# West Virginia
# Highway Safety Plan

## Fiscal Year 2016

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*State of West Virginia*

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*Commissioner*
*Division of Motor Vehicles*



JULY 2015 | GHSP WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

# West Virginia Highway Safety Plan

*Federal Fiscal Year 2016*

*prepared for*

U.S. Department of Transportation National Highway Traffic Safety Administration

*prepared by*

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# Executive Summary

On behalf of the Commissioner of the Division of Motor Vehicles (DMV) and the Governor's Representative for Highway Safety, Pat Reed, we are pleased to present the FFY 2016 West Virginia Highway Safety Plan (HSP), which will serve as an outline for improving the safety of all motorists on West Virginia's roadways. It also will detail our efforts to reduce traffic-related fatalities and injuries.

The Governor's Highway Safety Program (GHSP), a section within DMV, developed this comprehensive HSP to address the considerable challenges facing the State in 2016. The Federal Fiscal Year (FFY) 2016 HSP sets the priorities and goals for the upcoming year to address these challenges.

Since FFY 2014, the GHSP has focused on the basics with more direct involvement in the various activities and priorities, a practice that will continue in 2016. The priorities for 2016 will be occupant protection, impaired driving, community traffic safety programs, motorcycle/ATV safety, traffic records, and the coordination of law enforcement, state, community, and the private sector. Programs for teen drivers are addressed within the first three priorities.

The GHSP, along with highway safety partners and advocates, has worked tirelessly to raise the safety belt use rate from 49.5 percent in 2000 to the highest rate of 89.6 percent in 2007. Since that time, the rate declined to 82.2 percent safety belt use rate in 2013, but increased again in 2014 by 6.5 percent to 87.8 percent. Increases in safety belt use are a direct result of the passage of a primary seat belt law which went into effect July 1, 2013 and the *Click It or Ticket* campaign (CIOT), which emphasizes enforcement and media. GHSP will again review the results from CIOT and other efforts to determine in the successful elements of the 2014 campaign which resulted in the increased use rate and to develop the appropriate solutions to address the male population which continues to have low-usage rates. The nonuse and misuse of child passenger safety (CPS) devices continues to be approximately 85 percent according to observations at CPS safety events conducted at 30 permanent fitting stations throughout the State. Currently, there are over 238 CPS Technicians statewide, and six CPS Instructors (32-hour class).

In 2013, alcohol-related fatalities at a blood alcohol content level (BAC) of 0.08 and above comprised 27 percent of all fatalities. The vast majority of alcohol-related fatalities occur at night in single-vehicle, run-off-the-road crashes. The GHSP Law Enforcement Liaison (LEL) Office continues to reach out to law enforcement agencies about this problem as well as others. A statewide DUI Taskforce, formed to implement the Impaired Driving Enforcement Plan, also focuses on this issue and includes the West Virginia State Police, local law enforcement agencies, GHSP, Regional Traffic Safety Programs, other state and community agencies, and advocacy groups. West Virginia's Evidence-Based Traffic Safety Enforcement Program is detailed in Section 1.7 and in Section 3.0.

West Virginia also participates in the National Highway Traffic Safety Administration (NHTSA) Region 3's *Checkpoint Strikeforce* campaign which emphasizes high-visibility enforcement with both paid and earned media.

Preliminary state 2014 data indicate that out of all age groups by decade, young adults in their 20s form the largest share of individuals who die in motor vehicle crashes in West Virginia. In addition, 2013 FARS data reveals that the majority (64%) of fatal crashes in West Virginia are single vehicle crashes, nearly three fourths (73%) of fatal crashes involve roadway departures, and nearly two fifths (39%) of fatal crashes involve speeding. The rate (2.15) of rural fatalities per 100 million vehicle miles driven is almost twice the rate (1.13) of urban fatalities per 100 million vehicle miles driven. Some of the causes of these crashes include a failure to maintain control, speed, impairment, and failure to obey traffic control devices. Distraction is most likely a factor, but it is likely to be underreported by law enforcement agencies. The nonuse of safety belts also is a factor, as evidenced by higher share (54%) of unrestrained fatalities in West Virginia, compared to the 2013 national average (49%).[1]

The Federal transportation law, Moving Ahead for Progress in the 21st Century (MAP-21), requires states to develop and implement the highway safety program using performance measures, and created a the National Priority Safety Program that includes occupant protection, state traffic safety information systems, impaired driving countermeasures, motorcyclist safety, and two new grant programs – distracted driving and state graduated driver licensing. Other changes include a consolidated application for all highway grants and a link between the HSP and the State's Strategic Highway Safety Plan (SHSP). This link is to harmonize performance measures that are common across programs of DOT agencies (i.e., fatalities, fatality rate, and serious injuries) to ensure the highway safety community is provided uniform measures of progress.

The GHSP also will continue to implement the HSP primarily through funding to the eight Regional Safe Community Programs which cover all 55 counties. While these regional programs must focus on the State's priority issues, they also are allowed some flexibility in funding projects that may be more specific to their particular location such as the ATV crashes which are more common in the southern and southwestern parts of the State. The GHSP will continue to support and promote efforts to improve safety for all road users through a focus on occupant protection, impaired driving, and other laws that result in safer highways in West Virginia.

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[1] NHTSA, 2013 Occupant Protection Traffic Safety Fact Sheet: http://www-nrd.nhtsa.dot.gov/Pubs/812153.pdf

# WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM OVERVIEW

## Mission Statement

The mission of the Governor's Highway Safety Program (GHSP) is to nurture grassroots initiatives, programs, and projects that promote occupant protection, support law enforcement, and stop-impaired drivers, thereby reducing crashes, injuries, and fatalities on the highways of West Virginia.

The GHSP was created by Executive Order 6-A 67, issued on October 10, 1967. In January 1972, the program was transferred to the Office of Governor by Executive Order 2-72. On July 1, 1977, by Executive Order 4-77, the GHSP was transferred to the Governor's Office of Economic and Community Development (GOECD) renamed Governor's Office of Community and Industrial Development (GOCID) by Executive Order 1-85 issued on November 21, 1985, and again in 1992 to the West Virginia Development Office. On November 12, 1993, the GHSP was transferred to the Department of Military Affairs and Public Safety by Executive Order 6-93. On February 1, 1998, Governor Cecil Underwood transferred the responsibility of the GHSP from the Department of Military Affairs and Public Safety to the Division of Motor Vehicles (DMV) of the West Virginia Department of Transportation (DOT).

## GHSP Staff and Responsibilities

### *Director (Bob Tipton)*

The Director is responsible for planning, organizing, and directing the programs and activities of the GHSP in accordance with Federal and State rules, regulations, and guidelines. Funding for the position is 50 percent State and 50 percent Federal.

### *Community Development Specialist III (Barbara Lobert)*

The Federal Programs Administrator/Program Manager is responsible for administration of all Federal highway safety funding. The position is responsible for developing the GHSP Administrative Manual, the Highway Safety Plan (HSP), and Annual Report content. One hundred percent of the position's salary is from Federal sources.

### *Community Development Specialist II (Amy Boggs)*

This Program Manager is responsible for four of the Regional Safe Community Programs and statewide grants with the Alcohol Control Beverage Administration and the Prosecuting Attorneys Institute. This position also

serves as the statewide Occupant Protection Coordinator and Pedestrian/Bicycle Coordinator. Funding is 100 percent Federal.

### *Community Development Specialist I (Charles Kessell)*

This Program Manager is responsible for four of the Regional Safe Community Programs, enforcement grants in the City of Morgantown and Monongalia County, and serves as the statewide Child Passenger Safety Program Coordinator. Funding is 100 percent Federal.

### *Transportation Services Manager I (Harry Anderson)*

The State Programs Administrator/Program Manager serves as the Administrator of the Motorcycle Safety Awareness Program and ATV Safety Program. He also serves as the Alcohol Programs and DRE Program Coordinator. Funding is 100 percent Federal.

### *Transportation Systems Analyst I (Austin Macri)*

The Traffic Records Coordinator performs technical and business systems analytical research to obtain statistics and conducts evaluation. The traffic safety data collected by this position is reported to the GHSP and other agencies. Funding is 100 percent Federal.

### *Public Information Specialist 11 (Jennifer Floyd)*

Serves as the primary spokesperson for the GHSP and is responsible for public relations and event planning. Coordinates, plans, and develops all types of media, as well as graphic design and web site development/maintenance. Funding is 100 percent Federal.

### *Administrative Services Assistant III (Trish Anderson)*

Administrative Assistant to the Director and Office Manager. Funding is 50 percent Federal and 50 percent State.

### *Administrative Services Assistant III (Chuck Carpenter)*

Program Coordinator of the Motorcycle Safety Awareness Program and ATV Safety Program. Funding is 100 percent State.

### *Administrative Services Assistant III (Donnie Hale)*

Assistant Coordinator of the Motorcycle Safety Awareness Program and ATV Safety Program. Funding is 100 percent State.

### *Accountant/Auditor III (William King)*

Fiscal Officer for Governor's Highway Safety Program. Funding is 50 percent Federal and 50 percent State.

### *Accounting Tech IV (Vacant)*

Assistant to Fiscal Officer for Governor's Highway Safety Program. Funding is 50 percent Federal and 50 percent State.

### *Law Enforcement Liaison (Dave Cook)*

The position is responsible for the coordination of all law enforcement activities with GHSP projects and programs, including law enforcement training, the Traffic Occupant Protection Strategies (TOPS) course, the Standard Field Sobriety Testing (SFST) training, and Mobile Video Training. The individual serves as the Director of CIOT Challenge and *Occupant Protection Lifesavers* projects, and operates and manages sobriety checkpoints. This position is contractual.

### *Child Passenger Safety Training Coordinator (Dave Cook)*

This position oversees the Child Passenger Safety Training and Certification process and the development of programs and projects to improve, enhance, and advocate occupant protection from age birth to 18 years of age. The position is contractual.

### *Lifesavers Program Coordinator (Amanda Green)*

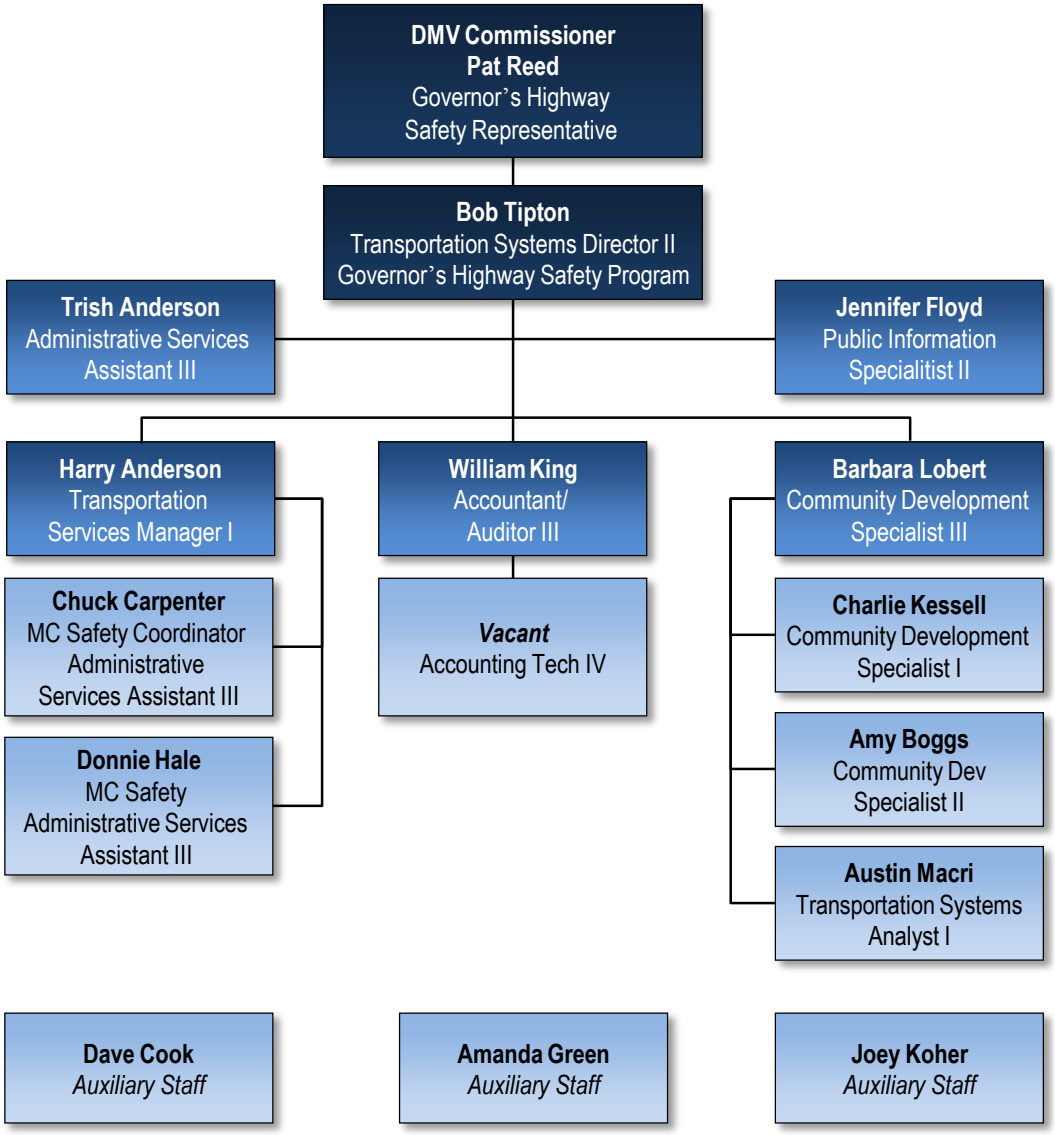
This position coordinates the statewide Lifesavers Program for West Virginia law enforcement officers. This position is contractual.

