and bicycle fatalities remain low, although there were some small spikes in pedestrian fatalities in 2012 and 2013. From 2007 to 2014, pedestrian fatalities decreased by 37%. Bicycle fatalities remain relatively non-existent.

Even though the number of pedestrian and bicycle fatalities are low (less than 10% of total fatalities), the GHSP wants that trend to continue, and still feels that some education on pedestrian/bicycle safety is warranted. This is accomplished through the eight Safe Community Programs. Safety talks in grade schools generally address pedestrian safety, particularly during "Back to School" initiatives. Some of the Coordinators also host and/or participate in local Bicycle Rodeos in which youth are taught safety aspects of riding a bicycle. In many cases, bicycle helmets are distributed to those participants in need of one, and a variety of materials related to bicycle safety are handed out.

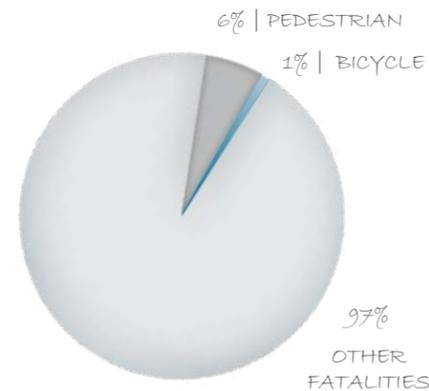
## Pedestrian and Bicycle Fatalities

FY 2007 - FY 2014



## What Percentage of Roadway Fatalities Were Pedestrian and Bicycle?

FY 2014



# Speed Enforcement

Detailing GHSP's Part in Speed Enforcement Initiatives

## Grant-Funded Activity Results FY 2014

Citations & Arrests Breakdown

ACTIVITY	TOTAL
Vehicles Recovered	55
Fugitive Arrests	90
Felonies	542
Child Restraints	420
Under Age Alcohol	781
Drug Arrests	1,113
Driver's Licenses Revoked	1,096
Driver's Licenses Suspended	2,961
Misdemeanors	3,372
DUI Arrests	3,604
Insurance	7,146
Red Light Citations	2,177
Seat belt Citations	15,862
Speeding Citations	10,729
Other Citations	15,712

In West Virginia, speed continues to play a significant role in motor vehicle fatalities. Although we experienced a decrease in speed related fatalities of 144 in 2012 to 130 in 2013, speed contributes to nearly a third of all motor vehicle fatalities.

Nationally, there were 9,613 speed-related fatalities in 2013, and 1.35% occurred in West Virginia. However, West Virginia represents less than 1% of the national population.

All West Virginia law enforcement agencies receiving GHSP funds, even if not specifically for speed enforcement, are expected to enforce speed limit laws.

In 2014, approximately \$202,000 in Highway Safety funds was spent by law enforcement agencies throughout the state specifically on speed enforcement overtime. Approximately half of those funds were available through the 8 Safe Community programs and the other half was spent by the West Virginia State Police. County and municipal law enforcement agencies focused on city, county, and state routes, while State Police focused primarily on Interstates.

Enforcement locations are determined primarily by crash frequency, fatalities, and traffic volume. In some cases, particularly within city limits, a location may be selected based on the volume of citizen complaints, and law enforcement will "spot check" those locations to determine if there is a problem and hopefully reduce the incidence of speeding simply due to their increased presence. School zones and highway construction work zones are often focused on for speed enforcement. In FY 2015, funding has been made available to the WV Highway Safety Program by the West Virginia Division of Highways to focus enforcement efforts on Work Zone safety.

The majority of speed enforcement efforts are on major roadways with larger traffic volume. The major roadways where speed enforcement was a priority in 2014 are listed on the following page.

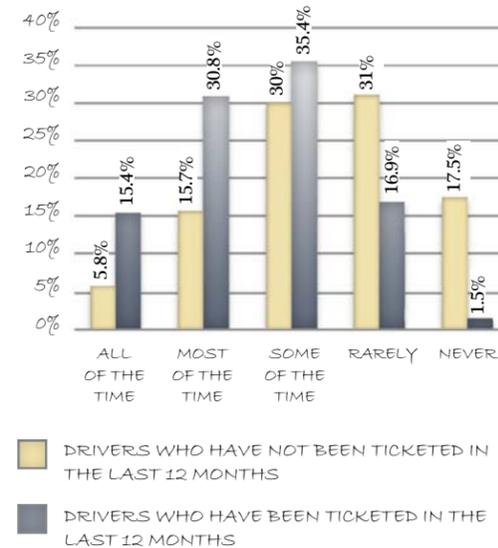
While law enforcement is on the lookout for speeders at all times, many agencies have focused their enforcement emphasis during weekday work time "rush-hours of 7:00 a.m. - 9:00 a.m. and 4:00 p.m. - 6:00 p.m., and Saturday and Sunday afternoons when traffic is at its heaviest. Agencies also target holiday weekends for speed enforcement crackdowns.

Approximately 80 speed detection devices (radars/lidars) were purchased in FY 2014 for various law enforcement agencies throughout West Virginia. Forty-one classes were conducted with 459 officers trained and certified to operate radar/lidar. Additionally, 3400 man hours were dedicated to speed enforcement training.

Public information and education/media efforts occur on the local level within each Safe Community Program, primarily through schools, community events, and earned media activities (newspaper stories).

Following is a breakdown by county of fatalities and fatalities per 100,000 population in crashes involving speeding (2009-2013):

