2013

WEST VIRGINIA GOVERNOR'S
HIGHWAY SAFETY PROGRAM
ANNUAL REPORT

EARL RAY TOMBLIN
GOVERNOR
STATE OF WEST VIRGINIA

PAUL A. MATTOX, JR PE
SECRETARY
DEPARTMENT OF TRANSPORTATION

STEVEN O. DALE
ACTING COMISSIONER
DIVISION OF MOTOR VEHCLES

GHSP

WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

GHSP

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5707 MacCorkle Avenue SE
PO Box 17600
Charleston, WV 25317

Phone Number: (304) 926-2509
Fax number: (304) 926-3880
Website: www.dmv.wv.gov/ghsp

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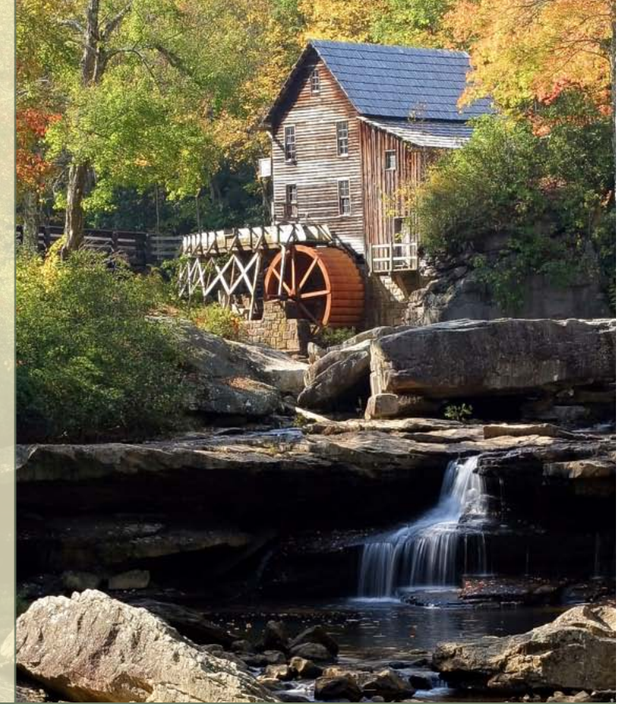


GHSP Staff

Bob Tipton | *GHSP Director*

Trish Anderson | *GHSP Administrative Assistant and Child Passenger Safety Program Coordinator*

William King | *Fiscal Officer*

Liza Chiles | *Assistant Fiscal Officer*

Barbara Lobert | *Federal Programs Administrator, Safe Communities Program Manager for Regions I,V, and VII*

Harry Anderson | *State Programs Administrator, Safe Communities Program Manager for Regions III and VI, and the Law Enforcement Liaison Office*

Chuck Carpenter | *Motorcycle Safety Program and ATV Safety and Awareness Program Coordinator*

Donnie Hale | *Motorcycle Safety Program and ATV Safety & Awareness Program Assistant*

Gary Winter | *Alcohol Programs Manger and Safe Communities Program Manager for Regions II, IV, and VIII*

Catherine Bryant | *Traffic Records Coordinator*

Hello from the Mountain State

West Virginia is proud of its highway safety initiatives! We look back on our accomplishments this year, and look forward to overcoming the challenges ahead of us in making West Virginia's roads a safer place to travel. Following is a brief overview of our program:

In West Virginia, the Governor's Highway Safety Program (GHSP) encourages the development of local traffic safety initiatives. Approximately 60% of the Section 402 funds received by the GHSP this year were awarded to Safe Community Programs formed by local government and civic and business groups in eight different areas of the state. Using this approach, the entire state's population is covered by a Safe Community Program.

The GHSP provides technical assistance to the Safe Community Programs in developing highway safety campaigns that are geared to the local geographic area and can be easily adapted for use statewide.

Accomplishments

In 2013, West Virginia's seat belt usage rate was 82.2%, which is significant considering the seat belt use rate in 2000 was only 49.5%. The GHSP attributes the increase to more citizens getting the Click It or Ticket message through a strong media campaign and law enforcement actively enforcing the seat belt law. Additionally, the unbelted fatality rate appears to be trending downward for WV in 2013, which is another accomplishment in the GHSP's efforts to reduce fatalities and injuries.

On July 8, 2013, West Virginia's Primary Seat Belt law went into effect. There was an immediate 298% increase in citations issued from July 1, 2013 to November 1, 2013 compared to the same period in 2012. We believe this will result in a reduction in injuries and fatalities and an increase in the seat belt usage rate in West Virginia.

We also continued our sustained DUI enforcement, and the number of alcohol related fatalities went down. We saw more participation this year in our Child Passenger Safety Program (CPS), and held numerous events promoting the importance of keeping all children properly restrained. 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 5 DRE Certified Officers, all trained in FY 2013.

In late 2007, the Governor's Highway Safety Program developed an in-house Law Enforcement Activity Data Base. All GHSP funded enforcement data is entered into this program and is available to all highway safety stakeholders. We are at the point that it 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.

Challenges

In the coming year we will continue our efforts to keep the percentage of alcohol-related injuries and fatalities to under 30%. Another challenge we face is Increasing our seat belt usage rate to 85% or above. At the current rate of 82.2%, we are facing the toughest percentage of people to "win over": those that are high-risk drivers, males, ages 16 to 35 years old. 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 the National Highway Traffic Safety Administration (NHTSA), the Federal Highway Administration (FHWA), and the Federal Motor Carrier Safety Administration (FMCSA), who provide invaluable leadership and technical assistance. Other state agencies, such as the West Virginia State Police, the West Virginia Department of Transportation, the West Virginia Office of Emergency Services, the West Virginia Prosecuting

Attorneys Institute, West Virginia University, and Marshall University support our mission and provide a variety of resources to our program.

Other supporting groups include the WV Chiefs of Police Association, the WV Sheriffs Association, 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 2014, we will work to improve communication with our law enforcement agencies and Highway Safety stakeholders.

2013 Inaugural Highway Safety DUI Conference

The GHSP held its inaugural DUI Conference May 15-17, 2013 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 Sheriff 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 with former City of Beckley Law Enforcement Officer and current WV State Senator Mike Green (Raleigh-9th District). Over 200 officers and administrative staff personnel attended the conference, which also included a 2 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 will 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). 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 will be missed.

2013 Highway Safety DUI Conference Honorees

City Police Departments

1. *Charleston PD*
2. *Huntington PD*
3. *Beckley PD*
4. *Morgantown PD*
5. *Wheeling PD*

County Sheriff's Offices

1. *Monongalia CSO*
2. *Marion CSO*
3. *Raleigh CSO*
4. *Kanawha CSO*
5. *Berkeley CSO*

State Police Detachments

1. *Charles Town*
2. *Martinsburg*
3. *New Cumberland*
4. *Quincy*
5. *Morgantown*

Top 52 Law Enforcement Officers

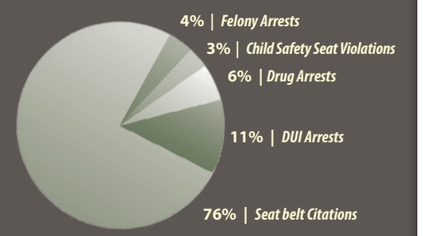
A. L. Graves, WVU PD
Aaron W. Dull, Morgantown PD
Adam T. Burns, Berkeley CSO
B. A. Lightner, Charleston PD
B. W. Jones, Charleston PD
Billy Helmbright, Charleston PD
Branden S. Snider, Monongalia CSO
Brandon R. Viola, Morgntown PD
C. E. Sizemore, Charleston PD
C. J. Rider Jr., Charleston PD
C. L. Burkhamer, Smithers PD
C. L. Thomas, Monongalia CSO
C. M. Bowling, Oak Hill PD
Chad W. Heckler, WVSP Morgantown
Chris E. Morehead, Parkersburg PD
Corey D. Hill, WVSP Quincy
David C. Forsyth, Marion CSO
David W. Wilfong, Monongalia PD
Dennis M. Jenkins, Marion CSO
Dustin C. Tabler, Jefferson CSO
F. D. Shelton, Beckley PD
Hans E. Naumann, Huntington PD
J. A. Patterson, Morgantown PD
J. F. Amburgey Jr., South Charleston PD
J. H. Thaxton, Kanawha CSO
J. M. Bush, WVSP Bridgeport
J. R. Evans, Marion CSO
J. S. Pauley, WVSP South Charleston
James S. Everhart, Martinsburg PD
Jamie L. Wilhite, Beckley PD
Jason L. Redden, Raleigh CSO
Jeremy P. Krzys, New Cumberland PD
Jess S. Bailes, Kanawha CSO
Jimmy B. Bledsoe, Marion CSO
John F. Wilhelm, Monongalia CSO
Joseph W. Koher, Huntington PD
Joshua L. Lester, Kanawha CSO
Lance C. Kuretza, Westover PD
Larry M. Roberts, WVSP New Cumberland
M. G. Hofer, WVSP Charles Town
M. K. Poremba, Morgantown PD
Martin J. Glende, WVSP Charles Town
Michael J. Miller, Mingo CSO
Nathan E. Triplett, Wayne CSO
P. S. Kapeluck, Charleston PD
Pat B. McCarty, Harrison CSO
R. K. Pierce, Berkeley CSO
Randy R. White, Raleigh CSO
Ricky Jones, McDowell CSO
Roger D. Rhodes, Jackson CSO
Ryan M. Harris, Morgantown PD
S. M. Adams, Kanawha CSO
Steven E. McRobie, Monongalia CSO
T. Hagan, Huntington PD
Timothy S. Perry, WVSP Charles Town
Vincent Tiong, Jefferson CSO

Cost Summary for West Virginia GHSP FY 2013

HS FORM 217, OMB NO. 2127-0003

Program Area	Approved Program Costs	State/Local Funds	Current Balance	Federal Share to Local
402				
Planning and Administrative	$ 300,000	$ 300,000	$ 150,000	$ 150,000
Alcohol	$ 200,000	$ 50,000	$ 200,000	$ 100,000
Occupant Protection	$ 100,000	$ 50,000	$ 54,000	$ 50,000
Police Traffic Services	$ 550,000	$ 150,000	$ 525,000	$ 250,000
Traffic Records	$ 10,000	$ 3,000	$ 5,000	$ 5,000
Safe Communities	$ 2,500,000	$ 750,000	$ 2,350,000	$ 1,000,000
Paid Media	$ 300,000	$ 100,000	$ 265,000	$ 150,000
406				
Safety Belts Paid Media	$ 425,000	$ 0	$ 420,000	$ 0
Occupant Protection	$ 125,000	$ 0	$ 125,000	$ 0
Speed Enforcement	$ 50,000	$ 0	$ 50,000	$ 0
408, 410, 154, CPS & Motorcycle				
408 Data Program Incentive	$ 2,100,000	$ 525,000	$ 2,050,000	$ 0
410 Alcohol SAFTEALU	$ 600,000	$ 2,000,000	$ 1,305,000	$ 0
410 Alcohol Paid Media	$ 500,000	$ 1,500,000	$ 900,000	$ 0
410 High Fatality Roads	$ 1,000,000	$ 3,000,000	$ 1,305,000	$ 0
410 High Visibility	$ 600,000	$ 1,800,000	$ 900,000	$ 0
2010 Motorcycle Incentive	$ 80,000	$ 0	$ 177,000	$ 0
2011 Child Seat Incentive	$ 100,000	$ 50,000	$ 194,000	$ 0
154 Alcohol Transfer	$ 5,900,000	$ 0	$ 3,832,000	$ 2,400,000
154 Paid Media	$ 2,000,000	$ 0	$ 2,000,000	$ 1,000,000
154 Hazard Elimination	$ 21,000,000	$ 0	$ 25,994,000	$ 9,000,000
405 MAP21				
(b) Occupant Protection	$ 1,000,000	$ 250,000	$ 570,000	$ 400,000
(c) Traffic Safety Information System	$ 800,000	$ 250,000	$ 490,000	$ 400,000
(d) Impaired Driving	$ 2,500,000	$ 800,000	$ 1,420,000	$ 1,000,000
(e) Distracted Driving	$ 650,000	$ 200,000	$ 460,000	$ 300,000
(f) Motorcycle Safety	$ 100,000	$ 30,000	$ 45,000	$ 50,000
NHTSA TOTALS	**$ 43,490,000**	**$ 11,808,000**	**$ 45,786,000**	**$ 16,255,000**

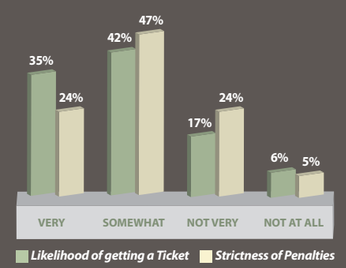
CIOT Campaign Results 2013



These results were accomplished through seat belt patrols and checkpoints conducted by over 142 law enforcement agencies.

Driver Perceptions on Seat belt Tickets & Penalties

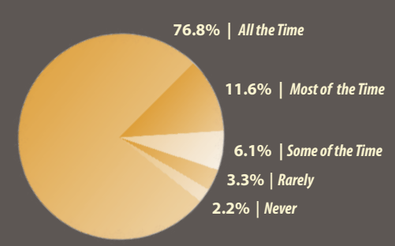
Results Based on a Biannual Survey Conducted in 2012



These results were self-reported totals from the 2012 Attitudes and Awareness Survey. This is a biannual survey that will be conducted again in 2014.

How Often are People Using Seat Belts?

Results Based on a Biannual Survey Conducted in 2012



These results were self-reported totals from the 2012 Attitudes and Awareness Survey. This is a biannual survey that will be conducted again in 2014.