### *DRE Program Coordinator (Joey Koher)*

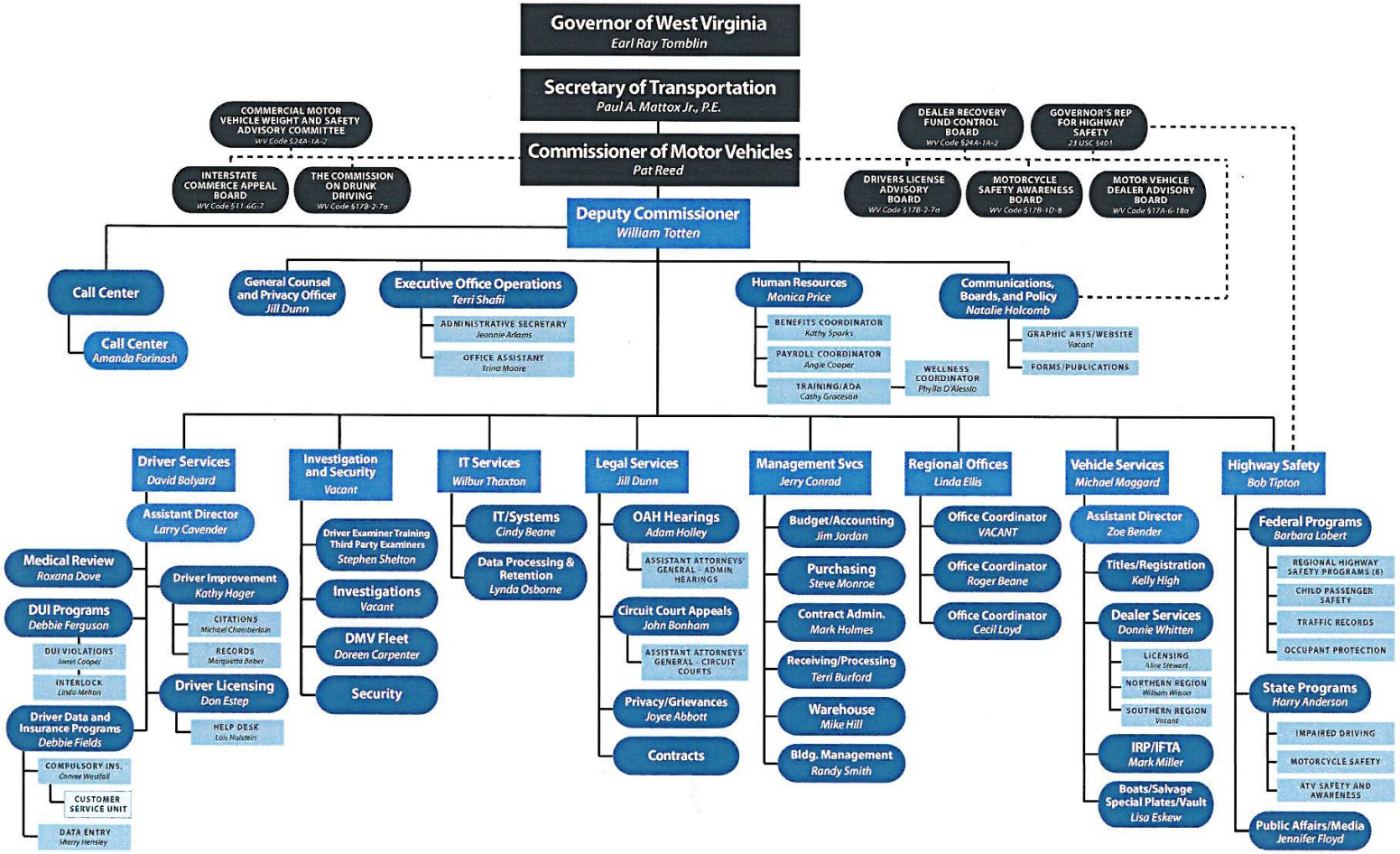
This position coordinates the statewide DRE (Drug Recognition Expert) Program, and is a contractual position.

Figure ES.1 shows a visual representation of the organization of GHSP. Figure ES.2 shows where GHSP fits within DMV.

**Figure ES.1 Governor's Highway Safety Program**



## Figure ES.2 Division of Motor Vehicles




William Totten
Deputy Commissioner of Motor Vehicles

## Political and Legislative Status

Earl Ray Tomblin became West Virginia's Governor in November 2010, when Governor Joe Manchin III resigned the position to fill the unexpired term of U.S. Senator Robert C. Byrd. The West Virginia Legislature has two chambers, the House of Delegates and the Senate. The House of Delegates is comprised of 64 Republicans and 36 Democrats, and Speaker Tim Armstead presides. The Senate is comprised of 18 Republicans and 16 Democrats with Senator Bill Cole presiding as the Senate President. The Legislature's annual session begins the second week of January and lasts 60 days. Monthly interim meetings also are held. Following are brief descriptions of recent legislative changes that were passed by the Legislature and signed into law by the Governor.

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

During the 2013 West Virginia Legislature, West Virginia's seat belt law was upgraded to a primary law, after being a secondary enforcement law since 1993. The upgraded law went into effect July 9, 2013. All seating positions are covered with the exception of back seat passengers over the age of 18, who are not required to be buckled up under West Virginia's law. The law carries a $25 fine, but no points or court fees.

The 2014 West Virginia Legislature passed House Bill 434, which allows DUI Offenders who waive their administrative hearings to "opt-in" for Ignition Interlock participation without serving any hard-time license revocation. The goal of the legislation is to get the offender into the rehabilitation process sooner rather than later, thus making the highways safer for all drivers. Individuals voluntarily choosing the ignition interlock option will reduce administrative hearing wait times for other offenders and the number of officer appearance requirements at Administrative hearings. Offenders who opt in must receive additional Interlock participation time proportionate with the hard-time revocation required for the type DUI offense for which they are charged. Mandatory interlock participation is required for all repeat DUI offenders (10-year look-back period) and all first offense DUI offenders with a BAC of 0.15 or greater.

West Virginia's Repeat Offender Law has been reviewed by NHTSA Counsel and judged to be compliant with the Federal mandate. The 2015 West Virginia Legislature passed an Open Container Bill. At this writing, this bill is under

review by NHTSA legal staff to ensure it meets the Federal mandate to avoid the imposition of sanctions.

Also passed in the 2015 legislative session was the "Andrea and Willy's Law"," which increased penalties for DUI causing death or injury and operation of a vehicle with a minor while driving under the influence of alcohol or drugs.

# 1.0 West Virginia's Highway Safety Planning Process

## 1.1 PLANNING PROCESS

The HSP outlines the GHSP's performance targets and measures, and details the strategies and activities for which the State's FFY 2016 Section 402 and other highway safety funds may be used. Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, regional Safe Community Coordinators, and other HSP partners. They also are based on the data-driven state SHSP, which was developed by the West Virginia Division of Highways in collaboration with a number of state safety partners. Recent program area assessments conducted by NHTSA for impaired driving and occupant protection provided the State valuable insight into a variety of issues that also were used to develop the activities/performance measures. Additionally, GHSP also is open to any new and creative ideas to reduce motor vehicle crashes, injuries, and fatalities.

Regional Safe Community Coordinators (SCC) conduct a large number of specific activities throughout the year as directed by the GHSP and described in the Safe Community Programs section of this Plan. They update the GHSP via a monthly activity report detailing their progress and accomplishments. Coordinators identify problems based on a review of data specific to their geographical region. While all regions of the State share similar problems, e.g., nonuse of safety belts and impaired driving, each Coordinator is required to pinpoint where those problems are most prevalent in their region, what factors contribute to it, and what measures can be taken to improve the problem. SCCs also are expected to identify other highway safety issues in their region which may not rise to the level of a statewide concern, e.g., pedestrian injuries and fatalities, ATV crashes, etc., and establish performance targets for those unique problems. The GHSP conducts roundtable meetings three to four times per year with all the Coordinators and other highway safety partners, to keep everyone updated on current events, requirements, share new ideas, and review and assess the statewide and individual Safe Community performance targets.

Applicants for highway safety funds (i.e., city, county, and state agencies) must clearly identify a highway safety problem and support it with evidence. The applicants also must identify and define measurable objectives and activities that will impact the problem and ensure their proposals are in line with the goals and objectives in the HSP.

The GHSP encourages all law enforcement agencies receiving highway safety funds to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police (IACP). A survey of these law enforcement agencies will be conducted by the GHSP to determine which agencies have guidelines for vehicular pursuits, and if not, to encourage them to adopt the IACP model.

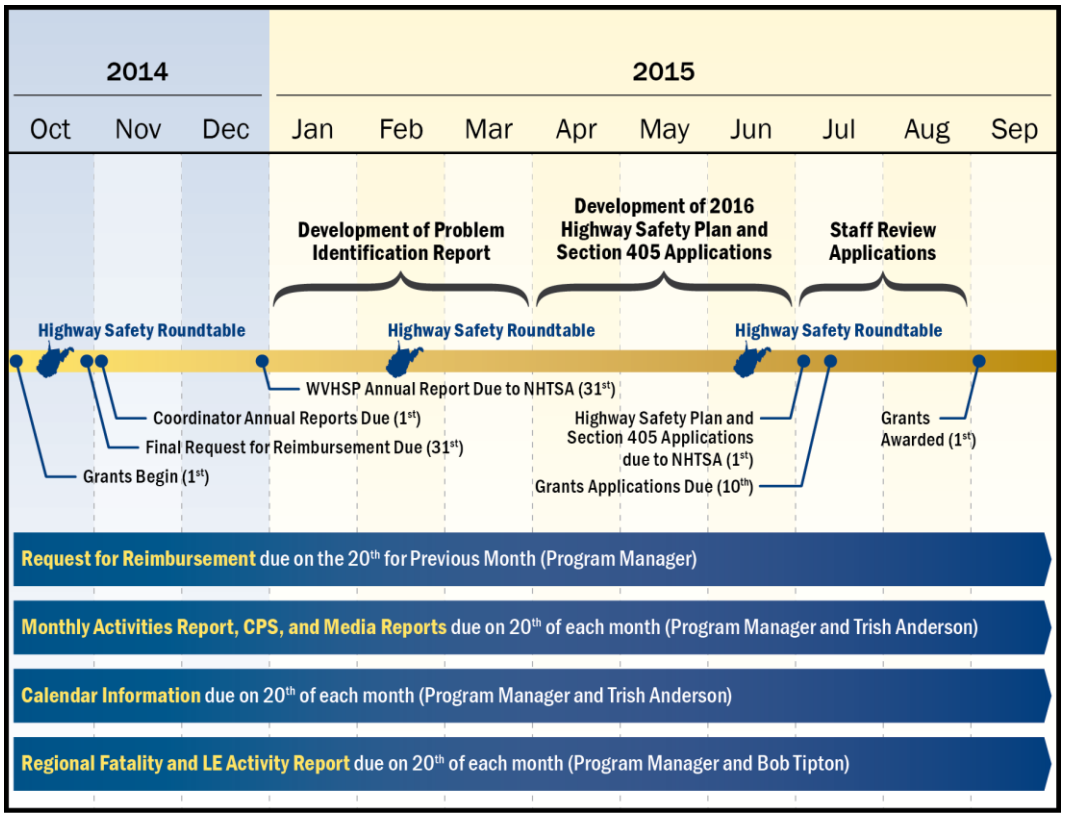
## Primary Data Sources

West Virginia relies on NHTSA/FARS database; Report Beam Crash data, housed in the WV DOT Crash Database (reported by law enforcement agencies); and telephone and observational surveys as the primary HSP data sources.