## Which type of drivers are most likely to violate the 70 mph speed limit?



## Fatalities in Crashes Involving Speeding

FY 2009 - FY 2013, FATALITIES/FATALITIES PER 100,00 POPULATION

	2009	2010	2011	2012	2013		2009	2010	2011	2012	2013
Barbour	0/0.00	0/0.00	0/0.00	1/5.94	2/11.93	Mineral	3/10.68	1/3.54	0/0.00	1/3.58	2/7.22
Berkeley	3/2.92	4/3.82	8/7.57	5/4.67	6/5.52	Mingo	0/0.00	3/11.21	1/3.76	6/23.00	1/3.86
Boone	0/0.00	1/4.06	2/8.17	2/8.17	3/12.38	Monongalia	1/1.06	3/3.10	7/7.09	4/3.98	5/4.89
Braxton	2/13.78	5/34.42	3/20.59	2/13.78	5/34.48	Monroe	1/7.38	3/22.23	2/14.77	2/14.82	1/7.42
Brooke	0/0.00	2/8.34	1/4.18	1/4.19	0/0.00	Morgan	0/0.00	1/5.71	0/0.00	0/0.00	1/5.71
Cabell	9/9.37	3/3.11	5/5.18	7/7.22	2/2.06	Nicholas	1/3.81	2/7.63	1/3.82	3/11.43	1/7.70
Calhoun	0/0.00	1/13.09	0/0.00	0/0.00	0/0.00	Ohio	0/0.00	2/4.50	0/0.00	1/2.27	3/6.86
Clay	0/0.00	1/10.69	0/0.00	1/10.77	0/0.00	Pendleton	1/12.99	0/0.00	2/26.34	3/39.72	5/66.93
Doddridge	1/12.31	0/0.00	0/0.00	0/0.00	2/23.97	Pleasants	0/0.00	1/13.20	0/0.00	0/0.00	1/13.20
Fayette	4/8.69	5/10.87	0/0.00	2/4.36	8/17.54	Pocahontas	0/0.00	1/11.49	0/0.00	0/0.00	1/11.54
Gilmer	2/23.45	1/11.48	0/0.00	1/11.44	0/0.00	Preston	2/6.00	4/11.92	3/8.92	5/14.73	0/0.00
Grant	1/8.36	3/25.21	0/0.00	0/0.00	0/0.00	Putnam	3/5.44	1/1.80	2/3.56	3/5.30	2/3.53
Greenbrier	3/8.49	4/11.26	3/8.41	6/16.79	4/11.22	Raleigh	8/10.15	4/5.07	2/2.52	3/3.79	6/7.61
Hampshire	2/8.40	1/4.17	2/8.40	7/29.52	3/12.80	Randolph	3/10.21	3/10.21	0/0.00	1/3.40	4/13.60
Hancock	2/6.50	0/0.00	2/6.55	3/9.88	1/3.30	Ritchie	0/0.00	2/19.23	1/9.69	1/9.76	0/0.00
Hardy	1/7.20	4/28.52	0/0.00	1/7.23	3/21.55	Roane	3/20.05	1/6.72	0/0.00	5/34.03	2/13.65
Harrison	5/7.28	6/8.67	3/4.33	3/4.34	7/10.15	Summers	3/21.61	0/0.00	0/0.00	0/0.00	0/0.00
Jackson	5/17.15	4/13.68	4/13.65	3/10.25	6/20.56	Taylor	4/23.76	1/5.93	0/0.00	0/0.00	2/11.78
Jefferson	3/5.65	5/9.32	6/11.04	2/3.67	2/3.63	Tucker	1/13.94	1/14.06	3/42.36	4/57.36	1/14.35
Kanawha	11/5.70	15/7.77	7/3.65	11/5.73	13/6.80	Tyler	1/10.81	0/0.00	0/0.00	2/22.10	1/11.12
Lewis	1/6.09	4/24.41	4/24.43	2/12.18	3/18.23	Upshur	3/12.44	1/4.12	1/4.12	1/4.08	0/0.00
Lincoln	2/9.18	3/13.85	7/32.38	4/18.47	2/9.28	Wayne	2/4.69	2/4.71	4/9.55	4/9.61	0/0.00
Logan	3/8.19	3/8.17	2/5.48	8/22.00	3/8.34	Webster	0/0.00	2/21.87	0/0.00	0/0.00	0/0.00
Marion	3/5.32	1/1.77	1/1.76	0/0.00	1/1.76	Wetzel	2/12.06	1/6.04	1/6.10	0/0.00	1/6.17
Marshall	1/3.02	0/0.00	1/3.04	2/6.12	1/3.08	Wirt	0/0.00	0/0.00	0/0.00	1/17.13	0/0.00
Mason	2/7.32	1/3.66	4/14.63	4/14.68	0/0.00	Wood	3/3.45	6/6.90	7/8.06	3/3.46	4/4.62
McDowell	1/4.49	1/4.53	6/27.64	3/14.06	2/9.58	Wyoming	2/8.37	5/21.07	3/12.77	4/17.20	1/4.34
Mercer	7/11.26	4/6.42	4/6.41	6/9.62	5/8.07						

# Media Breakdown

Detailing GHSP's Media Initiatives for Enforcement Campaigns

The GHSP works closely with local and statewide media to reach the goal of saving lives and reducing injuries in West Virginia as part of its comprehensive safety program. In FY 2014, media was purchased using the following federal funds: Sections 402, 405b, 405e, 406, 410, 2010, 2011, and 154.

Efforts to earn media are encouraged and desired in all regional areas by the safe community coordinators, as well as through the statewide office.

### Click It or Ticket

The GHSP used federal dollars to purchase media for the Click It or Ticket (CIOT) campaign in May 2014. Funds were used to purchase television and radio air time throughout the state, and for billboards statewide. Additional funds were used to purchase signage at Appalachian Power Baseball Park and newspaper "tab-ons".

West Virginia also conducted 3 "mini-blitzes" in addition to the May CIOT blitz. An additional \$60,000 was used to purchase radio air time during those blitz periods.

### Media Breakdown

For Click It Or Ticket

TYPE OF MEDIA	TOTAL FUNDS
Television Spots (5,066)	\$199,958
Radio Spots (4,030)	\$53,798
Newspaper Tab-Ons	\$3,920
Power Park Signage	\$6,160
Billboards (125)	\$59,691

radio for a total of 6,200 radio spots on 62 stations. \$244,951 was spent on cable and broadcast television, and 7,788 spots were aired. Marshall University football stadium signage as well as a digital billboard in Huntington was purchased for \$29,250. Signage at both West Virginia University's Milan Puskar Stadium in Morgantown and the Coliseum was purchased for \$69,250.

Two paid television and radio campaigns ran in June/July (4th of July) and August/September (Labor Day) 2014 promoting NHTSA's "Drive Sober or Get Pulled Over" message. \$50,000 was spent on radio ads during each campaign. Television was purchased for \$340,695 for both campaigns, with 8,643 spots aired. Tab-ons were also purchased through the Charleston Newspapers during each of the campaigns (Holiday/July 4th/Labor Day).

### 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 Year's, 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.

### 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. Mid-life Motorcyclists
7. Underage Drinkers

### Target Red

Target Red billboards were also placed statewide in approximately 125 locations at a cost of \$53,313 during the August 1-17, 2014 campaign.

### Impaired Driving

Radio and television was utilized to spread the "Drive Sober or Get Pulled Over" message through the 2013 Thanksgiving/Christmas/New Year's holiday season. \$75,000 was spent on statewide

## Targeted Speed Enforcement Roadways

REGIONS AND ROADWAYS

1	Corridor G (US 119), U.S. Route 60, & Interstates 64, 77, 79
2	US Route 35, WV Route 2, & Interstate 64
3	US Route 50, WV Route 2, Grand Central Avenue, & Interstate 77
4	WV Route 2, US Route 40, & Interstates 70 and 470
5	US Route 50 & Interstate 79
6	Interstate 81
7	US Route 19, WV Route 3, WV Route 16, & Interstates 64 and 77
8	US Route 52 & Interstate 77

## Speed Related Fatalities and Citations

FY 2008 - FY 2013

SPEED RELATED FATALITIES

2008	2009	2010	2011	2012	2013
97	121	133	114	144	130

SPEEDING CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES ONLY

2008	2009	2010	2011	2012	2013
N/A	N/A	N/A	8,832	10,789	14,628

Relative degrees of "at risk" include:

- 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 Youths
- 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 Collars, 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

Child Passenger Safety

National CPS Week was September 14 – 20, 2014, and radio spots were aired statewide at a cost of \$25,000. A total of 2,046 announcements were aired. Newspaper tab-ons were also purchased, as well as a newspaper advertisement announcing the dates and locations of statewide child safety seat checks, at a total cost of \$6,355.