Occupant Protection

The Governor's Highway Safety Program (GHSP) continues to be the lead agency for occupant protection in West Virginia. Special educational and enforcement programs through continued cooperation of local and state law enforcement agencies provide a strong foundation to help increase West Virginia's seat belt usage rate, which is currently 82.2%. However, while our seat belt rate has increased significantly since a 49.5% rate in 2000, West Virginia has experienced a decline in seat belt use rate in more recent years. In 2008, we recorded our highest rate ever at 89.5%, but the use rate has fallen to 85% or below for the last four years. This trend has caught our attention and the GHSP is re-evaluating 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, and with the passage of a Primary Seat Belt Law in 2013, we are confident that our short-term goal of 90% can be achieved, and exceeded.

Click It or Ticket

The eight Safe Community Program Coordinators and their task forces continue to use the local media markets and education systems to get the message out to West Virginians to buckle up.

The GHSP launched the Click It or Ticket (CIOT) campaign to demonstrate law enforcement's commitment to saving lives by enforcing the current seat belt law, which states that all persons must be buckled up, with the stipulation that 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 2013 campaign resulted in 2,546 seat belt citations, 388 DUI arrests, 115 Child Safety Seat violations, 126 felony arrests, and 31 fugitives apprehended. This was accomplished through seat belt patrols and checkpoints by 142 law enforcement agencies.

The CIOT media campaign is comprised of statewide billboards, television and radio advertising, as well as local efforts by the eight community coordinators. During the 2013 campaign, the GHSP spent approximately $302,000 on paid advertising statewide resulting in 4,532 television spots and 3,465 radio spots. Newspaper "tab-ons" were also purchased. Additionally, our "annual buy" with West Virginia Metro News (radio) was going on at this time as well, and we received even more coverage than reflected above. Field signage at Appalachian Power Park (minor league baseball stadium) in Charleston was purchased for April 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.

Training Provided by The Highway Safety Office

Type of Training Provided	Total Classes	Hrs. of Instruction	No. 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
Total	124	992	1,838	10,296

NHTSA Section 406 Award Money

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

During 2013, Section 406 funds were used for driver behavior programs such as CIOT and to enhance the capability of law enforcement agencies throughout the state of West Virginia to submit crash and citation data electronically.

Annual Seat Belt Survey

Each year, West Virginia is required to conduct a seat belt use survey that is compliant with NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use. This survey is conducted in early June. The 2013 Survey shows that West Virginia's use rate is 82.2%, and a final report will be submitted to NHTSA prior to their March 1, 2014 deadline.

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 1,050 officers from Sheriffs' departments, State Police, 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 squelch an ever increasing belief that law enforcement is less interested in seat belt enforcement.

Three years ago, the coordinator for WV LifeSavers was approached with a request to develop and incorporate an alcohol officer incentive program into West Virginia LifeSavers. Subsequently, such a program was formulated and merged under the LifeSaver umbrella. This program immediately created enthusiasm among the law enforcement community and has continually grown at an unbelievable rate. To date, the combined programs now exceed 2,400 members.

Success of the LifeSavers Website

The West Virginia LifeSaver website continues to be effectively used by members which (1) keeps the members informed of upcoming events, (2) enables potential members to quickly join the program, and (3) simplifies reporting of citations on a monthly basis. During 2013, the website underwent a major redesign and experienced 54,766 hits.

Child Passenger Safety
PROGRAM of WEST VIRGINIA

Technicians	Instructors
Region 1 • 36	Bob Tipton
Region 2 • 20	Dave Cook
Region 3 • 43	Earl Cook
Region 4 • 25	Brett Pickens
Region 5 • 23	Rick Hensley
Region 6 • 45	
Region 7 • 31	
Region 8 • 11	

CPS Totals
FY 2011 - FY 2013

	2011	2012	2013
Child Safety Seats Checked and Replaced	2,100	2,300	2,100
Technicians Trained	43	72	66
Technicians Recertified	10	9	7
Check-Ups Conducted	101	85	75

Child Passenger Safety

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

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

In 2014, 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 234 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, or 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 18,000 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 ID Decals has been made available on the CPS website at 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 2013, five Child Passenger Safety Technician Certification classes were held. The five locations were: Charleston, Hinton, Bridgeport, Parkersburg, and Martinsburg. A total of 66 people were trained throughout the year. Additionally, two Renewal Classes were offered in Charleston and Hinton, meaning 7 technicians were re-certified throughout the year.

In addition, six 8 hour Kidz in Motion (KIM) courses were held. A total of 55 technicians registered for these courses. A KIM class is only for current Certified CPS Technicians. Instructors provide the latest in car seat technology and hands on demonstrations. Upon successful completion of the course, technicians receive a verification of attendance certificate and obtain all 6 CEU's required in order to re-certify with Safe Kids.

In total, nearly 2,100 child restraints were checked/replaced statewide between the GHSP office, the eight regional coordinator areas, and the 75 checkup events that were held.

In FY 2013, our focus was on trying to recruit more certified technicians in region one, and that goal was met; they added 10 technicians, which is a 42% increase.

NHTSA Section 2011 Funding

Due to the new Moving Ahead for Progress (MAP21) Federal Legislation, there were no specific Section 2011 CPS funds awarded for FY 2013. Instead, CPS funds were included in the new Section 405b Occupant Protection Award. From the residual Section 2011 funding, approximately $135,000 has been spent, with close to $53,898 spent this year for child safety seats and approximately $13,200 for public education materials. Over $33,400 was spent on media during CPS Week and other events from this and other grant sources. Approximately $5,900 was spent on the regional fitting stations. Over $21,000 has been spent on CPS Certification Training Classes, Kidz in Motion Classes, and Re-certification Training Classes. Check up events, overtime enforcement, and training fees including registration, travel, and facilities make up the rest.

Every law enforcement agency that participates in Click It or Ticket also helps enforce the Child Passenger Safety law. The coordinators work with law enforcement to provide child safety seats and education when necessary. The coordinators and the state office received nearly 1,020 seats this year funded by Section 2011 and have given away nearly 2,100. The criteria for receiving a free car seat is determined by each coordinator.

National CPS Week

During "National CPS Week", September 15 through 21, 2013, GHSP Coordinators offered free CPS seat check up events throughout the state. In total, 52 seats were checked and 8 new seats were provided. Unfortunately, inclement weather played a part in low participant turnout.

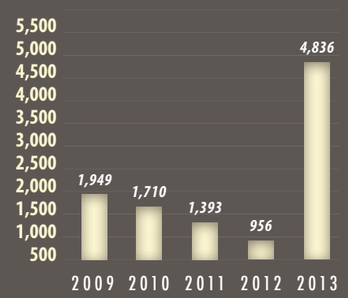
On September 16, 2013, a "Celebrity Car Seat Challenge" was held at the Shops at Kanawha in Kanawha City. This was a fun and challenging way to kick off CPS Week in West Virginia and to prove that installing child safety devices is not "Child's Play". The message was clear! Those participating were: returning champion, Jenifer McAndrews, Eyewitness News Anchor, WCHS and WVAH; returning champion Brian Egan, Host of the New Wolf and Friends Morning Show, 96.1 The Wolf; Jeff Jeffries, WQBE; Wade Hill, Electric 102.7;Dennie Large, Tri-States CW, WQCW TV; and Steve Dale, Commissioner of the Division of Motor Vehicles and the Governor's Representative for Highway Safety.

Dennie Large, Tri-States CW, WQCW TV, won the competition. The winner was 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 Statewide Coordinator in making this event possible!

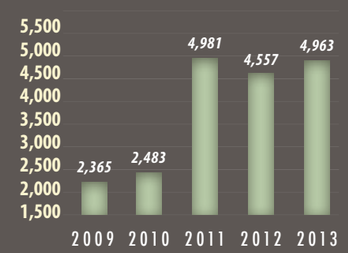
Total Citations Issued

During Program Enforcement



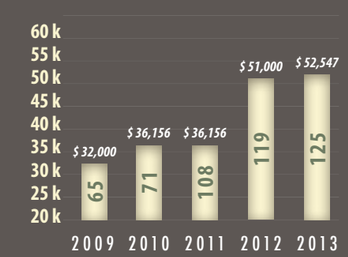
Total Man Hours Involved

During Program Enforcement



Billboard Costs & Locations

Total Number of Locations Appear Below in Green



Target Red

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. Unfortunately, she never fully recovered from the accident and died in 2010.

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

Based on the outstanding results from the Beckley campaign, the GHSP designated funding for each Traffic Safety Coordinator to conduct a Target Red Campaign in their respective areas. This year the campaign ran from August 2-17, 2013.

The GHSP, in addition to providing funding for enforcement, also provided funds for the purchase of rack cards, magnets, and key chains. Each Coordinator in their areas distributed these items. The Coordinators also conducted various media events with radio and television stations. Target Red billboards were placed statewide in over 120 locations at a cost of $52,547.

A total of 48 law enforcement agencies participated statewide in the Target Red campaign, working 4,963 hours, and giving out 1,091 citations and 613 warnings for running red lights and stop signs. An additional 3,187 citations and 4,063 warnings were issued for other offenses.

Target Red was expanded in 2013 by the recruitment of additional law enforcement agencies to participate. Surveys will be conducted to evaluate the effectiveness of the program.

Motorcycle Safety

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

The Program has a Board of Directors comprised of several individuals from state agencies, law enforcement, and other highway safety programs 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 where it is the lowest in the region and very cost effective to the program itself. All of this training is conducted by "RiderCoaches" that are nationally certified by the Motorcycle Safety Foundation. Representatives from the MSF wrote the curriculum that is taught in West Virginia. The training

2013 Training Season Totals

April 1st - October 31st 2013

Type of Training Provided	Total Failed	Total Passed	Total
Basic Ridercourse	37	1,189	1,226
Experienced Ridercourse	0	54	54
Totals	37	1,243	1,280

Note: Not reflected in the total number of students contacted were 60 students that withdrew from or were counseled out of the classes. The balance was either no-shows or cancellations.

WEST VIRGINIA MSP MOTORCYCLE SAFETY PROGRAM

Program Goals

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

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

3.) *To continue to educate both the riding and general public through paid media ads and commercials on radio and television, billboards, hand outs, bumper stickers, and sponsored safety events.*

4.) *To educate individual owners of motorcycles that they must have a motorcycle endorsement to legally operate a motorcycle. Additional emphasis will be placed on the motorcycle rider to "ride straight", free of all intoxicants. The goal is to reduce the number of alcohol, illicit drugs, prescription, or over the counter medications related crashes and fatalities.*

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

6.) *To continue a partnership with the State Board of Education by providing each driver's education instructor a copy of the new "Share the Road" module entitled "Intersections". This module focuses on the number one 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 at least 2 Rider Coaches in the 3 Wheel Basic Rider Course (3WBRC) in preparation for possible classes to be taught based on rider demand.*

contract was due for renewal in FY 2013 and after the purchasing bid process was complete ,MSF was again awarded the training contract for the next 3 years.

Motorcycle Safety Foundation

There are currently 84 Certified RiderCoaches in West Virginia. Eight of them are Site Coordinators, one for each of the eight sites around the state. 31 Military RiderCoaches provide the Basic Rider Course (BRC) and Experienced Rider Course (ERC) Training to military personnel.

WV MSP Numbers at a Glance

Motorcycle registration dropped to 49,369 registered motorcycles. The Training Program had a 96% pass rate in the BRC and a 100% pass rate in the ERC. RiderCoaches have trained 17,279 students since 2001. There are over 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.

Mobile Training Unit

The total number of motorcyclists enrolled using the mobile training unit was 45. 40 of the individuals passed the BRC and one individual failed. There were 4 riders that enrolled were either no-shows or they cancelled.

Had it not been for the mobile unit, these riders would have been required to travel to a permanent training site requiring them to incur the cost of at least two nights in a 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.

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", which was established in 2001 and receives all monies from the 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 receives federal funding from Section 2010.

2013 Highlights

The WVMSP participated in a number of motorcycle related events and rallies this past year. The Program was one of the major sponsors of the annual McKee Sky Ranch Vintage Motorcycle Rally in Terra Alta, WV. This event provided the opportunity to project the Motorcycle Safety message to a unique group of riders who may not have been aware of the WVMSP Mission. This event runs concurrently with the annual Mountain Fest Bike Rally and its close proximity caught many spillover attendees. The McKee Ranch event included a 70 mile dual sport motorcycle ride that drew over 50 riders culminating in a safety skills competition that was judged by one of the program's Riders Coaches. Top finishers in these events were awarded a specially designed WVMSP/McKee Sky Ranch challenge coin. The Program also sponsored other regional automotive and motorcycle themed events such as "River Fest", "Rod Run and Doo Wop", "Daggers Toy Run", and 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 2014, 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, over $92,000 of 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, at times, throughout the year. This package included website advertising on one of West Virginia's most accessed websites. Another major focus included a TV commercial with a spotlight on the importance of taking a motorcycle rider course. This commercial placed special emphasis on the "Learn first…then ride" concept and was played over 3500 times on cable TV stations and another 560 times on broadcast TV. The 2013 Billboard campaign focused on the "Ride Straight" and "Ride with us First" messages. The primary focus of these messages was to focus on the enforcement elements of helmet use and impaired-free riding, as well as efforts to encourage potential and future riders to obtain 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.

The Governor issued a proclamation declaring the month of May as Motorcycle Safety and Awareness Month.

SMARTrainer Program

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

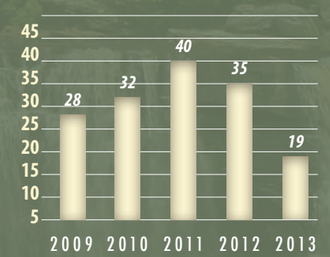
Novice riders, recent MSF Basic RiderCourse graduates, and experienced riders can all practice in realistic traffic situations that require the operator to evaluate and address traffic hazards in a controlled, risk-free environment using the same motorcycle control functions as on an actual motorcycle. Many users of the SMARTrainer system quickly reevaluate the level of their riding skills and make decisions to seek additional training before attempting some motorcycle riding tasks on their own. Even car drivers can benefit from the situational awareness lessons provided by the SMARTrainer.