Other supplementary sources of data and information are described in the Supporting Data section.

Figure 1.1 shows the timeline followed by the GHSP in developing the HSP and Annual Report starting with the development of the problem identification report, the development of the 405 applications, and a staff review of submitted grant requests. Several roundtable discussions with highway safety partners are held to ensure the plan and activities are on track to improve traffic safety.

### Figure 1.1 HSP Planning Timeline

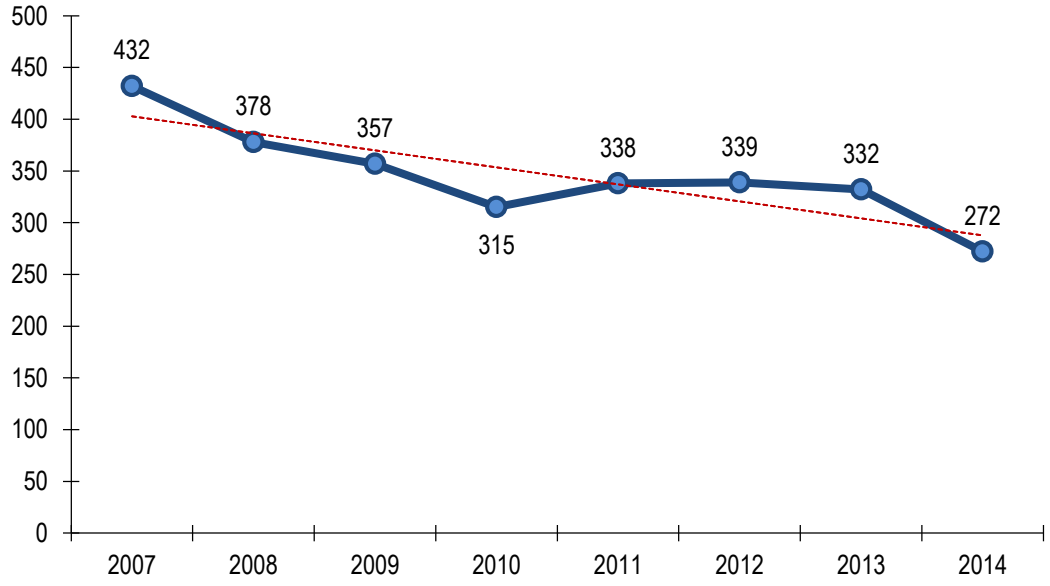


# 1.2 West Virginia's Traffic Safety Challenges

## Problem Identification

State data indicate 272 roadway users died on the State's roadways in 2014 (Figure 1.2), representing an 18 percent decrease from 332 fatalities in 2013. Despite slight increases, West Virginia has experienced a 37 percent total decline in the number of traffic-related fatalities since 2007.

**Figure 1.2 Traffic Fatalities**
*Total*

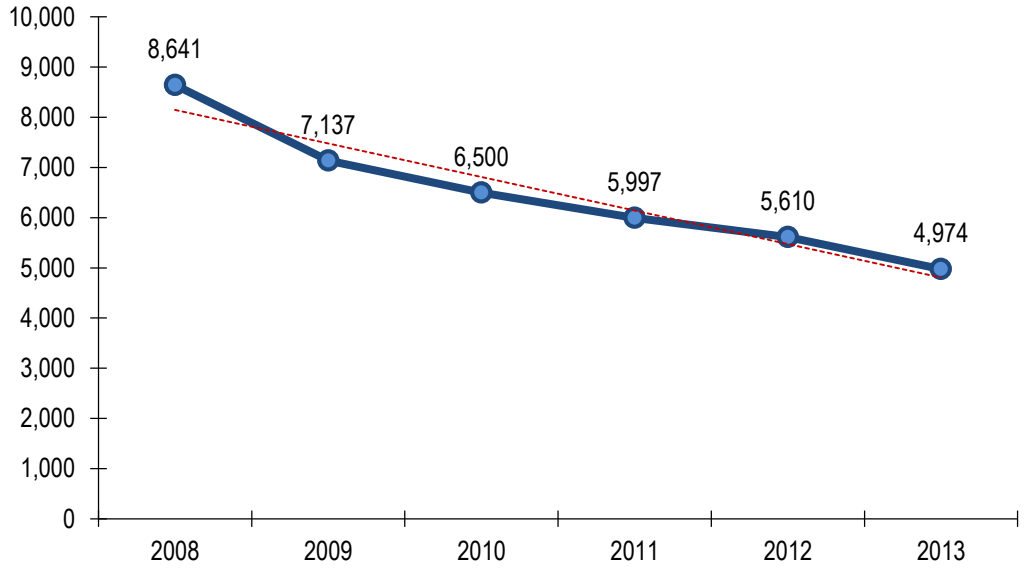



Source: U.S. DOT, National Highway Traffic Safety Administration (NHTSA), Fatality Analysis Reporting System (FARS), 2015 and West Virginia Department of Transportation, Division of Highways, 2015.

Note: 2014 State data are preliminary.

Figure 1.3 below shows serious injuries between 2008 and 2014. Serious injuries have steadily declined each year, with a 10 percent decline between 2013 and 2014 and nearly 48 percent over this six-year span.

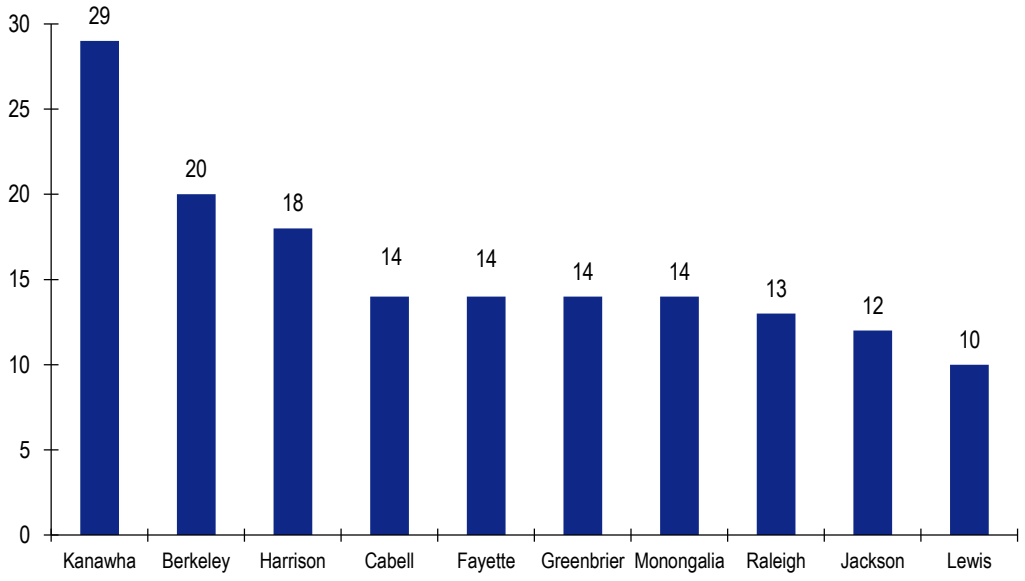
**Figure 1.3 Traffic Serious Injuries**
*Total*




Source: West Virginia Department of Transportation, Division of Highways, 2015.

Figure 1.4 shows the top 10 counties where fatalities occurred in 2013 with Kanawha County, the State's most populous county, having the most fatalities (29) in 2013. Fatalities in these 10 counties represent 48 percent (158 fatalities) of the State's 332 total fatalities in 2013.

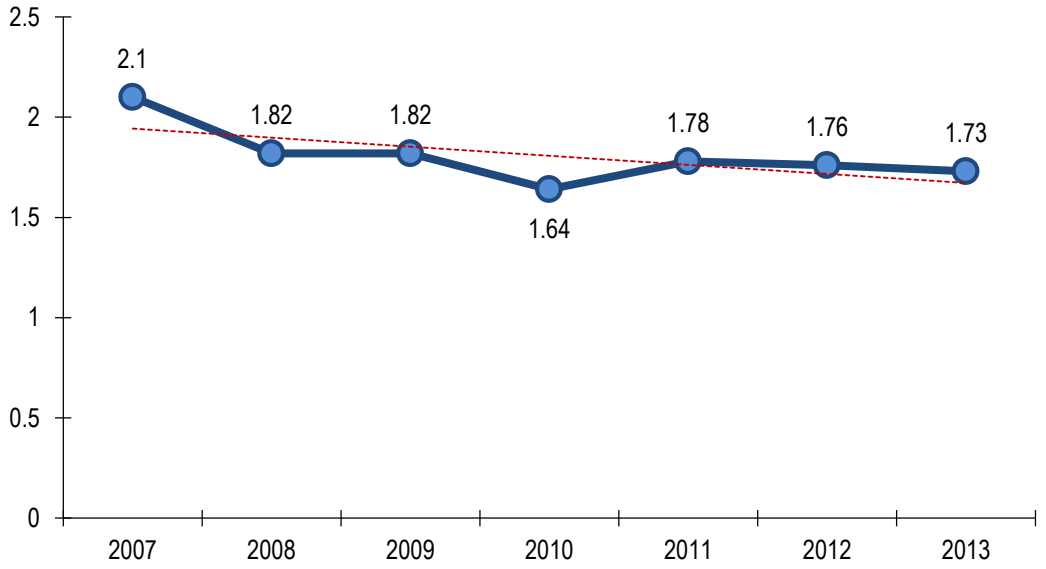
**Figure 1.4 Fatalities**
*Top 10 Counties in 2013*




Source: U.S. DOT, NHTSA FARS, 2015.

When examined by 100 million vehicle miles traveled (VMT), West Virginia experienced a similar decline from 2007 to 2013, dropping 18 percent from a 2.1 rate to 1.73 as shown in Figure 1.5.

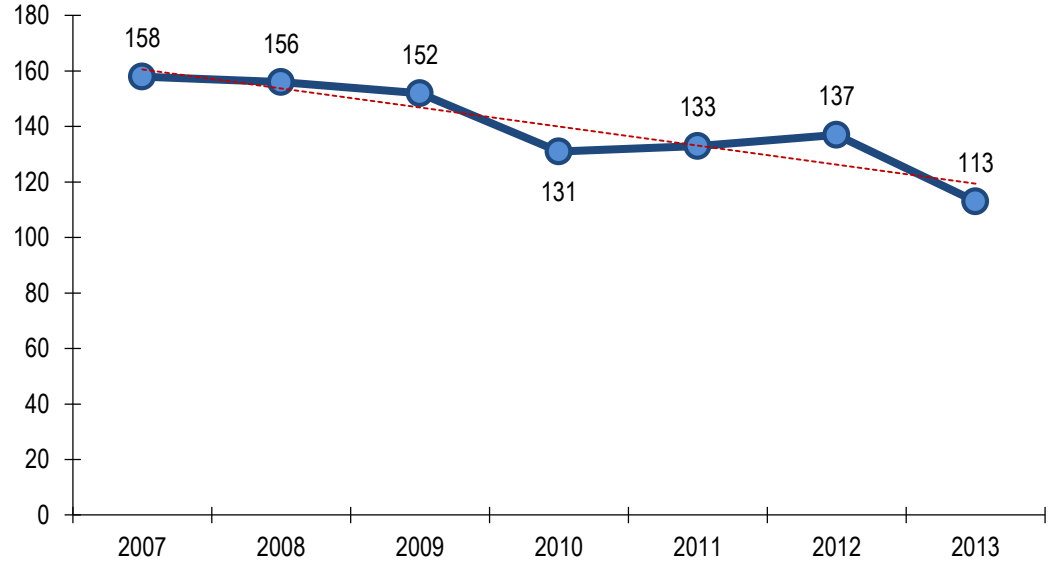
**Figure 1.5 Fatalities per 100 Million Vehicle Miles Traveled**




Source: U.S. DOT, NHTSA FARS, 2015.

Unbelted fatalities have declined 28 percent from 2007, from 158 fatalities to 113 (Figure 1.6).