Annual Buy

The GHSP also participated in the "Annual Buy", which is paid with federal funds received by the Division of Highways' Traffic Engineering Division. There is a Memorandum of Understanding between the Department of Transportation (DOT)/Division of Highways (DOH)/Division of Motor Vehicles(DMV) (the parent agency of the GHSP) to insure that highway safety messages on a variety of safety topics are broadcast year-round throughout the state. The DMV/GHSP administers the statewide radio highway safety campaign and is reimbursed by the DOH. Approximately \$282,830 was spent on radio for 2014, and the different messages included motorcycle safety, ATV safety, child safety seats, seat belts, impaired driving, and distracted driving, plus a website banner ad on www.wvmetronews.com. We will continue to participate in this joint effort in FY 2015.

Earned Media

The GHSP 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. A large amount of earned media/bonus spots this year came from Metro News Radio Network at a total value of \$63,646.



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,



Southern Regional Highway Safety Program's Seat Check Saturday event

especially during the holidays when people are in celebratory spirits.

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

Social Media

The GHSP also strives to promote our programs and initiatives through social media. The office maintains and updates accounts on both Twitter and Facebook. We keep the public and media apprised of our activities as well as our statistical data. The accounts are also used to support and promote related agencies and organizations by re-posting relevant information to our accounts. Such agencies include NHTSA, GHSA, media outlets and other states' Highway Safety offices.



## Driver Awareness on GHSP's Campaigns and Messages

Based on Results of the FY 2014 Attitudes and Awareness Survey

THIS TABLE GIVES THE TOTAL PERCENTAGE OF DRIVERS SURVEYED WHO HAD BEEN EXPOSED TO THE CAMPAIGN-SPECIFIC MESSAGE WITHIN 60 DAYS PRIOR TO TAKING THE 2014 ATTITUDES AND AWARENESS SURVEY.

CAMPAIGN	PERCENTAGE
<u>OCCUPANT PROTECTION</u>	
"Click It or Ticket"	87.1%
<u>IMPAIRED DRIVING</u>	
"Over the Limit, Under Arrest"	48.4%
"Buzzed Driving is Drunk Driving"	43.8%
"Drive Sober or Get Pulled Over"	26.7%
<u>DISTRACTED DRIVING</u>	
"Turn it Off. Put it Down. Just Drive."	42.1%

## Overview of Driver Awareness of General Service Messages

Based on Results of the Attitudes and Awareness Surveys FY 2010, FY 2012, & FY 2014

THIS TABLE GIVES THE TOTAL PERCENTAGE OF DRIVERS SURVEYED WHO HAD BEEN EXPOSED TO A GENERAL MESSAGE WITHIN 60 DAYS PRIOR TO TAKING THE 2014 ATTITUDES AND AWARENESS SURVEY.

MESSAGE	FY 2010	FY 2012	FY 2014
Safety Belts	72.7%	77.7%	72.3%
Speed Limits	57.3%	57.8%	53.2%
Impaired Driving	81.5%	79.2%	67.9%

# Performance Goals

The GHSP works with the Safety Management Task-Force to ensure that the data and goals set are coordinated with the State's Strategic Highway Safety Plan.

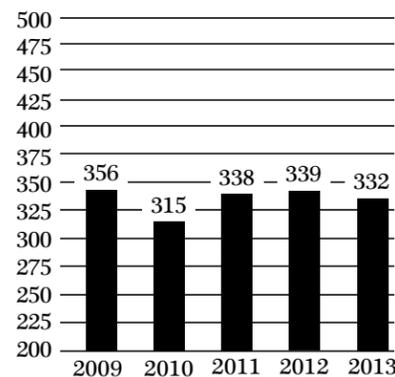
## Total Traffic Fatalities

Decrease traffic fatalities 10% from the 2008 to 2012 average of 346 to 311 by December 31, 2014.

As of 12/1/14 (228), we have experienced a 27% decrease in fatalities compared to the same time frame in 2013. There were a total of 332 fatalities in 2013.

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.

Total Number of All Fatalities on Public Highways

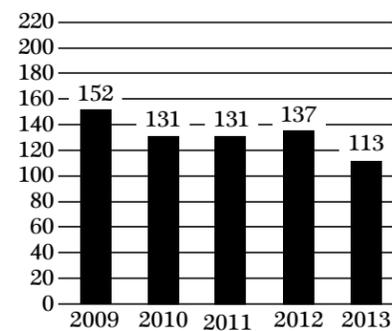


## Unrestrained Passenger Vehicle Occupant Fatalities

Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 10% from the 2008 to 2012 calendar base-year average of 140 to 126 by December 31, 2014.

Reported use of occupant protection remains low in fatal crashes. The FARS reported total was 113, however a total of 30 fatalities were reported for which the use of restraints are unknown. We will put a major emphasis on reducing the number of unknowns in relation to vehicle crashes.

Total Unrestrained Passenger Occupant Fatalities (All Seating Positions)

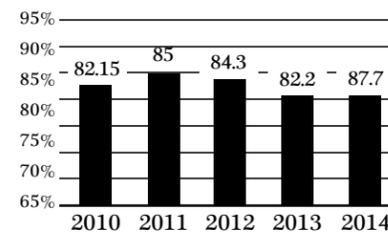


## Occupant Protection Usage Rate

Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 92% by September 30, 2014.

The previous 3 year average of 83.7% has increased to 87.8%. We peaked at our highest seat belt use rate ever in 2008 with 89.5%. We certainly believe that the recent implementation of the Primary Seat Belt law affected the usage rate in 2014.

Occupant Protection Usage Rate



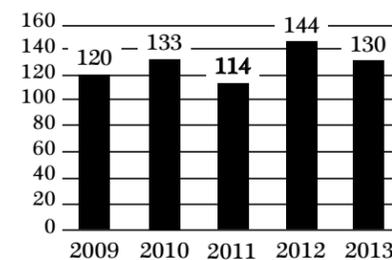
## Speed Related Fatalities

Decrease speed-related fatalities 10.4% from the 2009 to 2011 calendar base-year average of 123 to 110 by December 31, 2014.

Speed-related fatalities have risen drastically in West Virginia. There were 130 speed-related fatalities in 2013. In 2007, the WV Crash Report was upgraded and this allowed 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.

Total Speed Related Fatalities

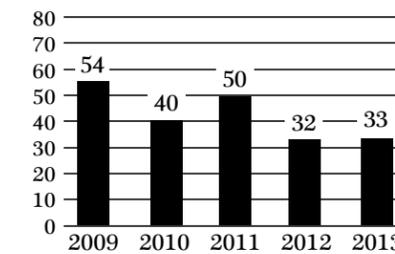


## Drivers Under 20 Yrs Old Involved in Fatal Crashes

Decrease drivers age 20 or younger involved in fatal crashes 10% from the 2007 to 2011 calendar base-year average of 49 to 44 by December 31, 2014.

We are currently exceeding our goal and drivers under 20 years old involved in fatal crashes have declined 42.8% from the previous five-year average of 56.