Used under the guidance of MSF-certified RiderCoaches or SMARTrainer coaches, the SMARTrainer becomes a powerful teaching tool. Riders gain valuable feedback for the choices they make on the road, helping them identify areas where they can improve their decision-making abilities. 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 2014.

WEST VIRGINIA ATV SAFETY AWARENESS PROGRAM

Total ATV Fatalities
2009 - 2013



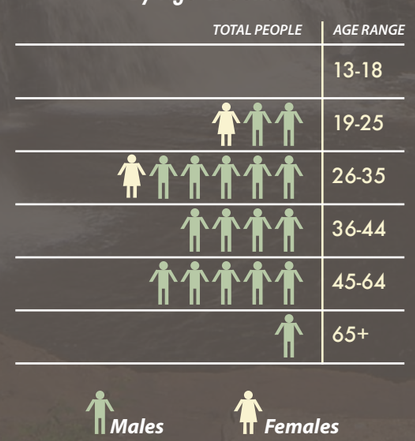
Helmet Use Reported
In Fatality Cases

ATV Safety

All-terrain vehicles, or ATVs, were developed for use as a small work/utility vehicle in the rural and farming regions of Japan. These vehicles should have been a perfect fit in West Virginia. However, as the "motorized mules" reached the United States, the vehicles were transformed into recreational vehicles as well. Sadly, with the absence of stringent laws forbidding highway use, the ATV has evolved into an alternative means of transportation once the operator has lost his or her driver's license. The rugged and rural nature of West Virginia provides a catalyst for the citizens of the state to 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 over two all-terrain vehicles per household. When referring to ATV's, this report considers and includes the Utility Type Vehicles (UTV's) more commonly called "Side-by-Sides" in the same statistics and is considered as one and the same.

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.

2012 Fatalities
By Age & Gender



ATV Fatalities and Injuries

Even though the new law went into effect in 2004, the number of fatalities continued to increase by 69% from 2004 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. For FY 2013 the ATV fatalities dropped to 19. Still, this number ranks high when considering the number of ATV fatalities per 100,000 population. 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 the recording of 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 2013, 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 they will develop good safety habits that will continue as riders progress in age and advance to the use of larger, more powerful

Road Surfaces
In Fatality Cases

- 42% | Were On Paved Roads
- 32% | Were On Unpaved Roads
- 26% | Unknown

Drug & Alcohol Abuse Reported
In Fatality Cases

- 26% | No Drugs or Alcohol Were Involved
- 53% | Drugs or Alcohol Were Involved
- 21% | Unknown

ATV's. To promote this measure, the ATV Safety 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.

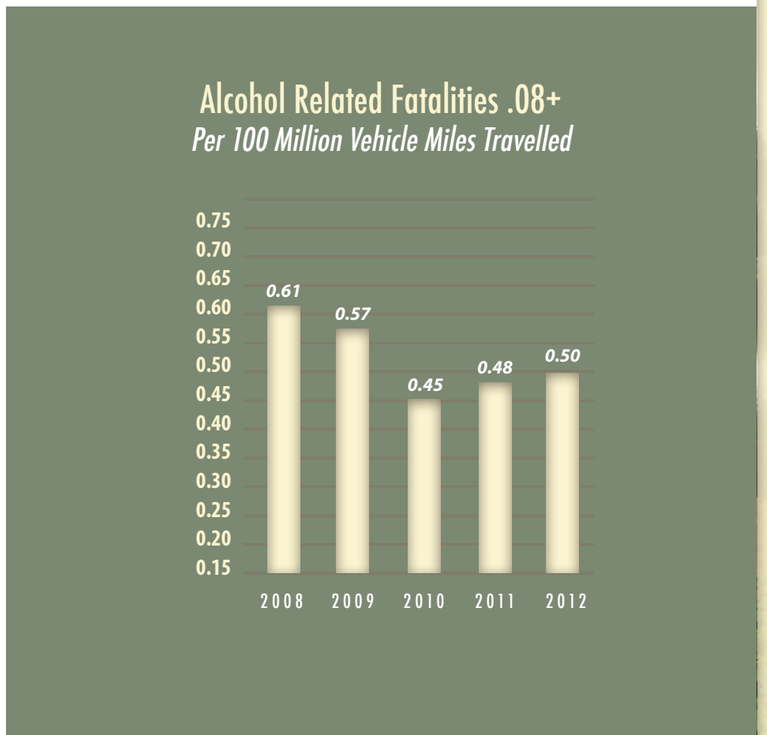
West Virginia University Extension Services has become a leader in ATV safety training for the 15-18 year old age group. A pilot program has been established in 17 counties that makes ATV safety training available in select High Schools. This training is conducted by Extension Agents who are ATV Safety 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 a qualified ATV Safety Institute (ATV-SI) qualified 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 states "ChalleNGe" Academy at Camp Dawson.

For 2014, the will focus on developing an agreement with the ASI to promote their 2.5 hour online ATV safety course. Upon agreement a link for this training will be made available on the ATV Safety Program web pages. 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

The GHSP participates in "Checkpoint Strikeforce", NHTSA Region III'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, 410HVE, 410 HFR, 154 AL Transfer, and 402 AL. West Virginia participates in the Driver Sober or Get Pulled Over Campaigns over Labor day and Christmas/New Year's. Following are the results:

December 13, 2012 - January 1, 2013
107 Agencies Participated
201 DUI Arrests Were Made
977.73 Hours Were Worked (CDDP and HS Funds)



August 16, 2013 - September 2, 2013
135 Agencies Participated
264 DUI Arrests Were Made
1,105.64 Hours Were Worked (CDDP and HS Funds)

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) .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, Traffic Safety 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 has taken the lead in statewide planning and coordination of the Sustained DUI Enforcement Plan. The eight Traffic Safety 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 match for the "Governor's Highway Safety Program" (GHSP) and is the State funded program addressing Drinking and Driving. The CDDP receives its funding from a dedicated State tax on beverage alcohol. The Commissioner of the Division of Motor Vehicles is a member of this Commission as 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 Director of the GHSP 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 2013, the CDDP provided $178,949 to 21 Law Enforcement agencies, providing 6,017 Hours of overtime to 176 Police Officers, resulting in 619 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 (PBT's), 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 items as the commission may define by legislative rule to be reasonable and necessary.*
- *Promulgate rules to guide and administer said fund and to establish procedures and criteria for grants to state and local law-enforcement agencies under this section, in accordance with the provisions of article three, chapter twenty-nine-a of this code.*
- *Monitor, review and evaluate the expenditure, use and effectiveness of the fund and report to the Legislature annually on the exercise of its powers and duties under this section, including an annual accounting of expenditures and of the grants made under this section.*

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 PBT's used within the state. The Intoximeter FST is the only supported PBT.

Visibility Enforcement Activities

Each of the eight Traffic Safety Coordinators will be required to arrange a minimum of at least one DUI enforcement activity in each of their areas each week at high-risk days and times for DUI crashes. The seven WV State Police coordinators will arrange a minimum of one DUI enforcement activity within each of their troop areas each week and during high-risk days and times for DUI crashes. The Traffic Safety Coordinator shall also coordinate and monitor any local earned media and report their efforts to the Governor's Highway Safety Program.

The GHSP's Law Enforcement Liaison is responsible for coordinating the efforts of the Traffic Safety Coordinators and WV State Police coordinators. Each group divides the State of West Virginia into areas covering 100% of the State. Additionally, during the six-month period of enhanced enforcement, the enforcement level will double to two enforcement events per week in each Traffic Safety Coordinator and state police area. Approved examples of "High Visibility Enforcement Activities" are as follows:

- **Saturation Patrols -** *Officers will patrol areas identified as high DUI areas in groups of at least three patrols. Officers will stage in the enforcement area to alert motorists to the high visibility saturated patrol.*
- **Conduct Saturation/Directed Patrols** *on the "Top 100 road segments for Alcohol Related Fatalities" in accordance with the State's 410 Plan.*
- **Sobriety Checkpoints** - *Officers will conduct checkpoints according to local department regulations requiring a large number of officers (usually 10-12 officers).*
- **Low Manpower Sobriety Checkpoints -** *Officers will conduct checkpoints according to local department regulations requiring six or fewer officers.*
- **Underage Alcohol Sales Stings -** *Officers will work with ABCA investigators or within department regulations in an effort to monitor the sale of alcohol to underage purchasers and make arrests of violators.*
- **Participate in National and State Mobilizations** *(6 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 will provide those locations from the crash reports).*
- **Ensure** *that the Road Segments identified by the WV Division of Highways as the "Top 100" alcohol related crash locations are being actively patrolled for DUIs by the local police agency having jurisdiction over these areas.*

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 WV-SADD Organization's comprised 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 autumn of 2006. Conference attendance is limited to 6 SADD Chapter members and 2 advisors from each SADD Chapter. The WV-SLC repeated this process annually with the most recent conference occurring in November 2012, with 191 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 other Impaired Driving applications for federal funding.

Traffic Safety Resource Prosecutor

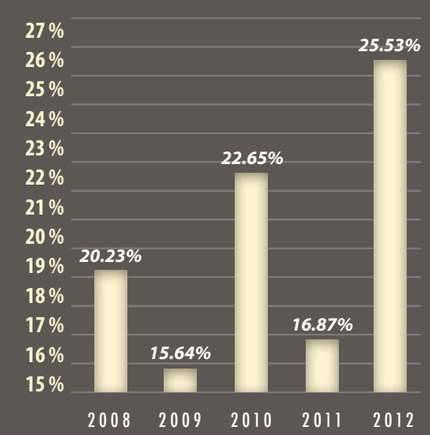
Section 410 Funding

The GHSP provides funding for a the position of a Traffic Safety Resource Prosecutor (TSRP), who is located within the West Virginia Prosecuting Attorneys Institute. Their purpose is to train and provide technical assistance to the state's Prosecutors & Assistant Prosecutors on a variety of issues.

The TSRP emphasizes impaired driving issues and trains law enforcement officers, prosecutors and magistrates. They are also responsible for producing a quarterly newsletter called the "Hot Sheet", which is distributed to all 55 county prosecutors, all law enforcement, all Magistrates, and highway safety advocates throughout WV.

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

In FY 2013 over 800 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 TSR at their state conference.



Alcohol Advisory Board
FY 2013 Board Members

Bob Tipton
Director, GHSP

Gary Winter
Alcohol Program Administrator, GHSP

Sgt. Chris Zerkle
Exec. Director, CDDP and Traffic Records Commander, WVSP

Bill Naff
Program Manager, NHTSA Region III

Dave Cook (Current)
WV Law Enforcement Liaison, GHSP

Brian Lanham
Alcohol Resource Prosecutor, WV Prosecutor Institute

Dave Bolyard
Director of Driver Services, WVDMV

Charles Sadler
Training Coordinator, Division of Criminal Justice Services

Charlotte Blankenship
Enforcement Agent, WV ABCA

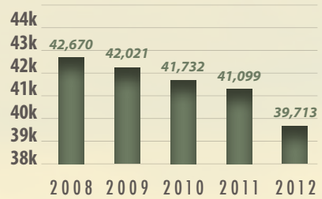
Angela Saunders
Staff, West Virginia Supreme Court

John Kisner
Monongalia County Deputy Sheriff

Shawn Williams
Safe Communities Region 1 Coordinator, GHSP

Peggy Runyon
Police Officer, WVU Police Department

Total Crashes Reported



Total Injuries Reported
on Public Highways

Vehicle Miles Travelled
On Average Per Vehicle

Traffic Records

The GHSP, along with its safety partners, have 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). West Virginia was awarded $387,783 for Traffic Records projects in FY 2013. Other funding sources for Traffic Records include Sections 402 and 406.

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, and many are currently in the process of being accomplished in 2014. The Traffic Records Coordinating Committee (TRCC) has been meeting regularly to 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 the posting of the conviction in the driver history 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 eventually also 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 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, CDR's, 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. By January 1, 2014, all insurance companies will be required to link-up with WVOLV in order to verify all driver's auto insurance policy information electronically. The new electronic system will replace DMV's current paper-based system.

2012 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 2012. The next survey is scheduled for June/July 2014.

In West Virginia, a two 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 1,007 surveys were completed, and the participants ranged in age from under 21 to over 60 years old. Approximately 58% of the participants were female and 42% were male. Following is a sample of some of the published results:

- ***58%*** *had read, seen, or heard a message about* speed enforcement in the past 30 days.
- ***79%*** *had read, seen, or heard a message about alcohol impaired driving in the past 30 days.*
- ***89%*** *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.*
- ***77%*** *reported that they wore their seat belt "all the time".*
- *90% believed the chances of getting a ticket for speeding was "somewhat likely"*
- ***85%*** *felt the chance of getting arrested and receiving a citation for impaired driving was "somewhat likely".*

To see the full report, prepared by Stephen M. Haas, Ph.D., Mountain State Criminal Justice Research Services, LLC, visit: www.dmv.wv.gov/ghsp.

Coordination with the Strategic Highway Safety Plan

The goal of West Virginia's 2007 Strategic Highway Safety Plan (SHSP) was to "reduce highway-related fatalities to 0 with an interim goal of no more than 300 fatalities annually by 2010. This represented 100 lives saved from the average of 400 fatalities per year and translated to a 25 percent reduction." The number was based on a review of crash trends over a six-year period (2000 to 2005) which found trend-lines for fatalities and fatality rates had flattened.