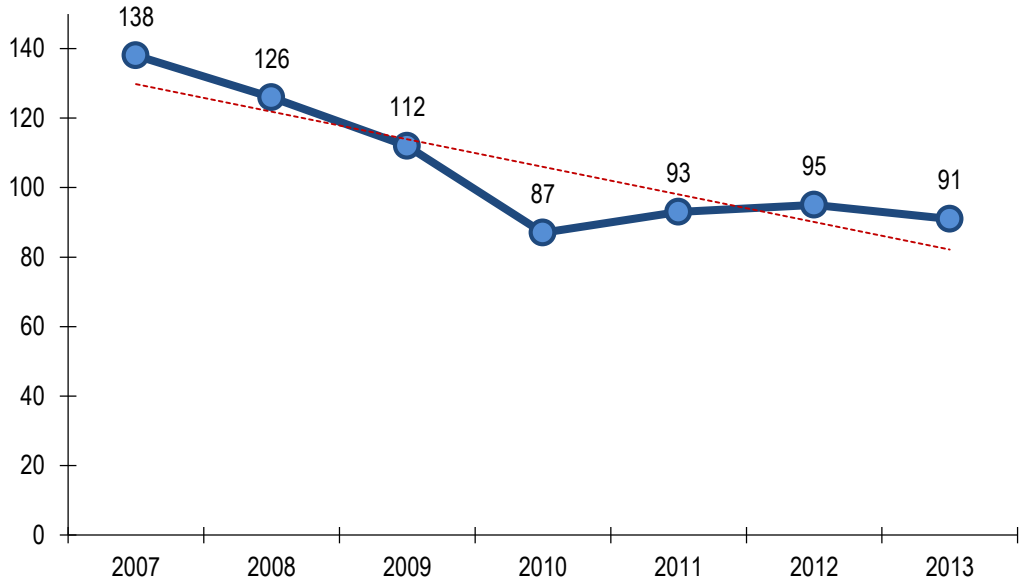
**Figure 1.6 Unbelted Fatalities**




Source: U.S. DOT, NHTSA FARS, 2015.

Alcohol-impaired driving fatalities have steadily declined from 2007, despite marginal increases from 87 in 2007, to 93 in 2011 and 95 in 2012. Over the seven-year period (2007 to 2013), fatalities involving a BAC of 0.08+ declined 34 percent (Figure 1.7).

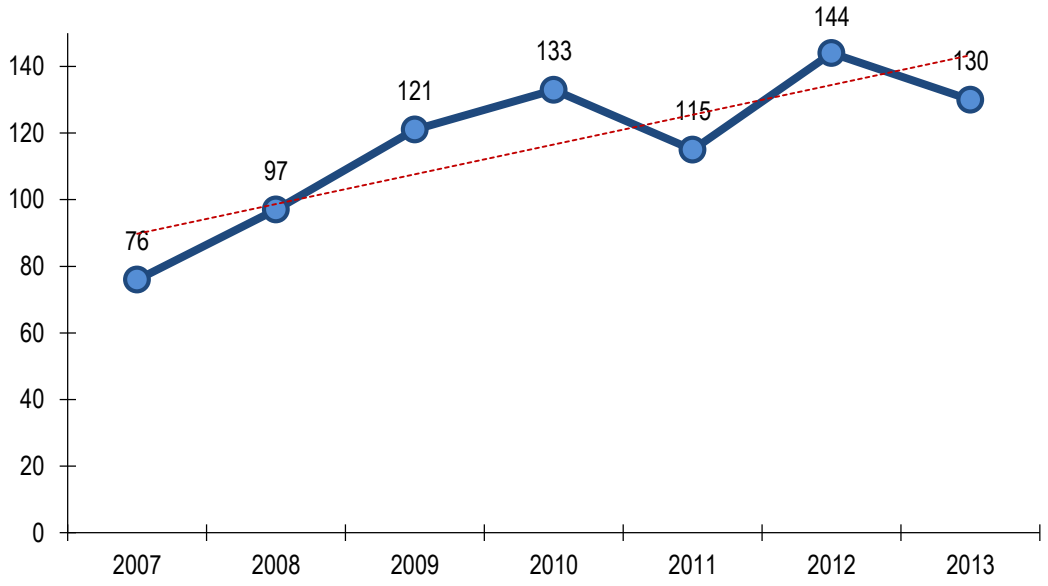
**Figure 1.7 Alcohol-Impaired Driving Fatalities (BAC=0.08+)**




Source: U.S. DOT, NHTSA FARS, 2015.

Speed-related fatalities have been steadily rising. Figure 1.8 shows that from 2007 to 2013, speeding deaths increased by 71 percent, from 76 to 130 fatalities. While West Virginia experienced a 14 percent decrease from 133 in 2010 to 115 in 2011, fatalities increased again by 25 percent to 144 in 2012. Following this sharp increase, speeding-related fatalities decreased 10 percent from 144 in 2012 to 130 in 2013.

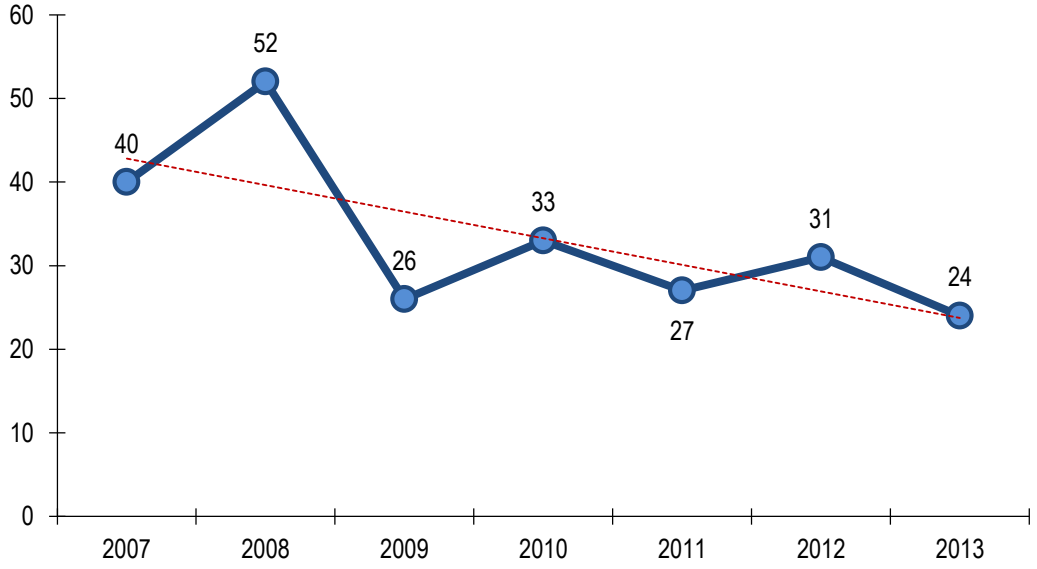
**Figure 1.8 Speeding-Related Fatalities**




Source: U.S. DOT, NHTSA FARS, 2015.

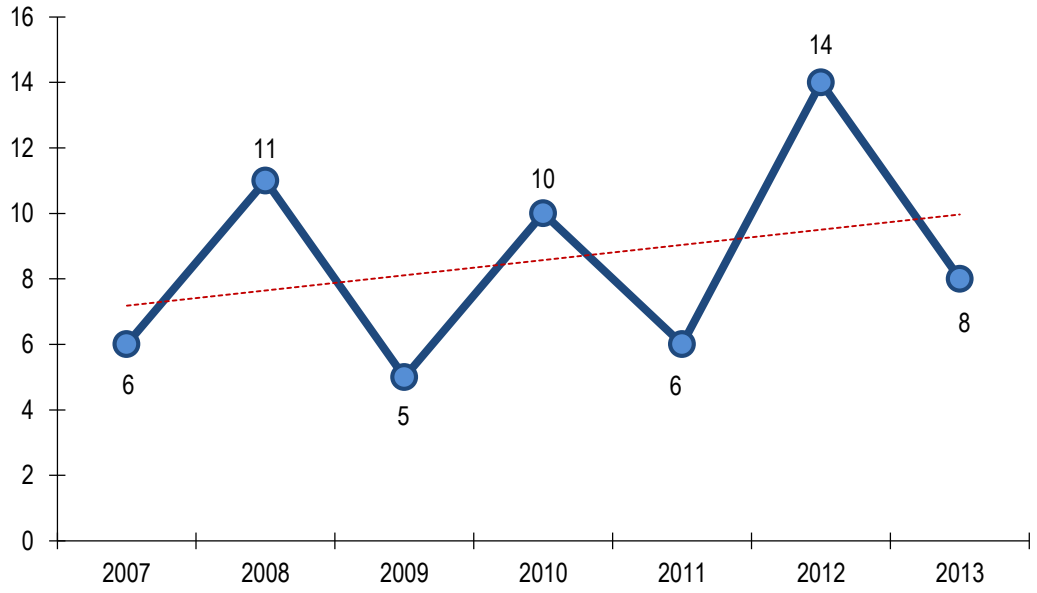
West Virginia experienced 24 motorcyclist fatalities in 2013, eight (33 percent) involved riders that were not wearing a helmet (Figure 1.9 and Figure 1.10). This represents a sharp decrease in the proportion of motorcyclist fatalities involving unhelmeted riders in 2012 (45 percent). Overall motorcyclist fatalities have been on the decline, decreasing by nearly half (40 percent) from 2007 to 2013.

**Figure 1.9 Motorcyclist Fatalities**




Source: U.S. DOT, NHTSA FARS, 2015.

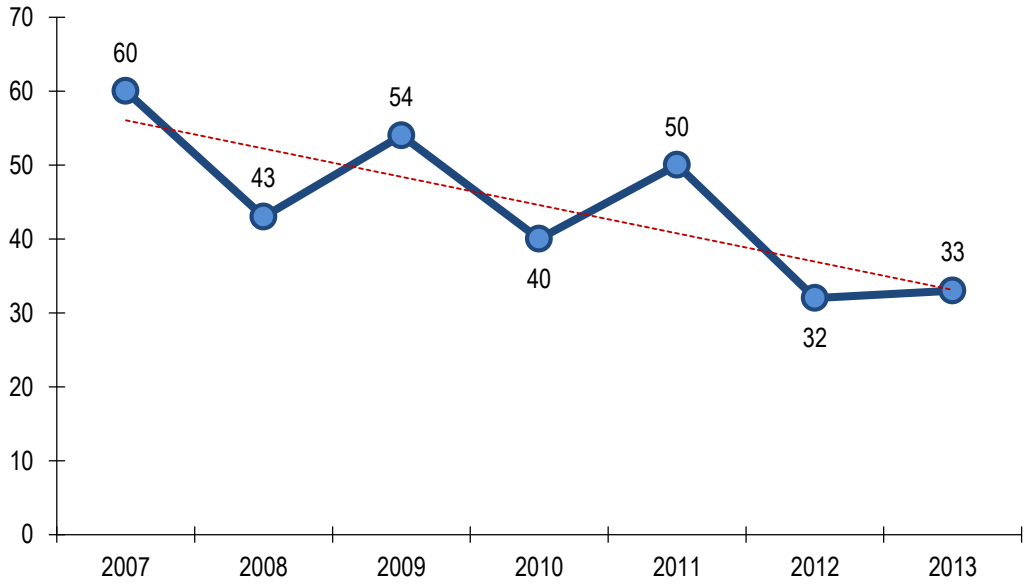
**Figure 1.10 Unhelmeted Motorcyclist Fatalities**




Source: U.S. DOT, NHTSA FARS, 2015.

Young drivers 20 years or younger involved in fatal crashes declined 45 percent from 2007 to 2013. Following an increase from 40 fatal crashes in 2010 to 50 in 2011, fatal crashes plummeted 34 percent to 33 in 2013 (Figure 1.11).

**Figure 1.11 Drivers 20 Years or Younger Involved in Fatal Crashes**

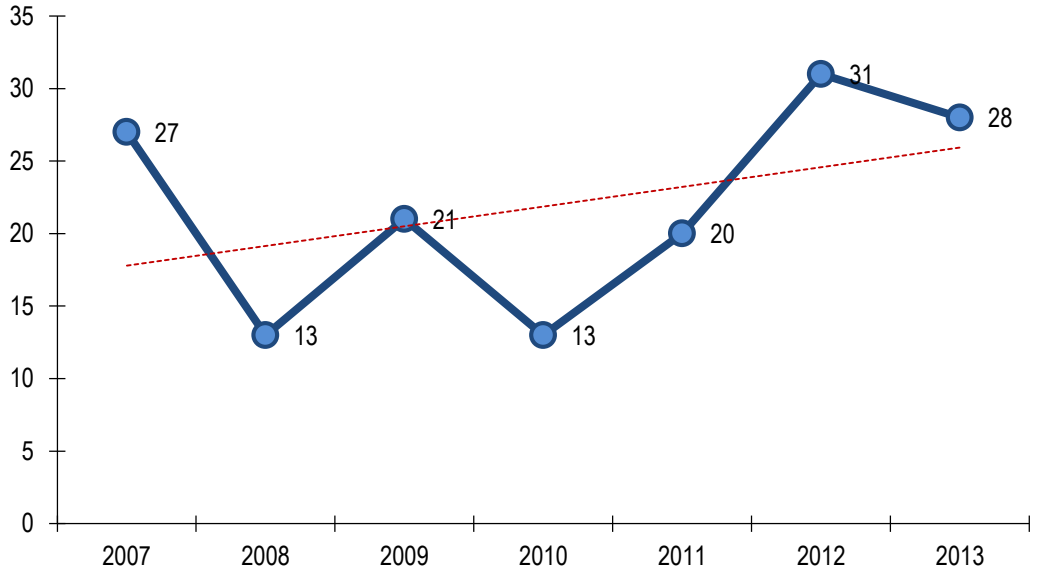



Source: U.S. DOT, NHTSA FARS, 2015.