Total Drivers Under 20 Yrs Involved in Traffic Fatalities



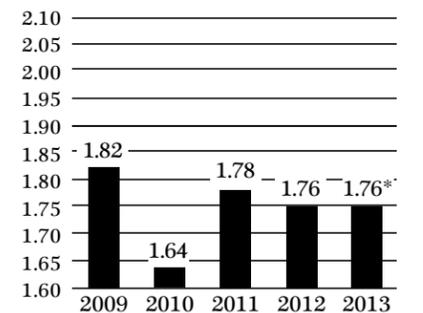
## Fatality Rate Per Vehicle Miles Traveled

Decrease fatalities/VMT from the 2008-2010 calendar base-year average of 1.76% to 1.58% by December 31, 2014.

Decrease rural fatalities/VMT from the 2008-2010 calendar year average of 2.15 to 1.93 by December 31, 2014.

Decrease the urban fatalities/VMT from the 2008-2010 calendar year average of 1.21 to 1.08 by December 31, 2014.

Fatality Rate Per 100 MVMT Vehicle Miles Traveled



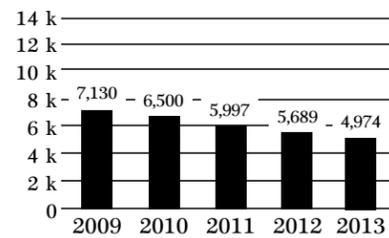
## Serious Traffic Injuries

Decrease serious injuries by 10% from the 2008 to 2012 calendar base-year average of 6,776 to 6,098 by December 31, 2014.

In 2013, there were 4,974 serious injuries\*, a decrease of 43% from the previous five-year average of 8,829 to 4,974 in 2013.

\*In 2014, there was a shift in Serious Injuries being defined as A&B injuries to just A injuries, hence the difference in numbers.

Total Crashes Resulting in Serious Injury

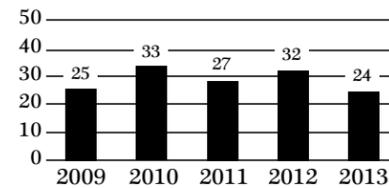


## Total Motorcycle Fatalities

Decrease motorcycle fatalities 10.4% from the 2009 to 2011 calendar base-year average of 29 to 26 by December 31, 2014.

There were 24 motorcycle fatalities in 2013, which is a 29% decrease in motorcycle fatalities from the previous five-year average of 34. We are currently exceeding our goal of 30 by December 31, 2015.

Total Motorcycle Fatalities

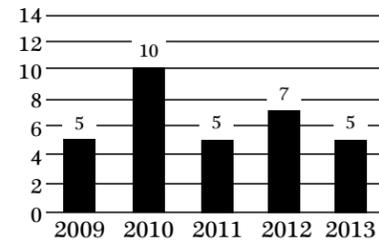


## Un-helmeted Motorcycle Fatalities

Decrease un-helmeted motorcyclist fatalities 10.4% from the 2009 to 2011 calendar base-year average of 7 to 6 by December 31, 2014.

There were five un-helmeted motorcycle fatalities in 2013, a 44% decrease from the previous 5-year average of nine. We believe the majority of our problems continue to be reporting issues, which will be addressed with training.

Total Crashes Resulting in Serious Injury

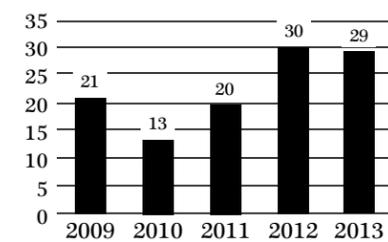


## Total Pedestrian Fatalities

Decrease pedestrian fatalities 10.4% from the 2009 to 2011 calendar base-year average of 18 to 16 by December 31, 2014.

In 2013 there were 29 pedestrian fatalities. There has been an increase of 42.8% in pedestrian fatalities from the previous five-year average of 21. There were 30 pedestrian fatalities in 2012. Most Pedestrian fatalities were drug/alcohol-related.

Total Pedestrian Fatalities



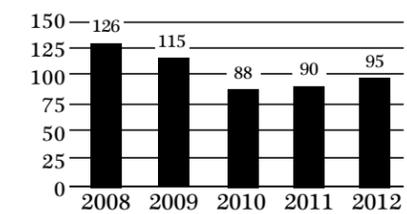
## Total Alcohol-Related Fatalities

With a Blood Alcohol Content (BAC) of .08 or More

Decrease alcohol impaired driving fatalities 10.4% from the 2009 to 2011 calendar base-year average of 96 to 86 by December 31, 2014.

There were 95 alcohol-related fatalities in 2012, a decrease of 7.7% from the previous 5-year average of 103. We feel that the development of the Impaired Driving Program and our continued involvement in the Mid-Atlantic "Checkpoint Strikeforce" Program has reinvigorated DUI enforcement and public awareness of drunk driving issues. We have dramatically increased our paid media efforts over the last year.

Total Alcohol-Related Fatalities



# Grant Status Report

GOVERNOR'S WEST VIRGINIA HIGHWAY SAFETY GRANT PROGRAM STATUS FO December 23, 2014 DMV FEIN #55-600-0770, DUNN & BRADSTREET #00-218-3098  
 FY14 HSP Authorized Spending \$17,832,668 (DMV Other \$3,642,000)