The goal was determined by the West Virginia Highway Safety Management Taskforce (HSMT) which oversaw the development and implementation of the plan. Members of the HSMT included representatives from the Governor's Highway Safety Program, which served as cochair. Members included:

- *Division of Highways – Chair*
- *Governor's Highway Safety Program – Cochair*
- *State Police*
- *Division of Motor Vehicles (Driver Services)*
- *DHHR – Office of Emergency Medical Services;*
- *Public Service Commission*
- *Insurance Commission*
- *Department of Education*
- *Parkways Economic Development and Turnpike Authority*
- *Federal Highway Administration*
- *National Highway Traffic Safety Administration*
- *Federal Motor Carrier Safety Administration*

The goals for the Highway Safety Plan (HSP) during the same period were not comparable since the HSP's overall goal was a reduction in the overall fatality rate. In 2010, the HSP adopted a number goal and established a seven percent reduction for fatalities and serious injuries from the average of fatalities between 2004 and 2008 to 2012.

In 2009, the HSMT, which changed its name to the Safety Management Task Force (SMTF), began an update of the SHSP. The Governor's Highway Safety Program continued to be an active member of the group. The goal established by SMTF was zero fatalities with an interim goal of reducing fatalities by half by 2030. By using 2007 as a base year and applying an equal annual reduction for highway fatalities the reduction over the next five years (2013 to 2017) is approximately 3.1 percent per year.

As part of the update process, the State also identified emphasis areas in the updated plan which will include:

- *Impaired Driving*
- *At risk drivers (older drivers/younger drivers)*
- *Occupant Protection*
- *Lane Departures/Roadway*
- *Data.*

The biggest problem in the State is lane-departure crashes which account for 77 percent of all fatalities, followed by occupant protection at 53 percent, and impaired driving at 37 percent. The update process was halted due to budgetary and work-load pressures, but will get underway again in September 2013. As part of the process, the State will be doing the following:

- *Forming emphasis area subgroups within the SMTF;*
- *Conducting a gap analysis to ensure compliance with requirements in the Moving Ahead for Progress in the 21st Century (MAP 21);*
- *Collecting and analyzing data; establishing performance targets for the State and each emphasis area; identifying emphasis area strategies and action steps; and*
- *Developing a draft and final plan.*

A separate implementation plan will be developed for West Virginia outlining the specific process and performance measures the State will evaluate along with a marketing and communications plan.

The current percentage reduction used in the HSP and the SHSP match (approximately 3.1 percent per year). The difference deals with the selection of the base year. This issue will be discussed with the GHSP individually and as part of the meetings involving the SMTF to ensure the base year for both plans is consistent. The SHSP also will look to the core, behavioral, and activity performance measures in the HSP for those emphasis areas that are behavioral, as well as examine the HSP programs and activities as a guide for the selection of behavioral strategies and action steps.

Traffic Records - Long-term Goals

1. *Creation of a Statewide Citation Database accessible to Highway Safety professionals*
2. *Creation of a DUI Tracking System*
3. *Linkage of the Driver file, Vehicle file, and Crash file*
4. *Creation of standards for reporting of available files, layouts, and data elements*
5. *To implement the recommendations of the 2012 Traffic Records Assessment*
6. *To act as the liaison between all state agencies to facilitate the sharing of Traffic Records Data*
7. *To update the state's Traffic Records Plan and implement the recommendations of the TRCC*
8. *To provide training and technical support*

REGION 1

Metro Valley HS Program

Coordinator: *Sgt. Nick Null*

Counties: *Boone, Clay, Kanawha, and Logan*

REGION 2

Safe Traffic Operations Program

Coordinator: *Larry R. Kendall*

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: *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: *Lieutenant 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*

Safe Communities

The GHSP is the lead agency for traffic safety in West Virginia. The state is divided into eight regions by geography and demographics. Through Federal 402 funding, a Regional Traffic Safety Program has been implemented in each area. The Coordinators of these programs are responsible for the implementation of highway safety projects throughout their program area.

The objectives for these eight communities are to draw heavily upon not only traditional traffic safety partners such as law enforcement, local governments, and the court system, but also to expand this concept to include hospitals, doctors, nurses, EMS, rehabilitation specialists, private businesses, and the general public. We strive to be citizen focused, not agency focused, and to educate the public as to the magnitude and consequences of traffic injuries.

All 55 counties in WV are covered by one of the eight regional traffic safety programs. They are located in Beckley, Bluefield, Charleston, Huntington, Parkersburg, Clarksburg, Wheeling, and Martinsburg. Each area employs a full time Coordinator, a fixed office site, and maintains a broad based Community Task Force. The Coordinator focuses on traffic safety issues on a local or regional basis. Their tasks also consist of supporting state and national highway safety initiatives on the local level. The programs are approved for funding after each program reviews the state Highway Safety Plan and submits an application that includes their problem identification and their plans to address those problems. Incorporated into their grants are specific activities or tasks that 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.

Additionally, these eight Traffic Safety Coordinators have created broad based community task forces that meet on a regular basis. Participation by law enforcement agencies in GHSP sponsored initiatives such as CIOT, Checkpoint Strike force, 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 as well. Local coordinators have improved on their efforts to incorporate earned media into their activities. Local coordinators have acted as an extension of the state Highway Safety Office, facilitating training, media, PI&E, law enforcement activities, and legislative initiatives. While the GHSP has been recognized as the authority on highway safety issues on a statewide level, the regional programs have the same recognition on the local level.

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

Pedestrian Safety

Pedestrian fatalities represent, on average, less than 6% of the total fatalities in WV. Upon examination, there seems to be specific causation either geographically or demographically, and there does appear to be some significance with alcohol consumption. We will continue to follow the data and respond to any significant changes. GHSP Coordinators and their respective Community Taskforces are specifically tasked with reacting to any community needs If a specific area sees a pattern of Pedestrian issues, they can implement projects to deal with this issue.

In 2012, there were 39,713 motor vehicle crashes in West Virginia, which resulted in 16,964 injuries and 339 fatalities.

Safe Communities Long-term Goals

Reduce the fatality rate per hundred million vehicle miles traveled in 2012 of 1.80 to 1.62 by December 31, 2014.

Occupant Protection

- *Increase the seat belt usage rate of front seat outboard occupants from 82.2% in 2013 to 88% by December 2014.*
- *Reduce fatal ejections from 110 in 2012 to 99 by December 31, 2014.*

Impaired Driving

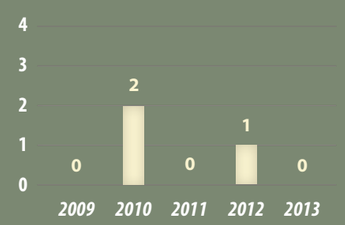
- *Reduce alcohol impaired driving fatalities (.08+) from 95 in 2012 to 86 by December 31, 2014.*
- *Reduce alcohol impaired driving fatalities per 100 million vehicle miles travelled from .49 in 2011 to .44 by December 2014*

Crashes & Injuries

- *Reduce crashes from 39,317 in 2012 to 36,564 by December 31, 2014.*
- *Provide local coordintion for regional traffic safety programs that reach all 55 counties (100%) to implement law enforcement and community activities.*

Pedestrian Fatalities

Bicycle Fatalities



Bicycle Safety

Bicycle related deaths are extremely low in West Virginia, probably due to the mountainous terrain. While fatality information is obtainable and available, bicycle injury information is not, as most of the time it is not reported via Law Enforcement. West Virginia does have a Bicycle Helmet law for riders 14 years of age and under. We do not perceive Bicycle Safety as a priority issue in West Virginia.

Requirements for Helmet Use (§17C-11A-4.)

According to WV Law, it is unlawful for any person under fifteen years of age to operate or be a passenger on a bicycle or any attachment to a bicycle used on a public roadway, public bicycle path or other public right-of-way unless at all times when the person is so engaged he or she wears a protective bicycle helmet of good fit, fastened securely upon the head with the straps of the helmet.

It is also unlawful for any parent or legal guardian of a person under fifteen years of age to knowingly permit such person to operate or be a passenger on a bicycle or on any attachment to a bicycle used on a public roadway, public bicycle path or other public right-of-way unless at all times when the person is so engaged he or she wears a protective bicycle helmet of good fit, fastened securely upon the head with the straps of the helmet.

Distracted Driving

During 2013, the primary focus on Distracted Driving was educational through regional public service announcements and billboards. A shift towards enforcement activities has been put into place due to recent law changes. A new law went into effect July 1, 2013 that made it a primary offense to operate a motor vehicle upon a public highway or street while using any electronic communications device. This new law also allowed West Virginia to qualify for special funding under the 1st Time Texting Ban. This funding has been distributed among the state's Safe Community grantees, with special emphasis on enforcement during the April 2014 blitz period and continued educational efforts throughout the year.

Speed Enforcement

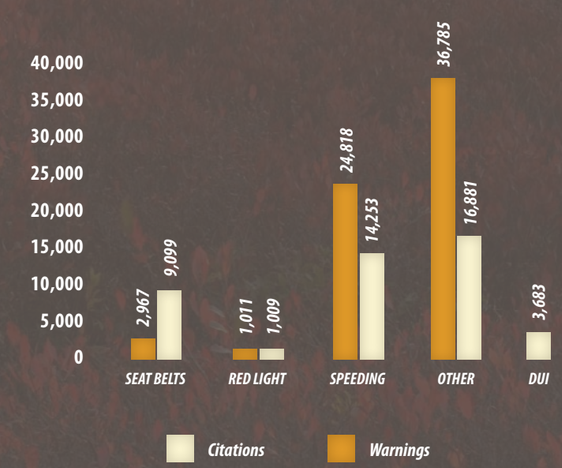
In West Virginia, speed continues to play a significant role in motor vehicle fatalities, although we experienced a increase from 2011 to 2012. In 2011, there were 115 speed related fatalities (34% of all fatalities). This increased to 144 in 2012 (42% of all fatalities).

All West Virginia law enforcement agencies receiving GHSP funds for occupation protection and impaired driving enforcement programs will be expected to enforce speed limits. Because WV is a state that only has secondary enforcement of the seat belt law, speed enforcement is a primary stopping tool for seat belt enforcement.

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

In FY 2011, we began a training program that continued into FY 2012. 41 classes were conducted with 459 officers trained and certified to operate Radar/Lidar. 3,672 man hours of speed enforcement training was provided.

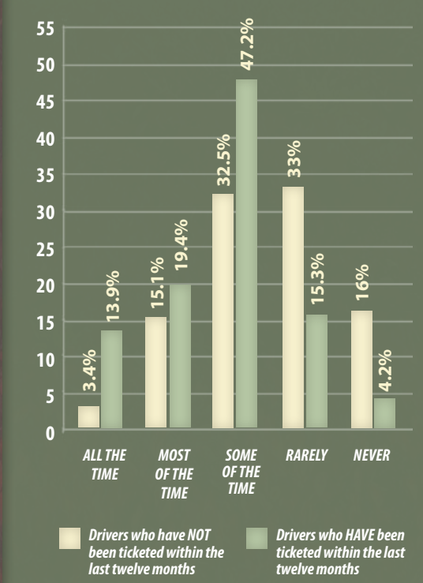
GHSP Grant Funded Activity Totals
Resulting Citations and Warnings



Grantee Funded Activity Results
Citations & Arrests Breakdown

Activity	Total
Vehicles Recovered	72
Fugitive Arrests	147
Felonies	645
Child Restraints	411
Under Age Alcohol	1,030
Drug Arrests	1,193
Driver's Licenses Revoked	957
Driver's Licenses Suspended	2,681
Misdemeanors	3,040
DUI Arrests	3,683
Insurance	7,342
Red Light Citations	1,011
Seat belt Citations	9,099
Speeding Citations	14,253
Other Citations	16,881

Drivers Who Violate the 70 m.p.h. Speed Limit Admit to Speeding...



Media

CIOT Media Breakdown

Type of Media	Total Funds
4,532 Television Spots	*$200,000*
3,465 Radio Spots	*$37,612*
Newspaper Tab-On 5/24/2013	*$3,920*
Statewide Billboards Month of May	*$54,389*
Power Park Advertising 4/1/2013 - 9/1/2013	*$6,080*

The GHSP works closely with local and statewide media to reach the goal of saving lives and reducing injuries in West Virginia. Media is bought through several funding sources, including the following federal monies: Sections 406, 154 AL, and 2011. Efforts to earn media are encouraged and desired in all regional areas by the regional 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 2013. After this enforcement and education period, seat belt surveys were done, and the results showed that West Virginia has an 82.2% usage rate, down almost two percentage points from the previous year. However, with the passage of the stronger occupant protection law in early 2013 and primary enforcement beginning in July 2013, AFTER the survey, the GHSP is hopeful that next year's usage rate reflects a dramatic increase.

Totals for the FY 2013 CIOT campaign are shown on page 26.

Additionally, the GHSP placed additional paid media in mid June 2013 and early July 2013 for the upgrade to the occupant protection law in West Virginia from secondary to primary enforcement. $20,160 was spent on a radio campaign totaling 2,340 spots on 52 radio stations. Additionally, a newspaper Tab-On and corresponding ad with information regarding the change in the occupant protection law was placed in the Charleston Newspapers on July 9, 2013 at a cost of $6,080.

Target Red

For "Target Red", a campaign that focuses on curbing red-light running, the GHSP provided funds for enforcement, as well as the purchase of rack cards, magnets, and key chains. Each Coordinator in their areas distributed these items. Target Red billboards were also placed statewide in approximately 125 locations at a cost of $52,547.

Impaired Driving

In FY 2013, the GHSP focused their media efforts on impaired driving for the periods of October 2012 through December 2012, and July 2013 through September 2013.