Between 2007 and 2011, pedestrian fatalities declined 26 percent from 27 to 20, with a low of 13 fatalities occurring in both 2008 and 2010 (Figure 1.12).

However, fatalities rose to 31 in 2012, representing a 55 percent increase. Fatalities decreased 11 percent, to 28 in 2013.

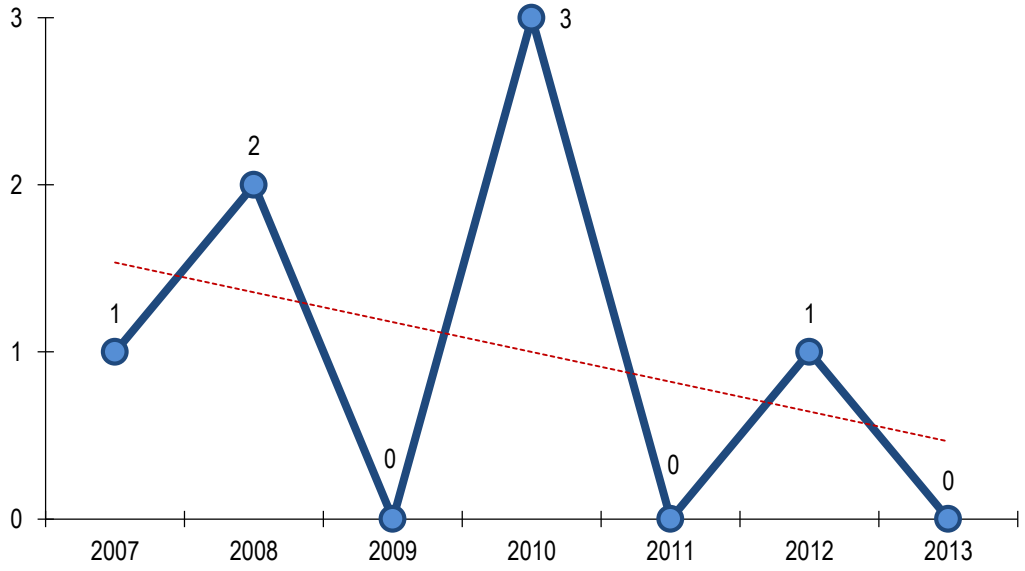
**Figure 1.12 Pedestrian Fatalities**




Source: U.S. DOT, NHTSA FARS, 2015.

Bicyclist fatalities averaged one per year from 2007 through 2013. While 2010 was the worst year with three bicyclist fatalities, no fatalities were recorded in 2009, 2011, and 2013. (Figure 1.13).

**Figure 1.13 Bicyclist Fatalities**




Source: U.S. DOT, NHTSA FARS, 2015.

Table 1.1 consolidates the data presented in Figures 1.2 through 1.13 to show trends for the required NHTSA core performance measures from 2008 through 2014. For each measure the percent change from 2012 to 2013 and the average annual change is also shown. Most notable is the progress made in 2013 where the State saw a reduction in every core performance measure with the exception of drivers age 20 and younger. Also of note is the increase in observed seat belt use from 82 percent in 2013 to 88 percent in 2014.

## Table 1.1 West Virginia Traffic Safety Trends, 2008 to 2014

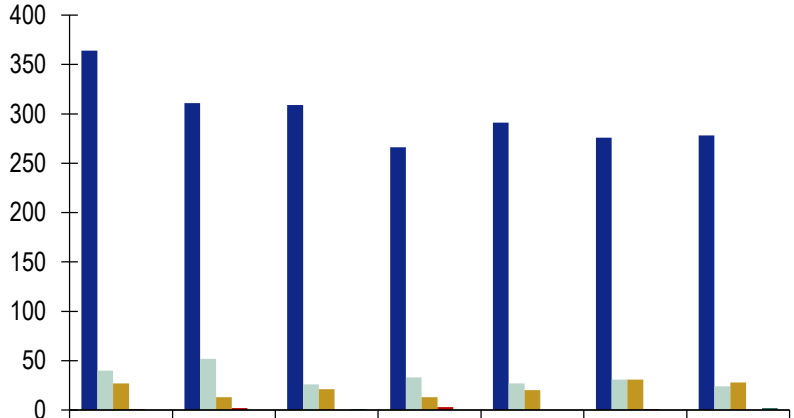
| | | Actual | | | | Change | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Core Performance Measure** | | **2008** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2012-2013 Percent Change** | **Average Annual Change** |
| C-1 | Traffic Fatalities | 378 | 357 | 315 | 338 | 339 | 332 | 272 | -2.1% | -9.2 |
| C-2 | Serious Traffic Injuries | 3,416 | 2,393 | 2,164 | 1,924 | 1,858 | 1,473 | 1,378 | -20.7% | -388.6 |
| C-3 | Fatalities/VMT | 1.82 | 1.82 | 1.64 | 1.78 | 1.76 | 1.73 | 1.43 | -1.7% | -0.02 |
| C-4 | Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions | 156 | 152 | 131 | 133 | 137 | 113 | NA | -17.5% | -8.6 |
| C-5 | Alcohol-Impaired Fatalities (driver or motorcycle operator with 0.08 BAC or greater) | 126 | 112 | 87 | 93 | 94 | 91 | NA | -3.2% | -7.0 |
| C-6 | Speeding-Related Fatalities | 97 | 121 | 133 | 115 | 144 | 130 | NA | -9.7% | 6.6 |
| C-7 | Motorcyclist Fatalities | 52 | 26 | 33 | 27 | 31 | 24 | NA | -22.6% | -5.6 |
| C-8 | Unhelmeted Motorcyclist Fatalities | 11 | 5 | 10 | 6 | 14 | 8 | NA | -42.9% | -0.6 |
| C-9 | Drivers Age 20 or Younger Involved in Fatal Crashes | 43 | 54 | 40 | 50 | 32 | 33 | NA | 3.1% | -2.0 |
| C-10 | Pedestrian Fatalities | 13 | 21 | 13 | 20 | 31 | 28 | NA | -9.7% | 3.0 |
| C-11 | Bicycle Fatalities | 2 | 0 | 3 | 0 | 1 | 0 | NA | -100.0% | -0.4 |
| B-1 | Statewide Observed Seat Belt Use | 89.5% | 87% | 82% | 85% | 84% | 82% | 88% | -2.4% | -1.5 |

Source: NHTSA FARS, 2015, West Virginia Governor's Highway Safety Program, and 2014 West Virginia Observational Survey of Seat Belt Use.

Note: 2014 data are preliminary.

Automobile drivers and occupants (includes passenger cars, light trucks – only four tires, and motorhomes only) continue to be the road-user group that experiences the highest number of fatalities, as shown in Figure 1.14. Fatalities involving this group, however, have declined by 24 percent from 2007 to 2013.

**Figure 1.14 Fatalities by Roadway User Group**




| | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|---|---|---|---|---|---|---|---|
| Automobile Occupant** | 364 | 311 | 309 | 266 | 291 | 276 | 278 |
| Motorcyclist | 40 | 52 | 26 | 33 | 27 | 31 | 24 |
| Pedestrian | 27 | 13 | 21 | 13 | 20 | 31 | 28 |
| Bicyclist | 1 | 2 | 0 | 3 | 0 | 1 | 0 |
| Other | 0 | 0 | 1 | 0 | 0 | 0 | 2 |

Source: U.S. DOT, NHTSA FARS, 2015.

## Demographic Trends

West Virginia geographic area encompasses 24,078 square miles and ranks 35th in area. The largest county is Randolph with 1,040 square miles and the smallest is Hancock with 83 square miles. The State has 38,864 miles of public highway with the vast majority being rural two-lane roadways. West Virginia's mountainous terrain, narrow roadways, and small shoulder areas also create special highway safety challenges. West Virginia has 37 non-Federal, short-term, acute care hospitals[2]; 2 of which are Level I Trauma Centers, 4 are Level II, 3 are Level III, and 24 are Level IV Trauma Centers.[3]

The 2014 Population Estimates Program reports West Virginia's population is 1,850,326, an increase of 2.3 percent from 1,808,344 reported in the 2000 U.S. Census. Table 1.1 shows about an even split between the male and female population with the overwhelming majority being white. Table 1.2 shows the number of licensed drivers as well as VMT decreased 3.9 percent from 2007 to 2014. Registered vehicles, however, increased nine percent.

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[2] American Hospital Directory (https://www.ahd.com/state_statistics.html), retrieved on June 1, 2015.

[3] Bureau of Public Health/Office of EMS website; May 13, 2015 list.

### Table 1.2 Population

| Demographic Group | Population |
|---|---|
| Total population | 1,850,326 |
| Male | 914,061 |
| Female | 936,265 |
| Black alone | 66,612 |
| White alone | 1,735,606 |
| Hispanic (of any race) | 25,905 |
| Asian alone | 14,803 |

Source: U.S. Census, 2014.

### Table 1.3 Licensing and Motor Vehicle

| Year | Licensed Drivers | Registered Motor Vehicles | Million Vehicle Miles Traveled |
|---|---|---|---|
| 2007 | 1,366,712 | 1,711,577 | 19,740,560 |
| 2008 | 1,292,448 | 1,687,407 | 20,110,190 |
| 2009 | 1,283,527 | 1,728,940 | 19,049,529 |
| 2010 | 1,305,437 | 1,778,510 | 18,836,084 |
| 2011 | 1,314,399 | 1,765,292 | 18,585,816 |
| 2012 | 1,309,123 | 1,799,664 | 18,747,655 |
| 2013 | 1,309,384 | 1,827,964 | 18,987,359 |
| 2014 | 1,305,871 | 1,864,143 | 18,974,888 |

Source: West Virginia Department of Transportation, Division of Motor Vehicles.

## Core Performance Measures

Table 1.3 identifies the program areas with related core performance and behavioral measures, which will be emphasized in West Virginia's FFY 2016 HSP and how each will be measured. These performance measures mirror the 11 outcome and 1 behavior performance measures developed by NHTSA in collaboration with Governor's Highway Safety Association (GHSA). Additionally, West Virginia has chosen to report on urban and rural fatalities per 100 million VMT. The FFY 2016 HSP performance measures will again include the number and rate for fatalities and number for serious injuries. This will ensure the HSP is consistent with the performance measures in the SHSP.

**Table 1.4 Core Performance Measures FFY 2016**

| Program Area | | Core Performance Measures | Measured By |
|---|---|---|---|
| Overall | C-1 | Reduce Fatalities | Number of traffic-related fatalities |
| | C-2 | Reduce Serious Injuries | Number of traffic-related serious injuries |
| | C-3 | Reduce Fatality Rate per 100 Million VMT | Traffic fatalities per 100 million VMT |
| | | Reduce Rural Fatalities/VMT | Rural fatality rate per 100 million VMT |
| | | Reduce Urban Fatalities/VMT | Urban fatality rate per 100 million VMT |
| Occupant Protection | C-4 | Reduce Unrestrained Fatalities | Number of unrestrained passenger vehicle occupant fatalities, all seat positions |
| | | Increase Observed Belt Use | Observed belt use for passenger vehicles, front seat outboard occupants |
| Impaired Driving | C-5 | Reduce Fatalities with BAC at 0.08 or above | Number of fatalities involving a driver or motorcycle operator with BAC at 08 and greater |
| Speeding | C-6 | Reduce Speeding-Related Fatalities | Number of speed-related fatalities |
| Motorcycle Safety | C-7 | Reduce Motorcyclist Fatalities | Number of motorcyclist fatalities |
| | C-8 | Maintain Unhelmeted Motorcyclist Fatalities | Number of unhelmeted motorcyclist fatalities |
| Novice Drivers | C-9 | Reduce Drivers 20 or Under Involved in Fatal Crashes | Number of drivers age 20 or under younger involved in fatal crashes |
| Pedestrian and Bicycle Safety | C-10 | Reduce Pedestrian Fatalities | Number of pedestrian fatalities |
| | C-11 | Maintain Bicyclist Fatalities | Number of bicyclist fatalities |

## Supporting Data

Additional data sources used by the GHSP and safety stakeholders include NHTSA Fatality Analysis Reporting System (FARS) and State Traffic Safety Information (STSI) web sites, Federal Highway Administration (FHWA) VMT data, National Occupant Protection Use Survey (NOPUS), U.S. Census data, American Community Survey Five-Year Estimates data, NHTSA assessments, research reports and Traffic Safety Facts, other state Highway Safety Plans and Annual Evaluation Reports, and West Virginia State agency databases and reports.