PROG	GRANT #	ACCT. #	SUBGRANTEE	GRANT PERIOD	ORIG. AWARD	SUPP/ DEOB	AMENDED AWARD	EXPENDED TO DATE	FINAL GRANT BALANCE		P O#	CFDA #
									9/30/14			
402	F14-HS-01-402PA	PA14-01-01	WV DMV/Planning & Admin	10-1-13/9-30-14	\$153,000.00	\$2,000.00	\$155,000.00	\$153,155.61	\$1,844.39		14-01	20-600
402	F14-HS-01-402AL	AL14-02-01	WV DMV/GHSP-Coor 100% AL	10-1-13/9-30-14	\$60,000.00	\$4,000.00	\$64,000.00	\$13,155.74	\$50,844.26		14-01	20-600
402	F14-HS-01-402TR	TR14-08-01	WV DMV/Traffic Records	10-1-13/9-30-14	\$2,000.00	\$0.00	\$2,000.00	\$1,547.66	\$452.34		14-01	20-600
402	F14-HS-01-402SA	SA14-18-01	WV DMV/Coordination	10-1-13/9-30-14	\$200,000.00	\$69,000.00	\$269,000.00	\$157,227.85	\$111,772.15		14-01	20-600
402	F14-HS-01-402PM	PM14-26-01	WV DMV/Paid Media	10-1-13/9-30-14	\$50,000.00	(\$10,000.00)	\$40,000.00	\$27,506.75	\$12,493.25		14-01	20-600
402	F14-HS-02-402PTS	PTS14-07-02	Huntington	10-1-13/9-30-14	\$41,000.00	\$0.00	\$41,000.00	\$23,377.09	\$17,622.91		14-02	20-600
402	F14-HS-02-402SA	SA14-18-02	Huntington	10-1-13/9-30-14	\$78,000.00	\$0.00	\$78,000.00	\$66,981.79	\$11,018.21		14-02	20-600
402	F14-HS-02-402PM	PM14-26-02	Huntington	10-1-13/9-30-14	\$159,000.00	\$0.00	\$159,000.00	\$153,576.02	\$5,423.98		14-02	20-600
402	F14-HS-03-402OP	OP14-05-03	Wood County Comm	10-1-13/9-30-14	\$10,000.00	\$0.00	\$10,000.00	\$8,856.03	\$1,143.97		14-03	20-600
402	F14-HS-03-402PTS	PTS14-07-03	Wood County Comm	10-1-13/9-30-14	\$51,500.00	\$0.00	\$51,500.00	\$27,209.27	\$24,290.73		14-03	20-600
402	F14-HS-03-402SA	SA14-18-03	Wood County Comm	10-1-13/9-30-14	\$53,100.00	\$0.00	\$53,100.00	\$44,459.55	\$8,640.45		14-03	20-600
402	F14-HS-03-402PM	PM14-26-03	Wood County Comm	10-1-13/9-30-14	\$5,000.00	\$0.00	\$5,000.00	\$5,000.00	\$0.00		14-03	20-600
402	F14-HS-04-402OP	OP14-05-04	Wheeling	10-1-13/9-30-14	\$2,000.00	\$0.00	\$2,000.00	\$0.00	\$2,000.00		14-04	20-600
402	F14-HS-04-402PTS	PTS14-07-04	Wheeling	10-1-13/9-30-14	\$121,000.00	\$0.00	\$121,000.00	\$60,042.74	\$60,957.26		14-04	20-600
402	F14-HS-04-402SA	SA14-18-04	Wheeling	10-1-13/9-30-14	\$56,000.00	\$600.00	\$56,600.00	\$40,679.66	\$15,920.34		14-04	20-600
402	F14-HS-04-402PM	PM14-26-04	Wheeling	10-1-13/9-30-14	\$1,000.00	(\$600.00)	\$400.00	\$0.00	\$400.00		14-04	20-600
402	F14-HS-05-402OP	OP14-05-05	Clarksburg	10-1-13/9-30-14	\$2,500.00	\$0.00	\$2,500.00	\$2,500.00	\$0.00		14-05	20-600
402	F14-HS-05-402PTS	PTS14-07-05	Clarksburg	10-1-13/9-30-14	\$48,500.00	\$0.00	\$48,500.00	\$19,035.22	\$29,464.78		14-05	20-600
402	F14-HS-05-402SA	SA14-18-05	Clarksburg	10-1-13/9-30-14	\$71,000.00	\$0.00	\$71,000.00	\$67,486.77	\$3,513.23		14-05	20-600
402	F14-HS-05-402PM	PM14-26-05	Clarksburg	10-1-13/9-30-14	\$5,000.00	\$0.00	\$5,000.00	\$4,875.00	\$125.00		14-05	20-600
402	F14-HS-06-402OP	OP14-05-06	Martinsburg	10-1-13/9-30-14	\$3,000.00	\$0.00	\$3,000.00	\$1,648.75	\$1,351.25		14-06	20-600
402	F14-HS-06-402PTS	PTS14-07-06	Martinsburg	10-1-13/9-30-14	\$34,000.00	\$0.00	\$34,000.00	\$5,523.69	\$28,476.31		14-06	20-600
402	F14-HS-06-402SA	SA14-18-06	Martinsburg	10-1-13/9-30-14	\$81,000.00	\$0.00	\$81,000.00	\$63,290.09	\$17,709.91		14-06	20-600
402	F14-HS-06-402PM	PM14-26-06	Martinsburg	10-1-13/9-30-14	\$10,000.00	\$0.00	\$10,000.00	\$2,445.60	\$7,554.40		14-06	20-600
402	F14-HS-07-402OP	OP14-05-07	Beckley (P Blume)	10-1-13/9-30-14	\$6,000.00	\$0.00	\$6,000.00	\$5,925.94	\$74.06		14-07	20-600
402	F14-HS-07-402PTS	PTS14-07-07	Beckley (P Blume)	10-1-13/9-30-14	\$41,000.00	\$0.00	\$41,000.00	\$24,250.66	\$16,749.34		14-07	20-600
402	F14-HS-07-402SA	SA14-18-07	Beckley (P Blume)	10-1-13/9-30-14	\$73,500.00	\$0.00	\$73,500.00	\$66,039.78	\$7,460.22		14-07	20-600
402	F14-HS-07-402PM	PM14-26-07	Beckley (P Blume)	10-1-13/9-30-14	\$20,000.00	\$0.00	\$20,000.00	\$19,539.62	\$460.38		14-07	20-600
402	F14-HS-08-402OP	OP14-05-08	Charleston	10-1-13/9-30-14	\$7,000.00	\$0.00	\$7,000.00	\$4,200.00	\$2,800.00		14-08	20-600
402	F14-HS-08-402PTS	PTS14-07-08	Charleston	10-1-13/9-30-14	\$43,500.00	\$0.00	\$43,500.00	\$38,841.40	\$4,658.60		14-08	20-600
402	F14-HS-08-402SA	SA14-18-08	Charleston	10-1-13/9-30-14	\$65,000.00	\$0.00	\$65,000.00	\$48,484.62	\$16,515.38		14-08	20-600
402	F14-HS-08-402PM	PM14-26-08	Charleston	10-1-13/9-30-14	\$20,000.00	\$0.00	\$20,000.00	\$19,940.00	\$60.00		14-08	20-600
402	F14-HS-09-402AL	AL14-02-09	Beckley ( Dave Cook)	10-1-13/9-30-14	\$96,960.00	\$0.00	\$96,960.00	\$83,282.98	\$13,677.02		14-09	20-600
402	F14-HS-10-402PTS	OP14-07-10	WV State Police	10-1-13/9-30-14	\$85,000.00	\$0.00	\$85,000.00	\$71,223.08	\$13,776.92		14-10	20-609