Impaired Driving Media Breakdown

October 1, 2011 to September 30,2012

2012 Impaired Driving Holiday Buy	Total Funds
Broadcast & Cable Television	*$250,000*
Radio	*$75,059*
Tab-ons: 11/25/2011 & all Fridays 12/2011	*$–*

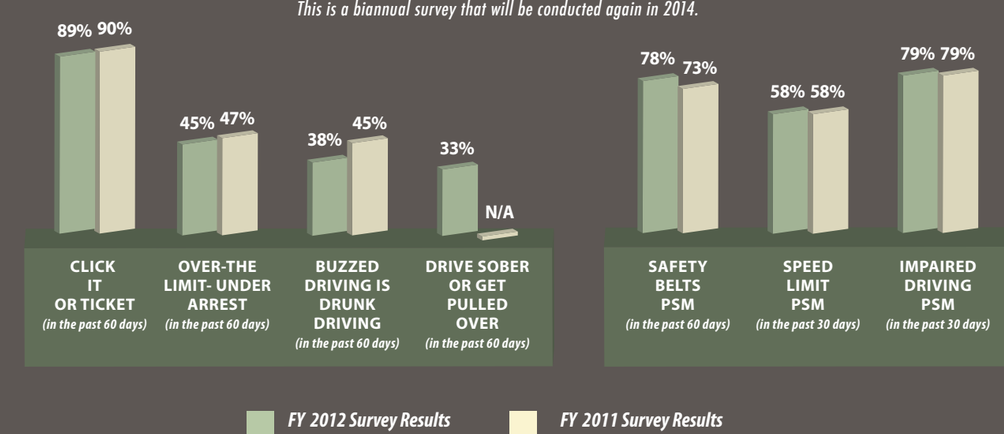
Additional 2011 Media	Total Funds
2012 Halloween Impaired Driving Buy	*$120,000*

July 4th Holiday	Total Funds
Broadcast & Cable Television	*$200,000*
Radio	*$50,104*
Tab-ons: 6/20/2012 & 7/4/2012	*$–*

Labor Day National Crackdown	Total Funds
Broadcast & Cable Television	*$250,000*
Radio	*$50,104*
Tab-On: 8/31/2012	*$–*

Public Awareness on Campaigns and Messages

These results were self-reported totals from the 2012 Attitudes and Awareness Survey. This is a biannual survey that will be conducted again in 2014.



Radio and television was utilized to spread the "Drive Sober or Get Pulled Over" message through the 2012 holiday season. $75,000 was spent on statewide radio for a total of 6,000 radio spots on 62 stations. $370,000 was spent on cable and broadcast television. Marshall University football stadium signage as well as a digital billboard in Huntington was purchased for $29,000. Signage at both West Virginia University's Milan Puskar Stadium in Morgantown and the Coliseum was purchased for $69,000.

Additionally, newspaper tab-ons were purchased for November 23rd (Black Friday), December 21st, and December 28th of 2012, for a cost of $11,760.

Two paid television and radio campaigns ran in June/July (4th of July) and August/September (Labor Day) 2012 promoting NHTSA's "Drive Sober or Get Pulled Over" message. $100,000 was spent on radio ads during each campaign. A Tab-On was purchased and published on July 4, 2013 for $3,920 and on August 30, 2012 for $7,840.

Television was purchased for $227,322 for both campaigns.

Media Planning

Time Frame

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

Budgeting

The State of West Virginia budgeted close to $1 million of 154 Transfer Funds to fund this program. The $1 million budget shall go to West Virginia advertising only. This campaign shall complement the national media plan during the national blitz and go toward the state mandated blitz periods as well.

Target Profiles & Demographics in WV

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

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

Relative degrees of "at risk"

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

Lowest Socially-Accountable Drinkers - In addition to the primary audiences described above, we will also target the following secondary audiences:

- College Youth
- Unemployed Youths
- Unemployed Men

Target Demographic Profiles

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

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

Media Purchasing Demographics

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

Media to be Considered

The media considered for use in the 2013 enforcement Blitzes are:

- Network Television
- Network Radio
- Digital
- Theatres

Impaired Driving Paid Media Breakdown

- Television • $820,000
- Radio • $175,000
- Newspaper Tab-Ons and Ads • $19,600
- Billboards & Signage • $98,000

Total: $1,112,600

Child Passenger Safety

On September 16, 2013, a "Celebrity Car Seat Challenge" was held at the Shops at Kanawha. DMV Commissioner Steve Dale, and local radio and television personalities volunteered their time to participate and prove that installing child safety devices is not "Child's Play". The event received great feedback and news coverage.

Annual Buy

The GHSP also participated in its third "Annual Buy", which was paid for through the Division of Highways' Traffic Engineering Division/ federal funds. Approximately $258,700.00 was spent on radio for 2013, which included a web site banner ad on www.wvmetronews.com. Highway Safety shared messages with DOH, DMV, ATV Safety, Motorcycle Safety, etc.

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

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

Earned Media

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

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

Coordinators also received media attention during National Child Passenger Safety Week and at other child safety seat checks, SADD events, educational programs at local schools, and bicycle rodeos, to name a few.

Holidays including Memorial Day, the Fourth of July, Labor Day, Thanksgiving and Christmas also gave coordinators and the state office the chance to spread the message about driver safety, especially during the holidays when people are in celebratory spirits.

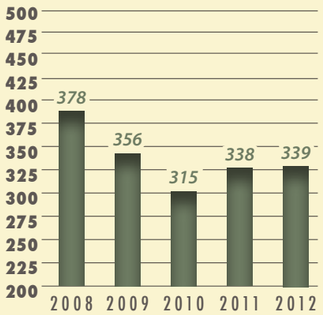
School functions, including occupant protection programs, also generated media, especially during prom and graduation times when students are more likely to be in a party atmosphere.

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

Performance Goals & Results

Total Traffic Fatalities

Total Number of All Fatalities on Public Highways

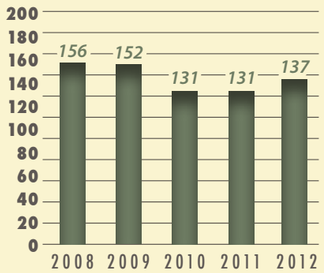


To reduce the total number of traffic fatalities by 5% from the 2005-2009 calendar base year average of 390 to 371 by December 31, 2014. (2012 - 339)

In relation to the previous last five year average of 390, current fatalities are down 13.08%. Reported use of occupant protection remains low in fatal crashes. Single vehicle roadway departure is the leading type of fatal crash. The GHSP will continue with programs in place, and there will be a renewed effort to examine and evaluate each fatal crash to further develop problem identification.

Unrestrained Passenger Vehicle Occupant Fatalities

Total Unrestrained Passenger Occupant Fatalities (All Seating Positions)



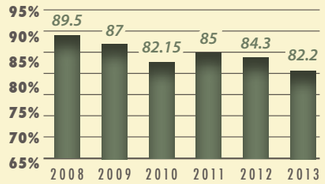
To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5% from the 2005-2010 calendar base year average of 160 to 152 by December 31, 2014. (2012 - 137, 14.38% decrease)

With a total of 137 confirmed unrestrained passenger vehicle occupant fatalities in 2012, we saw an increase from the previous 5 year average of 160. We will put a major emphasis on reducing the number of unknowns in relation to vehicle crashes.

**In 2012 there were 30 fatalities for which the use of restraints are unknown.*

Occupant Protection Usage Rate

Occupant Protection Usage Rate

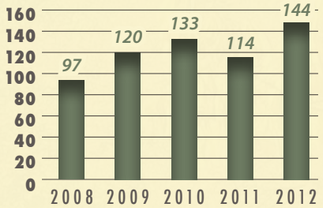


To increase statewide observed seat belt use of the front and outboard occupants in passenger vehicles 3% from the 2006-2010 calendar base year average usage rate of 87.9% to 91% by December 31, 2014. (2013 - 82.2%)

The previous 5 year average of 87.3% has decreased to 82.2%. We peaked at our highest seat belt use rate ever in 2007-2008 with 89.5%. We have fully funded the majority of occupant protection activities with Section 157 funds. Since 2007, we have not met the criteria for Section 405 Occupant Protection funding. Occupant Protection has been funded through Section 402. West Virginia met the SAFETEA LU criteria in Section 406 requiring states with Secondary Laws to have 85% use rate in scientific observational surveys for two years. In 2006 and 2007 the usage rate met the criteria. In FY 2012, West Virginia's Scientific Observational Survey methodology was redesigned and we conducted the 2013 Survey using the new methodology. It included some counties where there has never been a survey. There were a large number of "Unknowns". We are evaluating the survey plan and training to hopefully show some improvement in 2014. We certainly believe that the recent implementation of the Primary Seat Belt law will help in raising the usage rate. The law was not In effect during the 2013 Survey.

Speed Related Fatalities

Total Speed Related Fatalities



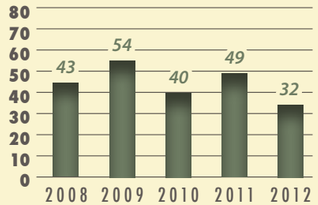
To decrease speed-related fatalities 7% from the 2005-2009 calendar base year average of 90 to 84 by December 31, 2014. (2012 - 144, 54% Increase)

Speed related fatalities have risen drastically in West Virginia. In 2007, the WV Crash Report was upgraded and this allowed an increase in the reporting of speed as a contributing circumstance in crashes in WV. Speed as a data field is more prominent in the new WV Crash report, which may account for some of the increase.

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

Drivers Under 20 Yrs Old Involved in Fatal Crashes

Total Drivers Under 20 Yrs Involved in Traffic Fatalities

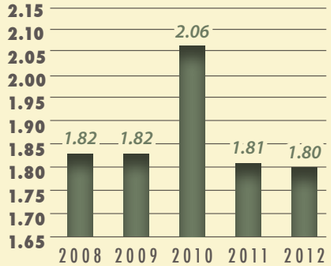


To reduce the total of drivers less than 20 years old involved in fatal crashes by 7% from the 2005-2009 calendar base year average of 56 to 52 by December 31, 2014. (2012 - 32)

We are currently exceeding our goal and drivers under 20 years old involved in fatal crashes have declined 42.8% from the previous 5 year average of 56.

Fatality Rate Per Vehicle Miles Traveled

Fatality Rate Per Vehicle Miles Traveled

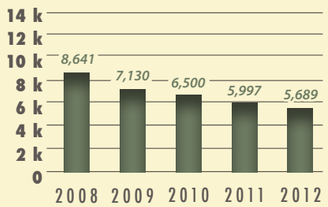


To decrease fatalities/VMT from the 2005-2009 calendar base year average of 1.91 to 1.82 by December 31, 2014. (2012 - 1.80)

- *Decrease rural fatalities/VMT from the 2005-2009 base calendar year average of 2.33 to 2.21 by December 31, 2014. (2012-1.39)*
- *Decrease the urban fatalities/VMT from the 2005-2009 base calendar year average of .89 to .85 by December 31, 2014. (2012 – .41)*

Serious Traffic Injuries

Total Crashes Resulting in Serious Injury

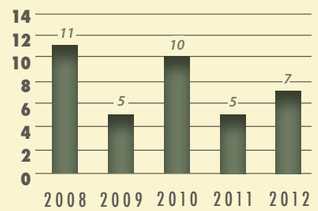


To decrease serious injuries 5% from the 2005-2009 calendar base year average of 9,890 to 9,395 by December 31, 2014. (2012 - 5,689)

There has been a 42.48% decrease in serious injuries from the previous five-year average of 9,890. We attribute this significant decrease to the substantial increase in seat belt usage.

Unhelmeted Motorcycle Fatalities

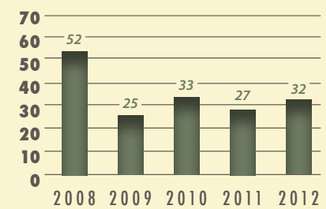
Total Crashes Resulting in Serious Injury



To reduce unhelmeted fatalities 10% from the 2006-2010 calendar base year average usage rate of 7 to 6 by December 31, 2014. (2012 – 7)

The number was unchanged in unhelmeted motorcycle fatalities from the previous 5 year average of 7. We did not meet our goal of 6 by December 31, 2012. We believe the majority of our problems are reporting issues that will be addressed with training.

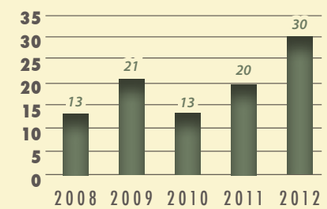
Total Motorcycle Fatalities



To reduce motorcycle fatalities 7% from the 2005-2009 calendar base year average of 38 to 35 by December 31, 2014. (2012 - 32)

There has been a 28.9% decrease in motorcycle fatalities from the previous five-year average of 38. We are currently exceeding our goal of 35 by December 31, 2014. (2012 - 32)

Total Pedestrian Fatalities

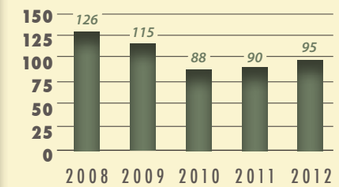


To reduce pedestrian fatalities 10% from the 2005-2009 calendar base year average of 21 to 19 by December 31, 2014. (2012 – 30)

There has been a 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 Alcohol Related Fatalities

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



To decrease alcohol impaired driving fatalities by 5% from the 2005-2009 calendar base year average of 119 to 113 by December 31, 2012. (2012 - 95)

There has been a decrease of 20.17% from the previous 5-year average of 119. We feel that the development of the Impaired Driving Program and our continued involvement in the Mid-Atlantic "Checkpoint Strike Force" Program has reinvigorated DUI enforcement and public awareness of drunk driving issues. We have dramatically increased our paid media efforts over the last year.