The majority of the traffic-related data (crashes, fatalities, and injuries) is collected by West Virginia's 314 law enforcement agencies. The largest agency is the West Virginia State Police which has 667 sworn officers housed in 8 troops and further divided into 63 detachments. Each of the 55 West Virginia counties has a sheriff's department varying in size from 3 officers to 102. There are 178 municipal police departments, with the largest having 158 officers and the smallest having 1. All of these agencies have the responsibility of enforcing traffic laws. Currently, West Virginia has 3,399 police officers.

Table 1.4 below lists the data sources used to develop the Highway Safety Plan.

**Table 1.5 Highway Safety Plan Data Sources**

| Federal | West Virginia | Other |
|---|---|---|
| • Fatality Analysis Reporting System (FARS)<br>• State Traffic Safety Information (STSI)<br>• FHWA VMT Data<br>• National Occupant Protection Use Survey (NOPUS)<br>• U.S. Census Data<br>• American Community Survey Five-Year Estimates<br>• NHTSA Assessments Reports and MAP-21 guidance<br>• NHTSA HSP Approval Letter | • Crash and Injury<br>• Licensing<br>• Vehicle<br>• Citation<br>• Court System<br>• Treatment<br>• Trauma Registry<br>• Alcohol Sales – Underage Buy Rate<br>• Strategic Highway Safety Plan<br>• State Legislation and Policy<br>• Population<br>• Observational Surveys<br>• Sobriety Checkpoints, Directed/ Saturation Patrols | • Publications and Studies (i.e., Countermeasures that Work)<br>• Other State's Highway Safety Plans and Annual Evaluation Reports |

## 1.3 PERFORMANCE MEASURE AND TARGET-SETTING PROCESS

The GHSP adopted zero fatalities as a long-term goal with an interim goal of reducing fatalities by one-half by 2030. This is consistent with the long-term and interim goal established by the West Virginia Safety Management Task Force (SMTF) for the SHSP. The GHSP is a member of the SMTF and participated in the discussions to establish the SHSP goal.

To achieve the 2030 fatalities goal, an approximately 3.2 percent per year reduction is necessary. The interim goals for fatalities and fatality rate were established using the 2006 to 2010 five-year average as the basis. However, the five-year average for serious injuries is based on the 2008 to 2012 timeframe due

to reporting changes implemented in 2007 which changed the definition of serious injury from "A" plus "B" injuries to "A" injuries only.

In addition to coordination with the SHSP goals, the GHSP worked with staff at the Department of Highways who oversees the Highway Safety Improvement Program (HSIP) to ensure the performance targets for fatalities, serious injuries, and fatality rate are the same as the targets in the HSP. The zero fatalities long-term and interim goals also were adopted by the American Association of State Transportation Officials (AASHTO) and supported by the Federal Highway Administration (FHWA).

## 1.4 COUNTERMEASURE AND STRATEGY SELECTION PROCESS

### Selection Process

At least four times throughout the year, GHSP staff conduct roundtable meetings with the eight regional Safety Community program staff, seven West Virginia State Police coordinators, and other local stakeholders to review recent crash trends and emerging issues, gather input on safety problems, review grant activity, and discuss effective countermeasures. In addition to these focused discussions, GHSP also will serve on the SHSP emphasis area teams that also discuss ways to solve the State's most significant traffic safety issues. Information gained from these meetings, coupled with the staff's knowledge of the data, literature, and the State's cultural and political climate all serve to inform the selection of countermeasures and strategies for the HSP.

### Grantee Risk Assessment

The GHSP, as a pass through entity, will issue grants to its subrecipients using the following guidance found in 2 CFR 200.331 and Risk Assessment tool and procedures in the GHSP Policy and Procedures manual. These procedures will apply to any subaward given by the initial subrecipient.

(a) All requirements imposed by the pass-through entity on the subrecipient so that the Federal award is used in accordance with Federal statutes, regulations and the terms and conditions of the Federal award and any additional requirements that the pass-through entity imposes on the subrecipient in order for the pass-through entity to meet its own responsibility to the Federal awarding agency, including identification of any required financial and performance reports;

(b) A requirement that the subrecipient permit the pass-through entity and auditors to have access to the subrecipient's records and financial statements as necessary for the pass-through entity to meet the requirements of this part; and appropriate terms and conditions concerning closeout of the subaward.

The GHSP will evaluate each subrecipient's risk of noncompliance with Federal statutes, regulations, and the terms and conditions of the subaward for purposes of determining the appropriate subrecipient monitoring described in paragraphs d) and e) of this section, which may include consideration of such factors as:

1) The subrecipient's prior experience with the same or similar subawards;
2) The results of previous audits, including whether or not the subrecipient receives a Single Audit in accordance with Subpart F-Audit Requirements of this part, and the extent to which the same or similar subaward has been audited as a major program;
3) Whether the subrecipient has new personnel or new or substantially changed systems; and
4) The extent and results of Federal awarding agency monitoring (e.g., if the subrecipient also receives Federal awards directly from a Federal awarding agency).

(c) Consider imposing specific subaward conditions upon a subrecipient if appropriate as described in §200.207-Specific conditions.

(d) Monitor the activities of the subrecipient as necessary to ensure that the subaward is used for authorized purposes, in compliance with Federal statutes, regulations, and the terms and conditions of the subaward; and that subaward performance goals are achieved. Pass-through entity monitoring of the subrecipient must include:

1) Reviewing financial and performance reports required by the pass-through entity.
2) Following-up and ensuring that the subrecipient takes timely and appropriate action on all deficiencies pertaining to the Federal award provided to the subrecipient from the pass-through entity detected through audits, on-site reviews, and other means.
3) Issuing a management decision for audit findings pertaining to the Federal award provided to the subrecipient from the pass-through entity as required by §200.521 Management decision.

(e) Depending upon the pass-through entity's assessment of risk posed by the subrecipient (as described in paragraph b) of this section), the following monitoring tools may be useful for the pass-through entity to ensure proper accountability and compliance with program requirements and achievement of performance goals:

1) Providing subrecipients with training and technical assistance on program-related matters; and
2) Performing on-site reviews of the subrecipient's program operations;

3) Arranging for agreed-upon-procedures engagements as described in §200.425 Audit services.

(f) Verify that every subrecipient is audited as required by Subpart F-Audit Requirements of this part when it is expected that the subrecipient's Federal awards expended during the respective fiscal year equaled or exceeded the threshold set forth in §200.501 Audit requirements.

(g) Consider whether the results of the subrecipient's audits, on-site reviews, or other monitoring indicate conditions that necessitate adjustments to the pass-through entity's own records.

(h) Consider taking enforcement action against noncompliant subrecipients as described in §200.338 Remedies for noncompliance of this part and in program regulations.

## 1.5 COORDINATION WITH THE STRATEGIC HIGHWAY SAFETY PLAN

The Safety Management Task Force (SMTF) last updated the State's Strategic Highway Safety Plan (SHSP) in 2009. Members of the SMTF included representatives from the Governor's Highway Safety Program, which served as co-chair. Members included:

- Division of Highways – Chair;
- Governor's Highway Safety Program – Co-chair;
- State Police;
- Division of Motor Vehicles (Driver Services);
- Department of Health and Human Resources – 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; and
- Federal Motor Carrier Safety Administration.

Based upon an analysis of crash data, the SMTF identified the SHSP emphasis areas listed below which represented the most fatalities and serious injuries. Data was also included as an emphasis area because of the importance of various data sources in determining the emphasis areas strategies and actin steps, as well as tracking and assessing their progress.

- Impaired Driving;
- At-Risk Drivers (older drivers/younger drivers);
- Occupant Protection;
- Lane Departures/Roadway; and
- Data.

The West Virginia Department of Transportation Traffic Engineering Division is responsible for, and oversees, the SHSP update and implementation process. The Division has a contract with a consultant and will begin updating the SHSP in July 2015. 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 traffic records information system data; establishing performance targets for the State and each emphasis area; identifying emphasis area strategies and action steps; and
- Developing a draft and final SHSP.

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.

As the SHSP update progresses, alignment of the fatality, serious injury, and fatality rate performance targets will be discussed in SMTF meetings to ensure consistency between the SHSP, HSP, and HSIP. 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.

## 1.6 OTHER FUNDING SOURCES

The West Virginia Commission on Drunk Driving Prevention (CDDP) was established in 1986 by an act of the West Virginia Legislature (Chapter §15-2-40 of the West Virginia Code). Funds are generated through a six percent excise tax on the sale of liquor and wine and funding for impaired driving projects is available through a quarterly application process by any law enforcement agency in West Virginia. The Governor's Representative for Highway Safety and the Governor's Highway Safety Program Director are members of the Board of Directors (eight members) for the CDDP. The Governor's Highway Safety Program encourages West Virginia law enforcement agencies to apply to the CDDP. The CDDP works directly with the GHSP in coordinating and planning the GHSP Sustained Enforcement Plan. State funding (spending authority) for CDDP projects is generally $1.3 million, however, the CDDP is requesting $3.25

million for FY 16 in order to replace 120 Intoximeters statewide plus 2 BATMobiles (Blood Alcohol Testing Mobile Units) to replace the 2 current ones.

In 2015, West Virginia passed an open container law which is still under NHTSA legal review, but has received preliminary approval. If a determination is made this law change meets Federal requirements, West Virginia will lose 154 transfer funds for FY 16 and beyond.

Prior to MAP-21, 154 funds were tracked by the GHSP and a portion went to Hazard Elimination Projects, implemented by the Division of Highways, and a portion went to GHSP for Alcohol programs. In 2013, the GHSP ceased tracking "new" Hazard Elimination project funding, however continues to track $12,775,000 in 154 Hazard Elimination funds received prior to 2013; all of which has been obligated. Nothing was requested in 2014, but in 2015, the GHSP received $589,757 for Alcohol programs.

The GHSP has requested $750,000 from the Department of Highways' HSIP funds for 2016. These funds, if approved, will be used for Drugged Driving programs.

In FFY 2015, the Division of Highways provided $2,000,000 (HSIP funds) to the GHSP to address distracted driving ($1,500,000) and work zone safety ($500,000). Unspent funds will carry over to FFY 2016.

## 1.7 EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM

A significant portion of West Virginia's highway safety grant funds is awarded to law enforcement agencies each year through eight Regional Coordinators and the West Virginia State Police. The GHSP has developed policies and procedures to ensure enforcement resources are used efficiently and effectively to support the goals of the State's highway safety program. West Virginia incorporates an evidence-based approach in its statewide enforcement program through the following components:

### Data-Driven Problem Identification

In the statewide problem identification process used in the development of the HSP, the data analyses are designed to identify who is over involved in crashes and when, where, and why crashes are occurring. Key results from the problem identification are presented in the statewide and individual program area sections of the HSP.

All enforcement agencies receiving grant funding must also use a data-driven approach to identify the enforcement issues in their jurisdictions. Data documenting the identified highway safety issue(s) and the proven strategies that will be implemented to address the problem must be included in the

funding application submitted to GHSP. Each of the eight Regional Coordinators will assign enforcement activities based upon measurable data provided to them by the GHSP. The expected enforcement effort will be by written agreement and included as part of their grant file. The effort and progress will be monitored by the GHSP Program Managers.