402	F14-HS-14-402OP	OP14-05-14	Beckley ( Dean Capehart)	10-1-13/9-30-14	\$5,000.00	\$0.00	\$5,000.00	\$4,440.00	\$560.00		14-14	20-610
402	F14-HS-14-402PTS	PTS14-07-14	Beckley ( Dean Capehart)	10-1-13/9-30-14	\$42,000.00	\$0.00	\$42,000.00	\$33,187.64	\$8,812.36		14-14	20-610
402	F14-HS-14-402SA	SA14-18-14	Beckley ( Dean Capehart)	10-1-13/9-30-14	\$56,030.00	\$0.00	\$56,030.00	\$50,568.78	\$5,461.22		14-14	20-610
402	F14-HS-14-402PM	PM14-26-14	Beckley ( Dean Capehart)	10-1-13/9-30-14	\$5,000.00	\$0.00	\$5,000.00	\$4,990.20	\$9.80		14-14	20-610
402	F14-HS-15-402OP	OP14-05-15	Beckley (Lifosavers)	10-1-13/9-30-14	\$18,082.00	\$0.00	\$18,082.00	\$18,041.79	\$40.21		14-15	20-600
402	F14-HS-15-402SA	SA14-18-15	Beckley (Lifosavers)	10-1-13/9-30-14	\$41,918.00	\$0.00	\$41,918.00	\$35,436.32	\$6,481.68		14-15	20-600
402	SAFE COMMUNITIES TOTAL AWARDED FUNDS (Received \$1,742,775 FY14 Funds)				\$1,923,590.00	\$65,000.00	\$1,988,590.00	\$1,478,093.69	\$510,496.31			
402	SAFE COMMUNITIES UNAWARDED FUNDS				\$1,121,928.59	\$1,677,775.00	\$2,799,703.59	\$0.00	\$2,799,703.59			
402	SAFE COMMUNITIES TOTALS				\$3,045,518.59	\$1,742,775.00	\$4,788,293.59	\$1,478,093.69	\$3,310,199.90			
405b	F14-HS-01-405b PE	M214-03-01	DMV/GHSP	10-1-13/9-30-14	\$100,000.00	\$0.00	\$100,000.00	\$79,484.10	\$20,515.90		14-01	20-616
405b	F14-HS-02-405b OP	M214-01-02	Huntington	10-1-13/9-30-14	\$30,000.00	\$0.00	\$30,000.00	\$26,638.62	\$3,361.38		14-02	20-616
405b	F14-HS-03-405b OP	M214-01-03	Wood County Comm	10-1-13/9-30-14	\$30,000.00	\$0.00	\$30,000.00	\$20,171.24	\$9,828.76		14-03	20-616
405b	F14-HS-04-405b OP	M214-01-04	Wheeling	10-1-13/9-30-14	\$30,000.00	(\$3,000.00)	\$27,000.00	\$22,576.27	\$4,423.73		14-04	20-616
405b	F14-HS-04-405b TR	M214-02-04	Wheeling	10-1-13/9-30-14	\$0.00	\$1,000.00	\$1,000.00	\$0.00	\$1,000.00		14-04	20-616
405b	F14-HS-04-405b PE	M214-02-04	Wheeling	10-1-13/9-30-14	\$2,000.00	\$0.00	\$2,000.00	\$568.47	\$1,431.53		14-04	20-616
405b	F14-HS-05-405b OP	M214-01-05	Clarksburg	10-1-13/9-30-14	\$30,000.00	\$0.00	\$30,000.00	\$27,588.07	\$2,411.93		14-05	20-616
405b	F14-HS-06-405b OP	M214-01-06	Martinsburg	10-1-13/9-30-14	\$11,000.00	\$0.00	\$11,000.00	\$9,944.15	\$1,055.85		14-06	20-616
405b	F14-HS-06-405b TR	M214-02-06	Martinsburg	10-1-13/9-30-14	\$5,000.00	\$0.00	\$5,000.00	\$0.00	\$5,000.00		14-06	20-616
405b	F14-HS-06-405b PE	M214-03-06	Martinsburg	10-1-13/9-30-14	\$9,000.00	\$0.00	\$9,000.00	\$4,837.28	\$4,162.72		14-06	20-616
405b	F14-HS-07-405b OP	M214-01-07	Beckley (P Blume)	10-1-13/9-30-14	\$30,000.00	\$5,000.00	\$35,000.00	\$30,002.83	\$4,997.17		14-07	20-616
405b	F14-HS-08-405b OP	M214-01-08	Charleston	10-1-13/9-30-14	\$30,000.00	\$0.00	\$30,000.00	\$29,735.27	\$264.73		14-08	20-616
405b	F14-HS-09-405b TR	M214-01-09	Beckley ( Dave Cook)	10-1-13/9-30-14	\$10,000.00	\$0.00	\$10,000.00	\$0.00	\$10,000.00		14-09	20-616
405b	F14-HS-10-405b OP	M214-01-10	WV State Police	10-1-13/9-30-14	\$65,000.00	(\$1,000.00)	\$64,000.00	\$62,038.41	\$1,961.59		14-10	20-616
405b	F14-HS-10-405b TR	M214-01-10	WV State Police	10-1-13/9-30-14	\$0.00	\$1,000.00	\$1,000.00	\$450.00	\$550.00		14-10	20-616
405b	F14-HS-14-405b OP	M214-01-14	Beckley ( Dean Capehart)	10-1-13/9-30-14	\$18,000.00	\$0.00	\$18,000.00	\$15,727.74	\$2,272.26		14-14	20-616
405b	F14-HS-14-405b TR	M214-02-14	Beckley ( Dean Capehart)	10-1-13/9-30-14	\$1,000.00	\$0.00	\$1,000.00	\$320.00	\$680.00		14-14	20-616
405b	F14-HS-14-405b PE	M214-03-14	Beckley ( Dean Capehart)	10-1-13/9-30-14	\$6,000.00	\$0.00	\$6,000.00	\$5,523.75	\$476.25		14-14	20-616
405b	F14-HS-17-405b OP	M214-01-17	Monongalia County Comm	10-1-13/9-30-14	\$10,000.00	\$0.00	\$10,000.00	\$7,124.63	\$2,875.37		14-17	20-616
405b	F14-HS-18-405b OP	M214-01-18	City of Morgantown	10-1-13/9-30-14	\$10,000.00	\$5,000.00	\$15,000.00	\$12,916.02	\$2,083.98		14-18	20-616
405b	OCCUPANT PROTECTION TOTAL AWARDED FUNDS (Received \$468,260.30 FY14 Funds)				\$425,000.00	\$10,000.00	\$435,000.00	\$355,644.85	\$79,355.15			
405b	OCCUPANT PROTECTION UNAWARDED FUNDS				\$29,872.10	\$48,260.30	\$488,132.40	\$0.00	\$488,132.40			
405b	OCCUPANT PROTECTION TOTALS				\$454,872.10	\$488,260.30	\$923,132.40	\$355,644.85	\$567,487.55			
405c	TRAFFIC RECORDS-UNAWARDED FUNDS (Received \$410,929.62 FY14 Funds)				\$387,783.36	\$410,929.62	\$798,712.98	\$0.00	\$798,712.98			20-616
405d	IMPAIRED DRIVING-UNAWARDED FUNDS (Received \$1,103,745.75 FY14 Funds)				\$1,104,028.48	\$1,103,745.75	\$2,207,774.23	\$0.00	\$2,207,774.23			20-616
405c	F14-HS-01-405c PIE	M814-01-01	DMV/GHSP	10-1-13/9-30-14	\$114,000.00	\$0.00	\$11					