Governor's WV Highway Safety Grant Status

FY13 HSP Authorized Spending $17,832,668 (DMV Other $3,642,000)

PROG	GRANT #	ACCT. #	SUB GRANTEE	GRANT PERIOD	ORIG. AWARD	SUPP/ DEOB	AMENDED AWARD	EXPENDED TO DATE	BALANCE TO DEOBLIGATE 2/20/14	P. O. #	CFDA #	Vendor #	MGR
402	F13-HS-01-402PA	PA13-01-01	WV DMV/Planning & Admin	10-1-12/9-30-13	$150,000.00	$0.00	$2,000.00	-$17,827.09	$19,827.09	N/A	20.600	N/A	Barb
402AL	F13-HS-01-402AL	AL13-02-01	WV DMV/GHSP-Coor 100% AL	10-1-12/9-30-13	$60,000.00	$0.00	$253,000.00	$247,813.03	$5,186.97	N/A	20.600	N/A	Barb
402TR	F13-HS-01-402TR	TR132-08-01	WV DMV/Traffic Records	10-1-12/9-30-13	$2,000.00	$0.00	$45,000.00	$44,971.65	$28.35	N/A	20.600	N/A	Barb
402	F13-HS-01-402SA	SA13-18-01	WV DMV/Coordination	10-1-12/9-30-13	$253,000.00	$0.00	$103,000.00	-$32,859.19	$135,859.19	N/A	20.600	N/A	Barb
402	F13-HS-01-402PM	PM13-26-01	WV DMV/Paid Media	10-1-12/9-30-13	$45,000.00	$0.00	$100,000.00	$88,449.00	$11,551.00	N/A	20.600	N/A	Barb
402AL	F13-HS-02-402PTS	PTS13-07-02	Huntington	10-1-12/9-30-13	$103,000.00	$0.00	$124,000.00	$79,460.93	$44,539.07	13-02	20.600	45626	Gary
402	F13-HS-02-402SA	SA13-18-02	Huntington	10-1-12/9-30-13	$100,000.00	$0.00	$59,000.00	$21,171.57	$37,828.43	13-02	20.600	45626	Gary
402	F13-HS-02-402PM	PM13-26-02	Huntington	10-1-12/9-30-13	$124,000.00	$0.00	$47,600.00	$47,376.00	$224.00	13-02	20.600	45626	Gary
402	F13-HS-03-402PTS	PTS13-07-03	Wood County Comm	10-1-12/9-30-13	$59,000.00	$0.00	$2,500.00	-$29,469.10	$31,959.10	13-03	20.600	242031	Gary
402	F13-HS-03-402SA	SA13-18-03	Wood County Comm	10-1-12/9-30-13	$47,600.00	$0.00	$93,055.00	$88,541.44	$4,513.56	13-03	20.600	242031	Gary
402	F13-HS-03-402PM	PM13-26-03	Wood County Comm	10-1-12/9-30-13	$2,500.00	$0.00	$53,500.00	$52,000.00	$1,500.00	13-03	20.600	242031	Gary
402	F13-HS-04-402PTS	PTS13-07-04	Wheeling	10-1-12/9-30-13	$93,055.00	$0.00	$3,445.00	-$13,328.04	$16,773.04	13-04	20.600	52764	Gary
402	F13-HS-04-402SA	SA13-18-04	Wheeling	10-1-12/9-30-13	$53,500.00	$0.00	$55,500.00	$45,353.17	$10,146.83	13-04	20.600	52764	Gary
402	F13-HS-04-402PM	PM13-26-04	Wheeling	10-1-12/9-30-13	$3,445.00	$0.00	$71,900.00	$69,946.76	$1,953.24	13-04	20.600	52764	Gary
402	F13-HS-05-402PTS	PTS13-07-05	Clarksburg	10-1-12/9-30-13	$55,500.00	$0.00	$2,000.00	-$18,007.73	$20,007.73	13-05	20.600	68129	Barb
402	F13-HS-05-402SA	SA13-18-05	Clarksburg	10-1-12/9-30-13	$71,900.00	$0.00	$45,000.00	$37,335.11	$7,664.89	13-05	20.600	68129	Barb
402	F13-HS-05-402PM	PM13-26-05	Clarksburg	10-1-12/9-30-13	$2,000.00	$0.00	$77,500.00	$77,500.00	$0.00	13-05	20.600	68129	Barb
402	F13-HS-06-402PTS	PTS13-07-06	Martinsburg	10-1-12/9-30-13	$45,000.00	$0.00	$20,000.00	-$12,085.05	$32,085.05	13-06	20.600	45638	Harry
402	F13-HS-06-402SA	SA13-18-06	Martinsburg	10-1-12/9-30-13	$77,500.00	$0.00	$76,500.00	$56,982.69	$19,517.31	13-06	20.600	45638	Harry
402	F13-HS-06-402PM	PM13-26-06	Martinsburg	10-1-12/9-30-13	$20,000.00	$0.00	$80,669.98	$79,177.23	$1,492.75	13-06	20.600	45638	Harry
402	F13-HS-07-402PTS	PTS13-07-07	Beckley (P Blume)	10-1-12/9-30-13	$76,500.00	$0.00	$16,830.02	-$16,123.23	$32,953.25	13-07	20.600	45599	Barb
402	F13-HS-07-402SA	SA13-18-07	Beckley (P Blume)	10-1-12/9-30-13	$82,500.00	($1,830.02)	$90,000.00	$82,825.59	$7,174.41	13-07	20.600	45599	Barb
402	F13-HS-07-402PM	PM13-26-07	Beckley (P Blume)	10-1-12/9-30-13	$15,000.00	$1,830.02	$65,000.00	$64,717.98	$282.02	13-07	20.600	45599	Barb
402	F13-HS-08-402PTS	PTS13-07-08	Charleston	10-1-12/9-30-13	$90,000.00	$0.00	$70,000.00	$48,885.29	$21,114.71	13-08	20.600	52764	Barb
402	F13-HS-08-402SA	SA13-18-08	Charleston	10-1-12/9-30-13	$65,000.00	$0.00	$126,801.77	$111,505.30	$15,296.47	13-08	20.600	95672	Barb
402	F13-HS-08-402PM	PM13-26-08	Charleston	10-1-12/9-30-13	$40,000.00	$30,000.00	$34,500.00	$34,500.00	$0.00	13-08	20.600	95672	Barb
402AL	F13-HS-09-402AL	AL13-02-09	Beckley (Dave Cook)	10-1-12/9-30-13	$126,980.00	($178.23)	$54,060.00	$4,535.21	$49,524.79	13-09	20.600	45599	Harry
402	F13-HS-14-402PTS	PTS13-07-14	Beckley (Dean Capehart)	10-1-12/9-30-13	$34,500.00	$0.00	$10,000.00	$5,289.34	$4,710.66	13-14	20.600	45599	Harry
402	F13-HS-14-402SA	SA13-18-14	Beckley (Dean Capehart)	10-1-12/9-30-13	$54,060.00	$0.00	$1,992,361.77	$1,986,803.09	$5,558.68	13-14	20.600	45599	Harry
402	F13-HS-14-402PM	PM13-26-14	Beckley (Dean Capehart)	10-1-12/9-30-13	$10,000.00	$0.00	$2,505,861.00	$2,505,476.00	$385.00	13-14	20.600	45599	Harry
402	**SAFE COMMUNITIES**		**TOTAL AWARDED FUNDS**		**$1,962,540.00**	**$29,821.77**	**$5,280,584.54**	**$5,740,926.95**	**$539,657.59**				
402	**SAFE COMMUNITIES**		**UNAWARDED FUNDS (Recvd $1,755,374.99)**		**$779,430.10**	**$1,726,430.90**	**$2,505,861.00**	**$0.00**	**$2,505,861.00**				
402	**SAFE COMMUNITIES**		**TOTALS**		**$2,741,970.10**	**$1,756,252.67**	**$8,786,445.54**	**$5,740,926.95**	**$3,045,518.59**				
						(4,288,222.77)							
405 (b)		UNAWARDED FUNDS	405(b) OCCUPANT PROTECTION		$0.00	$454,872.10	$1,104,028.48	$0.00	$1,104,028.48		20.616		
405 (c)		UNAWARDED FUNDS	405(c) TRAFFIC RECORDS		$0.00	$387,783.36	$459,082.20	$0.00	$459,082.20		20.616		
405 (d)		UNAWARDED FUNDS	405(d) IMPAIRED DRIVING		$0.00	$1,104,028.48	$34,585.29	$0.00	$34,585.29		20.616		
405 (e)		UNAWARDED FUNDS	405(e) DISTRACTED DRIVING		$0.00	$459,082.20	$2,440,351.43	$0.00	$2,440,351.43		20.616		
405 (f)		UNAWARDED FUNDS	405(f) MOTORCYCLE SAFETY		$0.00	$34,585.29	$0.00	$0.00	$0.00		20.616		
			TOTAL UNAWARDED FUNDS		**$0.00**	**$2,440,351.43**	**$4,038,047.40**	**$0.00**	**$4,038,047.40**				
406	F13-HS-01-406PM	K413-03-01	WV DMV/Paid Media	10-1-12/9-30-13	$470,000.00	$0.00	$470,000.00	$262,117.99	$207,882.01	13-01	20.609	N/A	Barb
406	F13-HS-01-406OP	K413-06-01	WV DMV/Occ Prot	10-1-12/9-30-13	$30,000.00	$0.00	$30,000.00	$0.00	$30,000.00	13-01	20.609	N/A	Barb
406	F13-HS-02-406AL	K413-03-02	Huntington	10-1-12/9-30-13	$35,000.00	$0.00	$35,000.00	$18,313.44	$16,686.56	13-02	20.609	45626	Gary
406	F13-HS-02-406OP	K413-06-02	Huntington	10-1-12/9-30-13	$82,000.00	$20,000.00	$102,000.00	$70,137.06	$31,862.94	13-02	20.609	45626	Gary
406	F13-HS-02-406TR	K413-09-02	Huntington	10-1-12/9-30-13	$51,000.00	$0.00	$51,000.00	$26,050.40	$24,949.60	13-02	20.609	45626	Gary
406	F13-HS-03-406OP	K413-06-03	Wood County Comm	10-1-12/9-30-13	$29,000.00	$0.00	$29,000.00	$20,470.18	$8,529.82	13-03	20.609	242031	Gary
406	F13-HS-03-406TR	K413-09-03	Wood County Comm	10-1-12/9-30-13	$1,000.00	$0.00	$1,000.00	$169.99	$830.01	13-04	20.609	52764	Gary
406	F13-HS-04-406OP	K413-06-04	Wheeling	10-1-12/9-30-13	$21,000.00	$0.00	$21,000.00	$12,368.39	$8,631.61	13-04	20.609	52764	Gary
406	F13-HS-04-406TR	K413-09-04	Wheeling	10-1-12/9-30-13	$1,000.00	$0.00	$1,000.00	$0.00	$1,000.00	13-04	20.609	52764	Gary
406	F13-HS-05-406OP	K413-06-05	Clarksburg	10-1-12/9-30-13	$43,500.00	$15,000.00	$58,500.00	$52,041.16	$6,458.84	13-05	20.609	68129	Barb
406	F13-HS-05-406TR	K413-09-05	Clarksburg	10-1-12/9-30-13	$1,000.00	$0.00	$1,000.00	$142.03	$857.97	12-05	20.609	68129	Barb
406	F13-HS-06-406OP	K413-06-06	Martinsburg	10-1-12/9-30-13	$16,000.00	$0.00	$18,000.00	$10,758.20	$5,241.80	13-06	20.609	45638	Harry
406	F13-HS-06-406TR	K413-09-06	Martinsburg	10-1-12/9-30-13	$1,000.00	$0.00	$1,000.00	$0.00	$1,000.00	13-06	20.609	45638	Harry
406	F13-HS-07-406OP	K413-06-07	Beckley (P Blume)	10-1-12/9-30-13	$58,200.00	$8,132.05	$66,332.05	$47,973.93	$18,358.12	13-07	20.609	45599	Barb
406	F13-HS-07-406TR	K413-09-07	Beckley (P Blume)	10-1-12/9-30-13	$45,000.00	$1,867.95	$46,867.95	$42,806.97	$4,058.98	13-07	20.609	45599	Barb
406	F13-HS-08-406OP	K413-06-08	Charleston	10-1-12/9-30-13	$57,000.00	$0.00	$57,000.00	$50,441.89	$6,558.11	13-08	20.609	95672	Barb
406	F13-HS-08-406TR	K413-09-08	Charleston	10-1-12/9-30-13	$4,000.00	$0.00	$4,000.00	$0.00	$4,000.00	13-08	20.609	45599	Barb
406	F13-HS-09-406OP	K413-06-09	Beckley (Dave Cook)	10-1-12/9-30-13	$156,200.00	($6,000.00)	$150,200.00	$104,955.45	$45,244.55	13-09	20.609	45599	Harry
406	F13-HS-10-406SE	K413-19-10	WV State Police	10-1-12/9-30-13	$40,000.00	$0.00	$40,000.00	$36,982.39	$3,017.61	13-10	20.609	IGT OUT	Gary
406	F13-HS-10-406PTS	K413-08-10	WV State Police	10-1-12/9-30-13	$60,000.00	$0.00	$60,000.00	$48,155.86	$11,844.14	13-10	20.609	IGT OUT	Gary
406	F13-HS-14-406OP	K413-06-14	Beckley (Dean Capehart)	10-1-12/9-30-13	$21,000.00	$15,000.00	$36,000.00	$30,703.75	$5,296.25	13-14	20.609	45599	Harry
406	F13-HS-14-406TR	K413-09-14	Beckley (Dean Capehart)	10-1-12/9-30-13	$1,000.00	$0.00	$1,000.00	$0.00	$1,000.00	13-14	20.609	45599	Harry
406	F13-HS-15-406OP	K413-06-14	Beckley (Lifesavers)	10-1-12/9-30-13	$88,575.00	$0.00	$88,575.00	$64,417.40	$24,157.60	13-15	20.609	45599	Barb
406	F13-HS-15-406TR	K413-09-14	Beckley (Lifesavers)	10-1-12/9-30-13	$2,000.00	$0.00	$2,000.00	$454.98	$1,545.02	13-15	20.609	45599	Barb
406	**SEATBELT PERF INCENTIVE**		**TOTAL AWARDED FUNDS**		**$1,314,475.00**	**$54,000.00**	**$1,368,475.00**	**$899,463.46**	**$469,011.54**				
406	**SEATBELT PERF INCENTIVE**		**UNAWARDED FUNDS (Expecting -0-, One-Time Award)**		**$178,365.82**	(54,000.00)	**$124,365.82**	**$0.00**	**$124,365.82**				
406	**SEATBELT PERF INCENTIVE**		**TOTALS**		**$1,492,840.82**	**$0.00**	**$1,492,840.82**	**$899,463.46**	**$593,377.36**				