## Implementation of Evidence-Based Strategies

To ensure enforcement resources are deployed effectively, law enforcement agencies are directed to implement data-driven, evidence-based strategies. The HSP narrative outlines West Virginia's broad approach to address key problem enforcement areas and guides local jurisdictions to examine local data and develop appropriate countermeasures (using NHTSA's *Countermeasures That Work* and other proven resources) for their specific problem area(s). Examples of proven strategies include targeted enforcement focusing on specific violations, such as distracted driving and speeding, or on specific times of day when more violations occur, such as nighttime impaired driving road checks and seat belt enforcement. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, also is required. Several State-mandated enforcement blitzes are also included. The Data-Driven Approach to Crime and Traffic Safety (DDACTS) model and other strategies that use data to identify high-crash locations are also proven strategies. By implementing strategies which research has shown to be effective, more efficient use is made of the available resources and the success of enforcement efforts is enhanced. Multijurisdictional enforcement efforts are encouraged and supported by the GHSP. Further details on specific enforcement efforts can be found in each of the program areas.

## Continuous Monitoring

Continuous monitoring of the enforcement grants is another important element of West Virginia's evidence-based traffic safety enforcement program. Enforcement agencies' deployment strategies are continuously evaluated and adjusted to accommodate shifts and changes in their local highway safety problems. Several methods are used to follow-up on programs funded by GHSP. The agencies receiving grant funding are required to detail program progress in their activity reports which include data on the activities conducted (e.g., areas and times worked, number of citations and arrests issued). Funding decisions for subsequent years are based on the effectiveness and performance of the enforcement project.

Enforcement grants also are monitored throughout the year by the eight Regional Coordinators for the GHSP. Enforcement activities and efforts also are monitored continuously not only from the GHSP Program Manager and the Regional Coordinator, but also by agency LELs and the State LEL. (Note: Each law enforcement agency that is a recipient of Highway Safety funding must have an assigned officer to serve as the agency LEL). Contact with enforcement

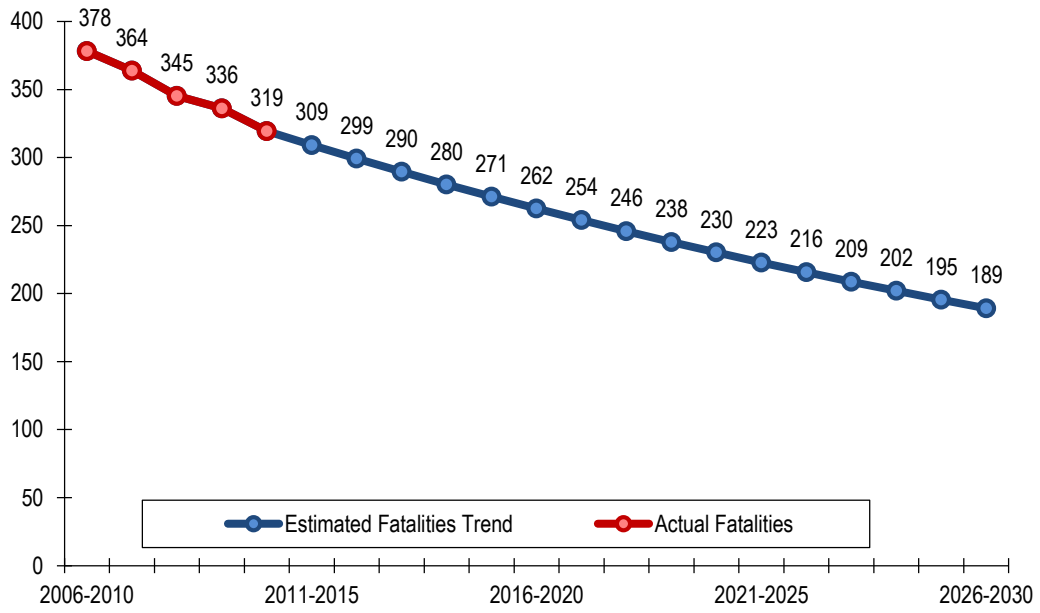
agencies is maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events. Enforcement deployment strategies are continuously evaluated for their impact and effectiveness and modifications are made where warranted. A citation/arrest database is used to track and monitor enforcement efforts. Special projects are implemented as needed.

# 2.0 Highway Safety Performance Plan

## 2.1 HIGHWAY SAFETY PERFORMANCE TARGETS FOR FFY 2016

As noted in Section 1.3, GHSP adopted zero fatalities as a long-term goal with an interim goal of reducing fatalities by one-half by 2030, using 2006 to 2010 as a five-year average base. This equates to an approximately 3.2 percent per year reduction. Figures 2.1 and 2.2 show the effects of this 3.2 percent annual reduction.

**Figure 2.1 Total Fatalities Performance Target Through 2030**

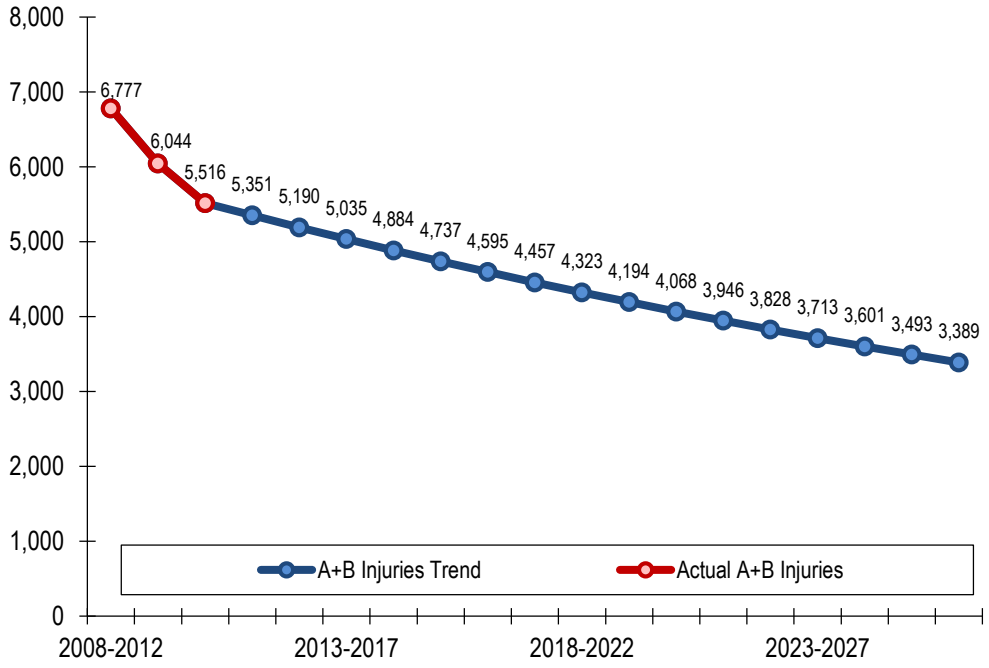



Source: West Virginia Department of Transportation, Division of Highways, NHTSA FARS, 2015.

Note: 2014 State data are preliminary.

Figure 2.2 shows serious injury goals through 2030. The line represents the trend for both "A" and "B" injuries. This is representative of how the State previously defined serious injuries.

**Figure 2.2 Serious Injuries Performance Target Through 2030**




Source: West Virginia Department of Transportation, Division of Highways, NHTSA FARS, 2015

Note: 2014 data are preliminary.

NHTSA encourages states to consider and adjust trend lines if necessary when major legislation is passed or when major changes in the number of fatalities and serious injuries occur. West Virginia has maintained a consistent reduction for each program area. Further reductions may be seen as the effects of the 2013 primary safety belt law (effective July 9, 2013) are realized; the State is already seeing observed seat belt use increase. In addition, the passage of DUI legislation in 2014, which allows DUI offenders who waive their administrative hearings to "opt in" for Ignition Interlock participation without serving any hard-time license revocation, also may result in reductions. Mandatory interlock participation is required for all repeat DUI offenders (10-year look back period) and all first offense DUI offenders with a BAC of 0.15 or greater. Offenders who opt in must receive additional Interlock participation time proportionate with the hard-time revocation required for the type DUI offense for which they are charged.

Table 2.1 shows the performance targets for the 2016 HSP. Except for core outcome measures C-2, B-1, all figures reflect the most recent FARS figures as shown on the NHTSA State Traffic Safety Information (STSI) Website.

## Table 2.1 FFY 2016 Performance Measures and Targets

| CORE OUTCOME MEASURES | | | 2009 | 2010 | 2011 | 2012 | 2013 |
|---|---|---|---|---|---|---|---|
| C-1 | Traffic Fatalities (FARS) | Annual | 357 | 315 | 338 | 339 | 332 |
| | | 5-Year Moving Average | 390 | 378 | 364 | 345 | 336 |
| | Reduce total fatalities by 11.6 percent from 336 (2009-2013 average) to 299 by 2016. | | | | | | |
| C-2 | Serious Injuries in Traffic Crashes (State Crash File) | Annual | 2,393 | 2,164 | 1,924 | 1,858 | 1,473 |
| | | 5-Year Moving Average | 5,072 | 4,133 | 3,168 | 2,351 | 1,962 |
| | Reduce serious traffic injuries by 17.0 percent from 1,962 (2009-2013 average) to 1,629 by 2016. | | | | | | |
| C-3 | Fatalities/VMT (FARS/FHWA). | Annual | 1.8 | 1.6 | 1.8 | 1.8 | 1.7 |
| | | 5-Year Moving Average | 1.9 | 1.9 | 1.8 | 1.8 | 1.7 |
| | | Rural | 2.2 | 2.1 | 2.2 | 2.4 | 2.2 |
| | | Urban | 1.3 | 1.1 | 1.2 | 1.0 | 1.1 |
| | Reduce fatalities/VMT by 11.2 percent from 1.75 (2009-2013 average) to 1.55 by 2016. | | | | | | |
| C-4 | Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS) | Annual | 152 | 131 | 133 | 137 | 113 |
| | | 5-Year Moving Average | 160 | 152 | 146 | 142 | 133 |
| | Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 9.4 percent from 133 (2009-2013) to 121 by 2016. | | | | | | |
| C-5 | Alcohol-Impaired Driving Fatalities (FARS) | Annual | 112 | 87 | 93 | 94 | 91 |
| | | 5-Year Moving Average | 118 | 114 | 111 | 102 | 95 |
| | Reduce alcohol impaired driving fatalities 8.8 percent from 95 (2009-2013 average) to 87 by 2016. | | | | | | |
| C-6 | Speeding-Related Fatalities (FARS) | Annual | 121 | 133 | 115 | 144 | 130 |
| | | 5-Year Moving Average | 90 | 100 | 108 | 122 | 129 |
| | Reduce speeding-related fatalities by 15.4 percent from 129 (2009-2013 average) to 109 by 2016. | | | | | | |
| C-7 | Motorcyclist Fatalities (FARS) | Annual | 26 | 33 | 27 | 31 | 24 |
| | | 5-Year Moving Average | 38 | 38 | 36 | 34 | 28 |
| | Reduce motorcyclist fatalities by 6.7 percent from 28 (2009-2013 average) to 26 by 2016. | | | | | | |
| C-8 | Unhelmeted Motorcyclist Fatalities (FARS) | Annual | 5 | 10 | 6 | 14 | 8 |
| | | 5-Year Moving Average | 7 | 8 | 8 | 9 | 9 |
| | Reduce unhelmeted motorcyclist fatalities by 12.3 percent from nine (2009-2013 average) to eight by 2016. | | | | | | |
| C-9 | Drivers Age 20 or Younger Involved in Fatal Crashes (FARS) | Annual | 54 | 40 | 50 | 32 | 33 |
| | | 5-Year Moving Average | 56 | 53 | 49 | 44 | 42 |
| | Reduce drivers age 20 or younger involved in fatal crashes by 7.7 percent from 42 (2009-2013 average) to 39 by 2016. | | | | | | |
| C-10 | Pedestrian Fatalities (FARS) | Annual | 21 | 13 | 20 | 31 | 28 |
| | | 5-Year Moving Average | 21 | 19 | 19 | 20 | 23 |
| | Reduce pedestrian fatalities by 14.2 percent from 23 (2009-2013 average) to 19 by 2016. | | | | | | |
| C-11 | Bicyclist Fatalities (FARS) | Annual | 0 | 3 | 0 | 1 | 0 |
| | | 5-Year Moving Average | 1 | 1 | 1 | 1 | 1 |
| | Reduce bicyclist fatalities by 100 percent from one (2009-2013 average) to zero by 2016. | | | | | | |
| **CORE BEHAVIOR MEASURE** | | | **2010** | **2011** | **2012** | **2013** | **2014** |
| B-1 | Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) | Annual | 82% | 85% | 84% | 82% | 88% |
| | Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 4.2 percentage points from 87.8 percent in 2014 to 92 percent in 2016. | | | | | | |