# Notes

PROG	GRANT #	ACCT #	SUBGRANTEE	GRANT PERIOD	ORIG AWARD	SUPP/ DEOB	AMENDED		EXPENDED		FINAL GRANT		P O#	CFDA #
							AWARD		TO DATE		BALANCE	9/30/14		
410HV	F14-HS-18-410HV	K814-05-10	City of Morgantown	10-1-13/9-30-14	\$70,000.00	\$0.00	\$70,000.00		\$10,784.95		\$59,215.05		14-18	20.601
410	ALCOHOL	TOTAL AWARDED FUNDS			\$2,414,560.00	\$15,000.00	\$2,429,560.00		\$1,693,720.96		\$735,839.04			
410	ALCOHOL	UNAWARDED FUNDS (See MAP21 405d For New Funding)			\$709,575.38	(15,000.00)	\$694,575.38		\$0.00		\$694,575.38			
410	HIGH FATALITY RATE	UNAWARDED FUNDS (See MAP21 405d For New Funding)			\$915,025.64	0.00	\$915,025.64		\$0.00		\$915,025.64			
410	HIGH VISIBILITY	UNAWARDED FUNDS (See MAP21 405d For New Funding)			\$351,763.26	0.00	\$351,763.26		\$0.00		\$351,763.26			
410	ALCOHOL	TOTALS			\$4,390,924.28	\$0.00	\$4,390,924.28		\$1,693,720.96		\$2,697,203.32			
2010	F14-HS-01-2010	K614-01-01	DMV/GHSP	10-1-13/9-30-14	\$60,000.00	(\$20,000.00)	\$40,000.00		\$0.00		\$40,000.00		14-01	20.612
2010	F14-HS-01-2010PM	K614-01-01	DMV/GHSP Paid Media	10-1-13/9-30-14	\$30,000.00	\$20,000.00	\$50,000.00		\$43,731.51		\$6,268.49		14-01	20.612
2010	F14-HS-02-2010	K614-01-02	Huntington	10-1-13/9-30-14	\$3,000.00	\$0.00	\$3,000.00		\$0.00		\$3,000.00		14-02	20.612
2010	F14-HS-03-2010	K614-01-03	Wood County Comm	10-1-13/9-30-14	\$2,000.00	\$0.00	\$2,000.00		\$0.00		\$2,000.00		14-03	20.612
2010	F14-HS-04-2010	K614-01-04	Wheeling	10-1-13/9-30-14	\$5,000.00	\$0.00	\$5,000.00		\$0.00		\$5,000.00		14-04	20.612
2010	F14-HS-05-2010	K614-01-05	Clarksburg	10-1-13/9-30-14	\$3,000.00	\$0.00	\$3,000.00		\$0.00		\$3,000.00		14-05	20.612
2010	F14-HS-06-2010	K614-01-06	Martinsburg	10-1-13/9-30-14	\$3,000.00	\$0.00	\$3,000.00		\$0.00		\$3,000.00		14-06	20.612
2010	F14-HS-07-2010	K614-01-07	Beckley (P Blume)	10-1-13/9-30-14	\$3,000.00	\$0.00	\$3,000.00		\$0.00		\$3,000.00		14-07	20.612
2010	F14-HS-08-2010	K614-01-08	Charleston	10-1-13/9-30-14	\$5,000.00	\$0.00	\$5,000.00		\$2,093.31		\$2,906.69		14-08	20.612
2010	F14-HS-09-2010	K614-01-09	Beckley (Dave)	10-1-13/9-30-14	\$16,000.00	\$0.00	\$16,000.00		\$567.88		\$15,432.12		14-14	20.612
2010	F14-HS-14-2010	K614-01-14	Beckley (Dean)	10-1-13/9-30-14	\$1,000.00	\$0.00	\$1,000.00		\$0.00		\$1,000.00		14-14	20.612
2010	MOTORCYCLE SAFETY	TOTAL AWARDED FUNDS			\$131,000.00	\$0.00	\$131,000.00		\$46,392.70		\$84,607.30			
2010	MOTORCYCLE SAFETY	UNAWARDED FUNDS (See MAP21 405f For New Funding)			\$45,429.92	\$0.00	\$45,429.92		\$0.00		\$45,429.92			
2010	MOTORCYCLE SAFETY	TOTALS			\$176,429.92	\$0.00	\$176,429.92		\$46,392.70		\$130,037.22			
2011	F14-HS-01-2011	K314-01-01	DMV/GHSP	10-1-13/9-30-14	\$25,000.00	\$0.00	\$25,000.00		\$7,456.20		\$17,543.80		14-01	20.613
2011	F14-HS-02-2011	K314-01-02	Huntington	10-1-13/9-30-14	\$12,000.00	\$0.00	\$12,000.00		\$10,276.06		\$1,723.94		14-02	20.613
2011	F14-HS-03-2011	K314-01-03	Wood County Comm	10-1-13/9-30-14	\$15,000.00	\$0.00	\$15,000.00		\$14,224.42		\$775.58		14-03	20.613
2011	F14-HS-04-2011	K314-01-04	Wheeling	10-1-13/9-30-14	\$10,000.00	\$0.00	\$10,000.00		\$7,333.01		\$2,666.99		14-04	20.613
2011	F14-HS-05-2011	K314-01-05	Clarksburg	10-1-13/9-30-14	\$12,000.00	\$0.00	\$12,000.00		\$11,272.48		\$727.52		14-05	20.613
2011	F14-HS-06-2011	K314-01-06	Martinsburg	10-1-13/9-30-14	\$12,000.00	\$0.00	\$12,000.00		\$5,235.10		\$6,764.90		14-06	20.613
2011	F14-HS-07-2011	K314-01-07	Beckley (P Blume)	10-1-13/9-30-14	\$15,000.00	\$0.00	\$15,000.00		\$14,066.32		\$933.68		14-07	20.613
2011	F14-HS-08-2011	K314-01-08	Charleston	10-1-13/9-30-14	\$18,000.00	\$0.00	\$18,000.00		\$17,443.60		\$556.40		14-08	20.613
2011	F14-HS-09-2011	K314-01-09	Beckley ( Dave Cook)	10-1-13/9-30-14	\$16,500.00	\$0.00	\$16,500.00		\$15,195.00		\$1,304.20		14-09	20.613
2011	F14-HS-14-2011	K314-01-14	Beckley ( Dean Capehart)	10-1-13/9-30-14	\$12,500.00	\$0.00	\$12,500.00		\$11,836.03		\$663.97		14-14	20.613
2011	CHILD PASSENGER SAFETY	TOTAL AWARDED FUNDS			\$148,000.00	\$0.00	\$148,000.00		\$114,339.02		\$33,660.98			
2011	CHILD PASSENGER SAFETY	UNAWARDED FUNDS (See MAP21 405b For New Funding)			\$45,823.44	\$0.00	\$45,823.44		\$0.00		\$45,823.44			
2011	CHILD PASSENGER SAFETY	TOTALS			\$193,823.44	\$0.00	\$193,823.44		\$114,339.02		\$79,484.42			
DOH	DOH MOU STATEWIDE RADIO ADVERTISING	UNAWARDED FUNDS			\$358,404.11	(\$261,757.36)	\$96,646.75		\$0.00		\$96,646.75			
DOH	DOH MOU STATEWIDE RADIO ADVERTISING	TOTALS			\$479,829.41		\$479,829.41		\$311,463.26		\$168,366.15			
DOH	F14-HS-01-DOHMOU DOH/GHSP-Memo of Understanding Funds			10-1-13/9-30-14	\$121,425.30	\$261,757.36	\$383,182.66		\$311,463.26		\$71,719.40		N/A	N/A