PROG	GRANT #	ACCT. #	SUB GRANTEE	GRANT PERIOD	ORIG. AWARD	SUPP/ DEOB	AMENDED AWARD	EXPENDED TO DATE	BALANCE TO DEOBLIGATE 2/20/14	P. O. #	CFDA #	Vendor #	MGR
402	F13-HS-01-402PA	PA13-01-01	WV DMV/Planning & Admin	10-1-12/9-30-13	$150,000.00	$0.00	$2,000.00	-$17,827.09	$19,827.09	N/A	20.600	N/A	Barb
402AL	F13-HS-01-402AL	AL13-02-01	WV DMV/GHSP-Coor 100% AL	10-1-12/9-30-13	$60,000.00	$0.00	$253,000.00	$247,813.03	$5,186.97	N/A	20.600	N/A	Barb
408	F13-HS-01-408	K913-01-01	WV DMV/GHSP	10-1-12/9-30-13	$55,000.00	$0.00	$100,000.00	$93,904.52	$6,095.48	13-01	20.610	N/A	Barb
408	F13-HS-02-408	K913-01-02	Huntington	10-1-12/9-30-13	$100,000.00	$0.00	$100,000.00	$68,480.00	$31,520.00	13-02	20.610	45626	Gary
408	F13-HS-03-408	K913-01-03	Wood County Comm	10-1-12/9-30-13	$100,000.00	$0.00	$100,000.00	$18,998.75	$81,001.25	13-03	20.610	242031	Gary
408	F13-HS-04-408	K913-01-04	Wheeling	10-1-12/9-30-13	$100,000.00	$0.00	$100,000.00	$11,712.86	$88,287.14	13-04	20.610	52764	Gary
408	F13-HS-05-408	K913-01-05	Clarksburg	10-1-12/9-30-13	$100,000.00	$0.00	$100,000.00	$0.00	$100,000.00	13-05	20.610	68129	Barb
408	F13-HS-06-408	K913-01-06	Martinsburg	10-1-12/9-30-13	$100,000.00	$0.00	$100,000.00	$39,867.77	$60,132.23	13-06	20.610	45638	Harry
408	F13-HS-07-408	K913-01-07	Beckley (P Blume)	10-1-12/9-30-13	$100,000.00	$0.00	$16,178.23	-$82,564.90	$98,743.13	13-07	20.610	45599	Barb
408	F13-HS-08-408	K913-01-08	Charleston	10-1-12/9-30-13	$100,000.00	$0.00	$100,000.00	$1,658.98	$98,341.02	13-08	20.610	95672	Barb
408	F13-HS-09-408	K913-01-09	Beckley (Dave Cook)	10-1-12/9-30-13	$10,000.00	$6,178.23	$100,000.00	$100,000.00	$0.00	13-09	20.610	45599	Harry
408	F13-HS-10-408	K913-01-10	WV State Police	10-1-12/9-30-13	$100,000.00	$0.00	$971,178.23	$938,736.99	$32,441.24	13-10	20.610	IGT OUT	Gary
408	F13-HS-14-408	K913-01-14	Beckley (Dean Capehart)	10-1-12/9-30-13	$100,000.00	$0.00	$1,362,240.96	$1,273,481.97	$88,758.99	13-14	20.610	45599	Harry
408	**TRAFFIC SAFETY INFO SYSTEM**		**TOTAL AWARDED FUNDS**		**$955,000.00**	**$6,178.23**	**$3,149,557.42**	**$2,464,276.94**	**$685,320.48**				
408	**TRAFFIC SAFETY INFO SYSTEM**		**UNAWARDED FUNDS (See MAP21 405 (c))**		**$1,368,419.19**	(Expected)	**$1,362,240.96**	**$0.00**	**$1,362,240.96**				
408	**TRAFFIC SAFETY INFO SYSTEM**		**TOTALS**		**$2,333,419.19**	**$0.00**	**$4,511,838.38**	**$2,464,276.94**	**$2,047,561.44**				
						(2,178,419.19)							
410PM	F13-HS-01-410PM	K813-03-01	DMV/GHSP Paid Media	10-1-12/9-30-13	$600,000.00	$0.00	$30,000.00	-$303,390.52	$333,390.52	13-01	20.601	N/A	Barb
410	F13-HS-02-410	K813-01-02	Huntington	10-1-12/9-30-13	$80,000.00	$0.00	$40,000.00	$21,016.73	$18,983.27	13-02	20.601	45626	Gary
410HFR	F13-HS-02-410HFR	K813-04-02	Huntington HFR	10-1-12/9-30-13	$30,000.00	$0.00	$50,000.00	$44,743.32	$5,256.68	13-02	20.601	45626	Gary
410HV	F13-HS-02-410HV	K813-05-02	Huntington HV	10-1-12/9-30-13	$40,000.00	$0.00	$30,000.00	$29,706.35	$293.65	13-02	20.601	45626	Gary
410	F13-HS-03-410	K813-01-03	Wood County Comm	10-1-12/9-30-13	$50,000.00	$0.00	$40,000.00	$21,388.40	$18,611.60	13-03	20.601	242031	Gary
410HFR	F13-HS-03-410HFR	K813-04-03	Wood County Comm HFR	10-1-12/9-30-13	$30,000.00	$0.00	$103,700.00	$77,026.83	$26,673.17	13-03	20.601	242031	Gary
410HV	F13-HS-03-410HV	K813-05-03	Wood County Comm HV	10-1-12/9-30-13	$40,000.00	$0.00	$30,000.00	-$1,086.55	$31,086.55	13-03	20.601	242031	Gary
410	F13-HS-04-410	K813-01-04	Wheeling	10-1-12/9-30-13	$103,700.00	$0.00	$40,000.00	$21,029.59	$18,970.41	13-04	20.601	52764	Gary
410HFR	F13-HS-04-410HFR	K813-04-04	Wheeling HFR	10-1-12/9-30-13	$30,000.00	$0.00	$40,000.00	$39,996.58	$3.42	13-04	20.601	52764	Gary
410HV	F13-HS-04-410HV	K813-05-04	Wheeling HV	10-1-12/9-30-13	$40,000.00	$0.00	$30,000.00	-$10,000.00	$40,000.00	13-04	20.601	52764	Gary
410	F13-HS-05-410	K813-01-05	Clarksburg	10-1-12/9-30-13	$40,000.00	$0.00	$40,000.00	$26,450.93	$13,549.07	13-05	20.601	68129	Barb
410HFR	F13-HS-05-410HFR	K813-04-05	Clarksburg HFR	10-1-12/9-30-13	$30,000.00	$0.00	$50,000.00	$41,791.20	$8,208.80	13-05	20.601	68129	Barb
410HV	F13-HS-05-410HV	K813-05-05	Clarksburg HV	10-1-12/9-30-13	$40,000.00	$0.00	$30,000.00	$29,092.22	$907.78	13-05	20.601	68129	Barb
410	F13-HS-06-410	K813-01-06	Martinsburg	10-1-12/9-30-13	$50,000.00	$0.00	$40,000.00	-$8,872.62	$48,872.62	13-06	20.601	45638	Harry
410HFR	F13-HS-06-410HFR	K813-04-06	Martinsburg HFR	10-1-12/9-30-13	$30,000.00	$0.00	$62,000.00	$43,798.31	$18,201.69	13-06	20.601	45638	Harry
410HV	F13-HS-06-410HV	K813-05-06	Martinsburg HV	10-1-12/9-30-13	$40,000.00	$0.00	$30,000.00	-$7,073.86	$37,073.86	13-06	20.601	45638	Harry
410	F13-HS-07-410	K813-01-07	Beckley (PB)	10-1-12/9-30-13	$62,000.00	$0.00	$40,000.00	$7,516.41	$32,483.59	13-07	20.601	45599	Barb
410HFR	F13-HS-07-410HFR	K813-04-07	Beckley (PB) HFR	10-1-12/9-30-13	$30,000.00	$0.00	$170,000.00	$143,513.43	$26,486.57	13-07	20.601	45599	Barb
410HV	F13-HS-07-410HV	K813-05-07	Beckley (PB) HV	10-1-12/9-30-13	$40,000.00	$0.00	$30,000.00	-$1,972.23	$31,972.23	13-07	20.601	45599	Barb
410	F13-HS-08-410	K813-01-08	Charleston	10-1-12/9-30-13	$170,000.00	$0.00	$40,000.00	-$42,150.75	$82,150.75	13-08	20.601	95672	Barb
410HFR	F13-HS-08-410HFR	K813-04-08	Charleston HFR	10-1-12/9-30-13	$30,000.00	$0.00	$31,440.00	$9,512.96	$21,927.04	13-08	20.601	95672	Barb
410HV	F13-HS-08-410HV	K813-05-08	Charleston HV	10-1-12/9-30-13	$40,000.00	$0.00	$75,000.00	$35,000.00	$40,000.00	13-08	20.601	95672	Barb
410	F13-HS-09-410	K813-01-09	Beckley (Dave Cook)	10-1-12/9-30-13	$31,440.00	$0.00	$90,000.00	$83,929.50	$6,070.50	13-09	20.601	45599	Harry
410	F13-HS-10-410	K813-01-10	WV State Police	10-1-12/9-30-13	$75,000.00	$0.00	$90,000.00	$16,826.51	$73,173.49	13-10	20.601	IGT OUT	Gary
410HFR	F13-HS-10-410HFR	K813-04-10	WV State Police HFR	10-1-12/9-30-13	$90,000.00	$0.00	$168,250.00	$160,370.35	$7,879.65	13-10	20.601	IGT OUT	Gary
410HV	F13-HS-10-410HV	K813-05-10	WV State Police HV	10-1-12/9-30-13	$90,000.00	$0.00	$63,500.00	$57,342.88	$6,157.12	13-10	20.601	IGT OUT	Gary
410	F13-HS-11-410	K813-01-11	WV Pros Attorneys Institute	10-1-12/9-30-13	$168,250.00	$0.00	$20,000.00	$7,028.31	$12,971.69	13-11	20.601	IGT OUT	Gary
410	F13-HS-14-410	K813-01-14	Beckley (Dean Capehart)	10-1-12/9-30-13	$63,500.00	$0.00	$40,000.00	$31,949.33	$8,050.67	13-14	20.601	45599	Harry
410HFR	F13-HS-14-410HFR	K813-04-14	Beckley (Dean Capehart) HFR	10-1-12/9-30-13	$20,000.00	$0.00	$2,223,890.00	$2,223,890.00	$0.00	13-14	20.601	45599	Harry
410HV	F13-HS-14-410HV	K813-05-14	Beckley (Dean Capehart) HV	10-1-12/9-30-13	$40,000.00	$0.00	$1,536,857.20	$1,536,857.20	$0.00	13-14	20.601	45599	Harry
410	**ALCOHOL**		**TOTAL AWARDED FUNDS**		**$2,223,890.00**	**$0.00**	**$5,304,637.20**	**$4,335,230.81**	**$969,406.39**				
410	**ALCOHOL**		**UNAWARDED FUNDS (See MAP21 405 (d))**		**$1,536,857.20**	**0.00**	**$1,536,857.20**	**$0.00**	**$1,536,857.20**				
410	**HIGH FATALITY RATE**		**UNAWARDED FUNDS (See MAP21 405 (d))**		**$1,190,388.62**	**0.00**	**$1,190,388.62**	**$0.00**	**$1,190,388.62**				
410	**HIGH VISIBILITY**		**UNAWARDED FUNDS (See MAP21 405 (d))**		**$694,272.07**	**0.00**	**$694,272.07**	**$0.00**	**$694,272.07**				
410	**ALCOHOL**		**TOTALS**		**$5,645,407.89**	**$0.00**	**$8,726,155.09**	**$4,335,230.81**	**$4,390,924.28**				
						(3,080,747.20)							
2010	F13-HS-01-2010	K613-01-01	DMV/GHSP	10-1-12/9-30-13	$50,000.00	$0.00	$14,000.00	-$36,000.00	$50,000.00	13-01	20.612	N/A	Barb
2010	F13-HS-01-2010PM	K613-01-01	DMV/GHSP Paid Media	10-1-12/9-30-13	$50,000.00	$0.00	$6,000.00	-$9,275.50	$15,275.50	13-01	20.612	N/A	Barb
2010	F13-HS-02-2010	K613-01-02	Huntington	10-1-12/9-30-13	$14,000.00	$0.00	$2,000.00	-$12,000.00	$14,000.00	13-02	20.612	45626	Gary
2010	F13-HS-02-2010PM	K613-01-02	Huntington	10-1-12/9-30-13	$6,000.00	$0.00	$7,500.00	$1,500.00	$6,000.00	13-02	20.612	45626	Gary
2010	F13-HS-03-2010	K613-01-03	Wood County Comm	10-1-12/9-30-13	$2,000.00	$0.00	$3,000.00	$1,000.00	$2,000.00	13-03	20.612	242031	Gary
2010	F13-HS-04-2010	K613-01-04	Wheeling	10-1-12/9-30-13	$7,500.00	$0.00	$6,000.00	-$1,500.00	$7,500.00	13-04	20.612	52764	Gary
2010	F13-HS-05-2010	K613-01-05	Clarksburg	10-1-12/9-30-13	$3,000.00	$0.00	$7,000.00	$4,000.00	$3,000.00	13-05	20.612	68129	Barb
2010	F13-HS-06-2010	K613-01-06	Martinsburg	10-1-12/9-30-13	$6,000.00	$0.00	$10,000.00	$4,000.00	$6,000.00	13-06	20.612	45638	Harry
2010	F13-HS-07-2010	K613-01-07	Beckley (P Blume)	10-1-12/9-30-13	$7,000.00	$0.00	$5,000.00	-$1,600.00	$6,600.00	13-07	20.612	45599	Barb
2010	F13-HS-08-2010	K613-01-08	Charleston	10-1-12/9-30-13	$10,000.00	$0.00	$1,000.00	-$7,808.50	$8,808.50	13-08	20.612	95672	Barb
2010	F13-HS-14-2010PM	K613-01-14	Beckley (Dean Capehart)	10-1-12/9-30-13	$5,000.00	$0.00	$161,500.00	$158,913.70	$2,586.30	13-14	20.612	45599	Harry
2010	F13-HS-14-2010	K613-01-14	Beckley (Dean Capehart)	10-1-12/9-30-13	$1,000.00	$0.00	$53,659.62	$52,659.62	$1,000.00	13-14	20.612	45599	Harry
2010	**MOTORCYCLE SAFETY**		**TOTAL AWARDED FUNDS**		**$161,500.00**	**$0.00**	**$276,659.62**	**$153,889.32**	**$122,770.30**				
2010	**MOTORCYCLE SAFETY**		**UNAWARDED FUNDS (See MAP21 405 (f))**		**$53,659.62**	**$0.00**	**$53,659.62**	**$0.00**	**$53,659.62**				
2010	**MOTORCYCLE SAFETY**		**TOTALS**		**$215,159.62**	**$0.00**	**$330,319.24**	**$153,889.32**	**$176,429.92**				

PROG	GRANT #	ACCT. #	SUB GRANTEE	GRANT PERIOD	ORIG. AWARD	SUPP/ DEOB	AMENDED AWARD	EXPENDED TO DATE	BALANCE TO DEOBLIGATE 2/20/14	P. O. #	CFDA #	Vendor #	MGR
402	F13-HS-01-402PA	PA13-01-01	WV DMV/Planning & Admin	10-1-12/9-30-13	$150,000.00	$0.00	$2,000.00	-$17,827.09	$19,827.09	N/A	20.600	N/A	Barb
402AL	F13-HS-01-402AL	AL13-02-01	WV DMV/GHSP-Coor 100% AL	10-1-12/9-30-13	$60,000.00	$0.00	$253,000.00	$247,813.03	$5,186.97	N/A	20.600	N/A	Barb
2011	F12-HS-01-2011	K312-01-01	DMV/GHSP	10-1-12/9-30-13	$50,000.00	$0.00	$18,750.00	-$17,492.89	$36,242.89	13-01	20.613	N/A	Barb
2011	F12-HS-02-2011	K312-01-02	Huntington	10-1-12/9-30-13	$19,000.00	$0.00	$15,750.00	$8,425.77	$7,324.23	13-02	20.613	45626	Gary
2011	F12-HS-03-2011	K312-01-03	Wood County Comm	10-1-12/9-30-13	$18,750.00	$0.00	$20,500.00	$16,959.83	$3,540.17	13-03	20.613	242031	Gary
2011	F12-HS-04-2011	K312-01-04	Wheeling	10-1-12/9-30-13	$16,750.00	$0.00	$9,000.00	$2,053.40	$6,946.60	13-04	20.613	52764	Gary
2011	F12-HS-05-2011	K312-01-05	Clarksburg	10-1-12/9-30-13	$20,500.00	$0.00	$20,500.00	$12,840.75	$7,659.25	13-05	20.613	68129	Barb
2011	F11-HS-06-2011	K312-01-06	Martinsburg	10-1-12/9-30-13	$9,000.00	$0.00	$23,000.00	$21,560.92	$1,439.08	13-06	20.613	45638	Harry
2011	F12-HS-07-2011	K312-01-07	Beckley (P Blume)	10-1-12/9-30-13	$20,500.00	$0.00	$23,500.00	$17,352.88	$6,147.12	13-07	20.613	45599	Barb
2011	F12-HS-08-2011	K312-01-08	Charleston	10-1-12/9-30-13	$23,000.00	$0.00	$19,500.00	$17,166.24	$2,333.76	13-08	20.613	95672	Barb
2011	F12-HS-09-2011	K312-01-09	Beckley (Dave Cook)	10-1-12/9-30-13	$23,500.00	$0.00	$219,500.00	$214,065.16	$5,434.84	13-09	20.613	45599	Harry
2011	F12-HS-14-2011	K312-01-14	Beckley (Dean Capehart)	10-1-12/9-30-13	$19,500.00	$0.00	$109,449.89	$102,144.28	$7,305.61	13-14	20.613	45599	Harry
2011	CHILD PASSENGER SAFETY		TOTAL AWARDED FUNDS		$219,500.00	$0.00	$479,449.89	$395,076.34	$84,373.55				
2011	CHILD PASSENGER SAFETY		UNAWARDED FUNDS (See MAP21 405 (b))		$109,449.89	0.00	$109,449.89	$0.00	$109,449.89				
2011	CHILD PASSENGER SAFETY		TOTALS		$328,949.89	$0.00	$588,899.78	$395,076.34	$193,823.44				
						(259,949.89)							
DOH	F13-HS-01-DOHMOU		GHSP-Memo of Understanding Funds	10-1-12/9-30-13	$379,331.85	$0.00	$379,331.85	$307,182.18	$72,149.67	N/A	N/A	IGT OUT	Barb
DOH	DOH MOU ADVERTISING	UNAWARDED FUNDS	UNAWARDED FUNDS		[illegible]	$500,000.00	$358,042.28	$0.00	$358,042.28				
DOH	DOH MOU ADVERTISING		TOTAL		$737,374.13	$500,000.00	$737,374.13	$307,182.18	$430,191.95				
154HE	F06-HE-154-03	HE02-03	WV Division of Highways	10-1-05/OPEN	$7,955,054.55	$0.00	$26,994,099.87	$22,360,807.75	$3,643,292.12	06-103	20.607	IGT OUT	Barb
154HE	TRANSFER FUNDS	UNAWARDED FUNDS			$18,039,045.32	$0.00	$18,039,045.32	$0.00	$18,039,045.32				
154HE	HAZARD ELIMINATION		TOTAL		$25,994,099.87	$0.00	$44,033,145.19	$22,360,807.75	$21,682,337.44				
						(18,039,045.32)							
154AL	F13-HS-01-154PM	PM13-03-01	DMV/GHSP Paid Media	10-1-12/9-30-13	$1,100,000.00	$0.00	$30,000.00	-$211,758.07	$241,758.07	13-01	20.607	N/A	Barb
154AL	F13-HS-02-154AL	AL13-02-02	Huntington	10-1-12/9-30-13	$236,000.00	$0.00	$137,500.00	$96,512.47	$40,987.53	13-02	20.607	45626	Gary
154AL	F13-HS-02-154PM	PM13-03-02	Huntington	10-1-12/9-30-13	$30,000.00	$0.00	$1,000.00	-$10,396.00	$11,396.00	13-02	20.607	45626	Gary
154AL	F13-HS-03-154AL	AL13-02-03	Wood County Comm	10-1-12/9-30-13	$137,500.00	$0.00	$160,000.00	$108,858.06	$51,141.94	13-03	20.607	242031	Gary
154AL	F13-HS-03-154PM	PM13-03-03	Wood County Comm PM	10-1-12/9-30-13	$1,000.00	$0.00	$308,500.00	$307,750.00	$750.00	13-03	20.607	242031	Gary
154AL	F13-HS-04-154AL	AL13-02-04	Wheeling	10-1-12/9-30-13	$160,000.00	$0.00	$3,000.00	-$87,263.46	$90,263.46	13-04	20.607	52764	Gary
154AL	F13-HS-05-154AL	AL13-02-05	Clarksburg	10-1-12/9-30-13	$308,500.00	$0.00	$173,000.00	$74,439.00	$98,561.00	13-05	20.607	68129	Barb
154AL	F13-HS-05-154PM	PM13-03-05	Clarksburg	10-1-12/9-30-13	$3,000.00	$0.00	$230,250.00	$230,250.00	$0.00	13-05	20.607	68129	Barb
154AL	F13-HS-06-154AL	AL13-02-06	Martinsburg	10-1-12/9-30-13	$173,000.00	$0.00	$20,000.00	-$97,116.94	$117,116.94	13-06	20.607	45638	Harry
154AL	F13-HS-07-154AL	AL13-02-07	Beckley (P Blume)	10-1-12/9-30-13	$230,250.00	$0.00	$207,000.00	$104,266.36	$102,733.64	13-07	20.607	45599	Barb
154AL	F13-HS-07-154PM	PM13-03-07	Beckley (P Blume) PM	10-1-12/9-30-13	$20,000.00	$0.00	$50,000.00	$43,396.50	$6,603.50	13-07	20.607	45599	Barb
154AL	F13-HS-08-154AL	AL13-02-08	Charleston	10-1-12/9-30-13	$207,000.00	$0.00	$121,663.00	$81,533.76	$40,129.24	13-08	20.607	95672	Barb
154AL	F13-HS-08-154PM	PM13-03-08	Charleston PM	10-1-12/9-30-13	$50,000.00	$0.00	$440,000.00	$437,470.00	$2,530.00	13-08	20.607	95672	Barb
154AL	F13-HS-09-154AL	AL13-02-09	Beckley (Dave Cook)	10-1-12/9-30-13	$51,663.00	$70,000.00	$150,000.00	$111,971.41	$38,028.59	13-09	20.607	45599	Harry
154AL	F13-HS-10-154AL	AL13-02-10	WV State Police	10-1-12/9-30-13	$440,000.00	$0.00	$119,000.00	$118,801.66	$198.34	13-10	20.607	IGT OUT	Gary
154AL	F13-HS-12-154AL	AL13-02-12	ABCA	10-1-12/9-30-13	$150,000.00	$0.00	$5,000.00	-$6,602.65	$11,602.65	13-12	20.607	IGT OUT	Gary
154AL	F13-HS-14-154AL	AL13-02-14	Beckley (Dean Capehart)	10-1-12/9-30-13	$119,000.00	$0.00	$173,275.00	$149,533.22	$23,741.78	13-14	20.607	45599	Harry
154AL	F13-HS-14-154PM	PM13-03-14	Beckley (Dean Capehart) PM	10-1-12/9-30-13	$5,000.00	$0.00	$160,000.00	$158,195.00	$1,805.00	13-14	20.607	45599	Harry
154AL	F13-HS-15-154AL	AL13-02-15	Beckley (DUI Incntive Prog)	10-1-12/9-30-13	$173,275.00	$0.00	$60,000.00	$29,848.61	$30,151.39	13-15	20.607	45599	Barb
154AL	F13-HS-17-154AL	AL13-02-17	Monongalia County Comm	10-1-12/9-30-13	$100,000.00	$60,000.00	$3,885,188.00	$3,881,518.52	$3,669.48	13-17	20.607	45749	Gary
154AL	F13-HS-18-154AL	AL13-02-18	City of Morgantown	10-1-12/9-30-13	$60,000.00	$0.00	$4,890,100.20	$4,886,935.97	$3,164.23	13-18	20.607	52926	Gary
154AL	154 TRANSFER FUNDS		TOTAL AWARDED FUNDS		$3,755,188.00	$130,000.00	$11,324,476.20	$10,408,143.42	$916,332.78				
154AL	TRANSFER FUNDS	UNAWARDED FUNDS			$1,404,539.20	3,485,561.00	$4,890,100.20	$0.00	$4,890,100.20				
154AL	TRANSFER FUNDS		TOTALS		$5,159,727.20	$3,615,561.00	$8,775,288.20	$10,408,143.42	$5,806,432.98				
TOTAL HS PROGRAM			TOTAL AWARDED FUNDS NOT INCL HAZARD ELIM		10,981,424.85	220,000.00	28,563,211.72	24,704,189.42	3,859,022.30				
TOTAL HS PROGRAM			TOTAL AWARDED FUNDS		18,936,479.40	220,000.00	54,557,311.59	47,054,997.17	7,502,314.42				
TOTAL HS PROGRAM UNAWARDED FUNDS NOT INCLUDING HAZARD ELIM TRANSFER FUNDS					7,173,423.99	8,092,165.10	16,863,285.06	0.00	16,863,285.06				
		TOTAL UNAWARDED FUNDS			$25,212,469.31	$8,092,165.10	$34,902,330.38	$0.00	$34,902,330.38				
TOTAL HIGHWAY SAFETY NOT INCLUDING HE TRANSFER FUNDS (Total Received $4,195,428)					$18,154,848.84	$8,312,165.10	$37,987,208.58	$24,704,189.42	$20,722,307.36				
	TOTAL HIGHWAY SAFETY PROGRAM (Total FY13 Received $4,195,428)				$44,148,948.71	$8,312,165.10	$82,020,353.77	$47,054,997.17	$42,404,644.80				
						(29,559,239.96)							
					TOTAL PAID MEDIA HS GRANT PROGRAM TO DATE			$4,390,598.25					
					$0.00	$0.00	-$29,559,239.96	$0.00					

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