DOHWZ	F14-HS-10-DOHWZ DOH MOU-Work Zone Safety Funds			7-1-14/9-30-14	\$50,000.00	\$0.00	\$50,000.00		\$37,616.62		\$12,383.38		N/A	N/A
DOHWZ	DOHWZ WORK ZONE SAFETY	UNAWARDED FUNDS (Received \$2,000,000 FY14 Funds)			\$1,950,000.00	\$0.00	\$1,950,000.00		\$0.00		\$1,950,000.00			
DOHWZ	DOHWZ WORK ZONE SAFETY	TOTALS			\$2,000,000.00	\$0.00	\$2,000,000.00		\$37,616.62		\$1,962,383.38			
154HE	F06-HE-154-03	HE02-03	WV Division of Highways	10-1-05/OPEN	\$3,643,292.12	\$18,039,045.32	\$21,682,337.44		\$5,211,224.81		\$16,471,112.63		06-103	20.607
154HE	HAZARD ELIMINATION TRANSFER FUNDS-UNAWARDED FUNDS				\$18,039,045.32	-\$18,039,045.32	\$0.00		\$0.00		\$0.00			
154HE	HAZARD ELIMINATION TRANSFER FUNDS	TOTALS			\$21,682,337.44	\$0.00	\$21,682,337.44		\$5,211,224.81		\$16,471,112.63			
154AL	F14-HS-01-154PM	PM14-03-01	DMV/GHSP Paid Media	10-1-13/9-30-14	\$1,100,000.00	\$0.00	\$1,100,000.00		\$719,317.79		\$380,682.21		14-01	20.607
154AL	F14-HS-02-154AL	AL14-02-02	Huntington	10-1-13/9-30-14	\$203,000.00	\$0.00	\$203,000.00		\$155,767.96		\$47,232.04		14-02	20.607
154AL	F14-HS-02-154PM	PM14-03-02	Huntington	10-1-13/9-30-14	\$17,000.00	\$0.00	\$17,000.00		\$16,990.00		\$10.00		14-02	20.607
154AL	F14-HS-03-154AL	AL14-02-03	Wood County Comm	10-1-13/9-30-14	\$182,500.00	\$0.00	\$182,500.00		\$85,250.81		\$97,249.19		14-03	20.607
154AL	F14-HS-03-154PM	PM14-03-03	Wood County Comm PM	10-1-13/9-30-14	\$10,000.00	\$0.00	\$10,000.00		\$9,779.95		\$220.05		14-03	20.607
154AL	F14-HS-04-154AL	AL14-02-04	Wheeling	10-1-13/9-30-14	\$150,000.00	\$0.00	\$150,000.00		\$44,247.97		\$105,752.03		14-04	20.607
154AL	F14-HS-05-154AL	AL14-02-05	Clarksburg	10-1-13/9-30-14	\$257,500.00	\$0.00	\$257,500.00		\$222,456.57		\$35,043.43		14-05	20.607
154AL	F14-HS-05-154PM	PM14-03-05	Clarksburg	10-1-13/9-30-14	\$10,000.00	\$0.00	\$10,000.00		\$5,154.00		\$4,846.00		14-05	20.607
154AL	F14-HS-06-154AL	AL14-02-06	Martinsburg	10-1-13/9-30-14	\$178,000.00	\$0.00	\$178,000.00		\$83,045.18		\$94,954.82		14-06	20.607
154AL	F14-HS-06-154PM	AL14-02-06	Martinsburg	10-1-13/9-30-14	\$20,000.00	\$0.00	\$20,000.00		\$17,285.34		\$2,714.66		14-06	20.607
154AL	F14-HS-07-154AL	AL14-02-07	Beckley (P Blume)	10-1-13/9-30-14	\$215,000.00	\$0.00	\$215,000.00		\$172,787.34		\$42,212.66		14-07	20.607
154AL	F14-HS-07-154PM	PM14-03-07	Beckley (P Blume) PM	10-1-13/9-30-14	\$20,000.00	\$0.00	\$20,000.00		\$15,323.00		\$4,677.00		14-07	20.607
154AL	F14-HS-08-154AL	AL14-02-08	Charleston	10-1-13/9-30-14	\$225,000.00	\$30,000.00	\$255,000.00		\$156,897.31		\$98,102.69		14-08	20.607
154AL	F14-HS-08-154PM	PM14-03-08	Charleston PM	10-1-13/9-30-14	\$20,000.00	\$0.00	\$20,000.00		\$18,475.00		\$1,525.00		14-08	20.607
154AL	F14-HS-09-154AL	AL14-02-09	Beckley ( Dave Cook)	10-1-13/9-30-14	\$145,000.00	\$0.00	\$145,000.00		\$121,583.92		\$23,416.08		14-09	20.607
154AL	F14-HS-10-154AL	AL14-02-10	WV State Police	10-1-13/9-30-14	\$50,000.00	\$99,600.00	\$149,600.00		\$49,662.50		\$99,937.50		14-10	20.607
154AL	F14-HS-14-154AL	AL14-02-14	Beckley ( Dean Capehart)	10-1-13/9-30-14	\$152,000.00	\$5,000.00	\$157,000.00		\$129,199.25		\$27,800.75		14-14	20.607
154AL	F14-HS-14-154PM	PM14-03-14	Beckley ( Dean Capehart) PM	10-1-13/9-30-14	\$10,000.00	\$0.00	\$10,000.00		\$7,540.00		\$2,460.00		14-14	20.607
154AL	F14-HS-15-154AL	AL14-02-15	Beckley (DUI Incentive Prog)	10-1-13/9-30-14	\$170,000.00	\$0.00	\$170,000.00		\$125,253.54		\$44,746.46		14-15	20.607
154AL	F14-HS-18-154AL	AL14-02-18	City of Morgantown	4-1/9-30-14	\$0.00	\$15,000.00	\$15,000.00		\$13,548.52		\$1,451.48		14-18	20.601
154AL	ALCOHOL TRANSFER FUNDS	TOTAL AWARDED FUNDS			\$3,135,000.00	\$149,600.00	\$3,284,600.00		\$2,169,565.95		\$1,115,034.05			
154AL	ALCOHOL TRANSFER FUNDS	UNAWARDED FUNDS			\$2,671,432.98	(\$149,600.00)	\$2,521,832.98		\$0.00		\$2,521,832.98			
154AL	ALCOHOL TRANSFER FUNDS	TOTALS			\$5,806,432.98	\$0.00	\$5,806,432.98		\$2,169,565.95		\$3,636,867.03			
TOTAL HS PROGRAM					10,394,575.30	\$14,357.36	10,908,932.66		6,727,321.77		4,181,610.89			
TOTAL HS PROGRAM					14,037,867.42	18,553,402.68	32,591,270.10		11,938,546.58		20,652,723.52			
TOTAL HS PROGRAM UNAWARDED FUNDS NOT INCLUDING HAZARD ELIM TRANSFER FUNDS					10,779,673.55	3,246,172.91	14,025,846.46		0.00		14,025,846.46			
TOTAL HS PROGRAM TOTAL UNAWARDED FUNDS (Received \$5,760,530.27 FY14 Funds)					28,818,718.87	(14,792,872.41)	14,025,846.46		0.00		14,025,846.4			



WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

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