## Justification for Selected Performance Targets

- **Total Fatalities Target Justification:** To achieve the goal of reducing fatalities in half by 2030 West Virginia needs to reduce fatalities by 3.2 percent every year. Based on historical FARS data, the number of fatalities has fluctuated over the last 5 years but overall has trended downward. Using either a 3 year (2011-2013) or 5 year (2009-2013) moving average results in 336 fatalities. Using this average reduction of 3.2 percent per year would result in a 2016 target of 304 that places West Virginia slightly behind the targeted trend to reduce fatalities in half by 2013, so a more aggressive 11.6 percent reduction target of 299 is chosen to stay on track. Preliminary state fatality numbers for 2014 also indicate this appears to be a reasonable target.
- **Serious Injuries Target Justification:** Based on state injury data, the number of serious injuries has fallen over the last 5 years. A 5-year trend line was chosen as the most practical justification for determining the 2016 target based on trends and current countermeasure programs enacted to address the overall injuries. To achieve the 2016 target, West Virginia will have to achieve a 17.0 percent reduction in serious injuries from 1,962 (2009-2013 average) to 1,629 by 2016.
- **Fatalities/VMT Target Justification:** Based on historical FARS data, the fatality rate per 100 MVMT has fluctuated over the last 5 years but overall has trended downward. A 5-year trend line was chosen as the most practical justification for determining the 2016 target based on trends and current countermeasure programs enacted to address the overall fatality rate. To realize the 2016 target, an 11.2 percent reduction in fatalities from 1.75 (2009-2013 average) to 1.55 in 2016 must be achieved.
- **Unrestrained Passenger Vehicle Occupant Fatalities Target Justification:** To achieve the goal of reducing fatalities in half by 2030 West Virginia needs to reduce unrestrained fatalities by 3.3 percent every year. Based on historical FARS data, the unrestrained fatalities have fallen over the last 5 years. A 5-year trend line was chosen as the most practical justification for determining the 2016 target based on trends and current countermeasure programs enacted to address unrestrained fatalities. To achieve the 2016 target, a reduction in unrestrained fatalities by 9.4 percent from 133 (2009-2013 average) to 121 in 2016 is needed.
- **Alcohol-Impaired Driving Fatalities Target Justification:** Based on historical FARS data, the alcohol impaired fatalities have fluctuated over the last 5 years but have trended downward. A 5-year trend line was chosen as the most practical justification for determining the 2016 target based on trends and current countermeasure programs enacted to address alcohol-impaired fatalities. To attain the 2016 target, an 8.8 percent reduction in alcohol impaired fatalities from 96 (2009-2013 average) to 87 in 2016 is needed.

- **Speeding-Related Fatalities Target Justification:** Based on historical FARS data, the linear trend line shows that the speeding related fatalities are trending downward. West Virginia currently does/does not specifically conduct speeding related countermeasures. However, programs to address unbelted occupants and impaired drivers may have a correlation in impacting speeding related fatalities. A 5-year moving average was chosen as it continues to achieve a reduction in speed related fatalities. To achieve the 2016 target, a reduction in speed fatalities by 15.4 percent from 129 (2009-2013 average) to 109 in 2016 is needed.
- **Motorcyclist Fatalities Target Justification:** Between 2009 and 2013, there was an average of 28 motorcycle fatalities for the 5-year average based on FARS data. With the fluctuations in motorcycle fatalities over the last five years and the relatively small numbers a 5-year moving average was determined to be an appropriate measure. To achieve the 2016 target, motorcyclist fatalities the State will have to decrease by 6.7 percent from 28 (2009-2013 average) to 26 in 2016.
- **Unhelmeted Motorcyclist Fatalities Target Justification:** With such a low number of fatalities, it becomes increasingly hard to account for fluctuations from one year to the next. Because of this, a single year target linear reduction using a 5-year moving average (2009-2013) was selected. To achieve the 2016 target, a 12.3 percent reduction in unhelmeted motorcyclist fatalities from 9 (2009-2013 average) to 8 in 2016 is needed.
- **Fatalities for Drivers Age 20 or Younger Involved in Fatal Crashes Target Justification:** Based on historical FARS data, fatalities have largely fallen over the 5-year moving average, with an average of 42 fatalities occurring between 2009 and 2013. Based on the 5-year moving average it was determined a 2016 target of 39 fatalities could be achieved with a decrease of 7.7 percent from the 5-year moving average.
- **Pedestrian Fatalities Target Justification:** Based on historical fluctuations in the data and the small numbers involved in pedestrian fatalities the estimating a target is challenging. On average, between 2009 and 2013, there were 23 pedestrian fatalities. Given small number of fatalities and the historical fluctuations, a 2016 target of 19 is deemed reasonable. A 14.2 percent reduction in fatalities from the 5-year moving average is required to achieve the 2016 target.
- **Bicyclist Fatalities Target Justification:** With bicyclist fatalities consistently at or near zero, it becomes increasingly hard to account for fluctuations from one year to the next. Looking at the 5-year moving average (2009-2013) the fatal count was less than 1 (0.8). Given that West Virginia had zero bicyclist fatalities in 2009, 2011, and 2013, zero fatalities is the only reasonable target to set for 2016.
- **Observed Seat Belt Use Target Justification:** After realizing the State's highest seat belt use rate of 89 percent in in 2007 and 2008, the observed seat

belt usage rate dropped, then increased again over the last several years to 88 percent in 2014. With no new occupant protection legislation enacted or expected in 2016 it is expected that increases in the observed seat belt usage rate will be more hard fought as we begin to address the hard core non belt use population. West Virginia however is committed to improving the seat belt use rate in 2016 and the years beyond. A 4.2 percentage point annual increase to 92 percent has been chosen and is considered a realistic performance target for 2016.

# 3.0 Highway Safety Strategies and Projects for FFY 2016

Based on data analysis, behavioral survey findings, and discussions with key partners and stakeholder groups, West Virginia's 2016 HSP addresses the following program areas: impaired driving, occupant protection, speeding, motorcycle safety, novice drivers (under 21 years of age), traffic records, distracted driving, and work zone safety. This supports two of the three emphasis areas in West Virginia's SHSP, which calls upon West Virginia GHSP and its partners to address driver behavior (impairment, belt use, inexperience) and special users (pedestrians, bicyclists, and motorcycles). Additionally, the 2016 HSP outlines how enforcement, education, and data will be used to achieve the identified performance measures and targets.

The following sections provide details on each program area's performance targets and measures, strategies, project descriptions, and funding levels and sources. The project descriptions at the end of each program area include citations referencing the performance targets and evidence of effectiveness. The performance targets are numbered in each of the program area descriptions and the same numbering is followed in the program/project description.

West Virginia used the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Seventh Edition, 2013 as a reference to aid in the selection of effective, evidence-based countermeasure strategies for the program areas presented in Section 3.0. Citations referencing CTW, followed by the chapter and related countermeasure section (e.g., CTW, Chapter 2, and Section 2.1), are identified in the program/project descriptions and denotes the effectiveness of the related countermeasure strategy where appropriate. Please note that CTW is not referenced for Planning and Administration activities. The seventh edition of *Countermeasures That Work* can be viewed in its entirety on the NHTSA web site at: http://www.nhtsa.gov/staticfiles/nti/pdf/811727.pdf.

A project task list for each program area follows the project descriptions and includes the estimated project award by funding source(s) for each FFY 2016 project.

# 3.1 REGIONAL SAFE COMMUNITY PROGRAMS

## Overview

West Virginia embraced the present community/regional approach to traffic safety in the 1990s. The GHSP continues to believe it is the most efficient approach to deal with the State's traffic safety problems and issues.

The GHSP will continue to fund traffic safety initiatives through eight Regional Traffic Safety Programs throughout West Virginia covering all 55 counties. Based on data analysis conducted each year, West Virginia's primary target audience in driving behavior programming and media messaging is the young male population. The priority areas outlined in this plan are in accordance with NHTSA Priorities (impairment, occupant protection, and speed) and supported by FARS data. These issues are consistent throughout each of the State's eight Regional Safe Community Programs and have priority status within each of these programs.

While the eight regional programs must focus on the State's priority issues, they are allowed some flexibility in funding projects that address issues which may be more prevalent in one area over another (i.e., ATV accidents are more common in the southern/southwestern part of the State). The GHSP will continue to work diligently to support and promote efforts to upgrade occupant protection, impaired driving, and other laws that promote safer highways in West Virginia.

The State is divided into eight regions based on geography and demographics. Table 3.1 identifies each region by number and subgrantee city and details the population and square miles serviced by each regional program.

**Table 3.1 Regional Safe Community Programs Population and Area**

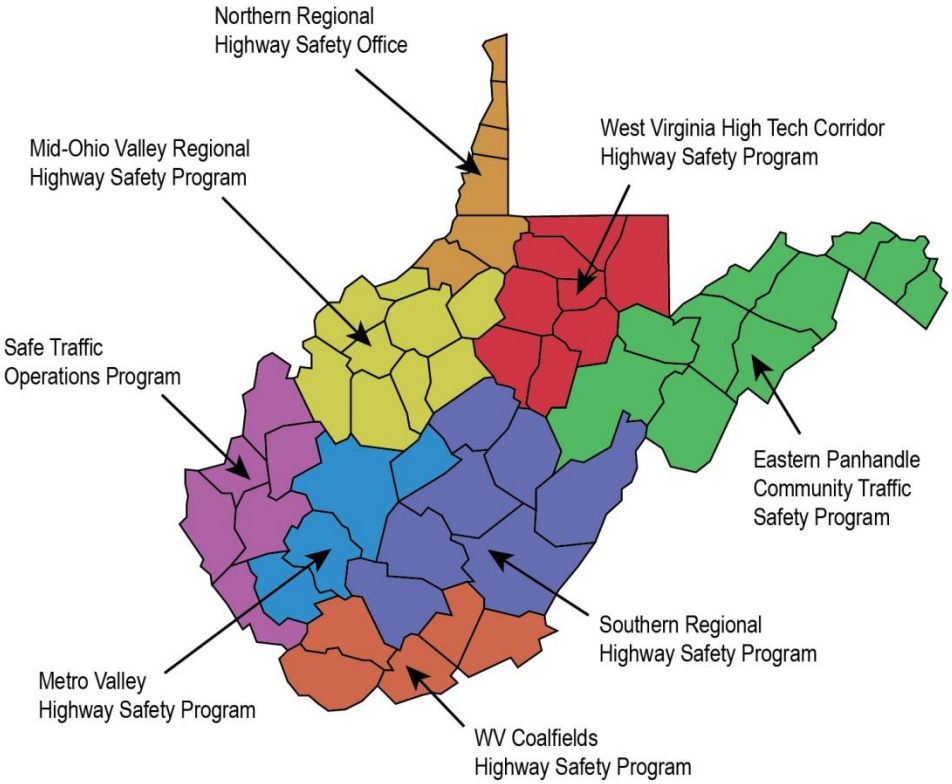
| Region | Subgrantee | Population | Percent of State | Area (Square Miles) | Percent of State |
|---|---|---|---|---|---|
| 1 | Charleston | 259,227 | 13.99% | 2,221.8 | 9.1% |
| 2 | Huntington | 269,967 | 14.57% | 2,460.7 | 10.1% |
| 3 | Wood Co. | 178,841 | 9.6% | 3,104.5 | 12.8% |
| 4 | Wheeling | 156,366 | 8.4% | 1,225.9 | 5.0% |
| 5 | Clarksburg | 334,529 | 18.05% | 3,022.9 | 12.4% |
| 6 | Martinsburg | 300,365 | 16.21% | 4,958.3 | 20.4% |
| 7 | Beckley | 219,142 | 11.82% | 4,977.2 | 20.5% |
| 8 | Bluefield | 134,322 | 7.24% | 2,311.2 | 9.7% |

Source: U.S. Census, 2014 Update.

A description of each Regional Safe Community Program Project Director's responsibilities details how each program works with and distributes grant

funds to grantees and how the grantees' projects selected for funding support the overall state goals and performance measures. Each regional program Project Director is responsible for overseeing evidence-based law enforcement programs within their region. These data-driven traffic safety enforcement programs prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. The locations of the Regional Safe Community Programs are identified in Figure 3.1.

**Figure 3.1 Regional Safe Community Program Locations**




Source: Governor's Highway Safety Program.

In 2014, according to the West Virginia Traffic Information System (TRIS), West Virginia had 38,384 crashes, causing 14,706 injuries and 272 fatalities. Table 3.2 shows the distribution of fatalities among the eight regional programs.

**Table 3.2 Fatalities by Region**

| Region | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | Average (2008-2014) |
|---|---|---|---|---|---|---|---|---|
| 1 | 50 | 46 | 43 | 44 | 50 | 45 | 48 | 47 |
| 2 | 49 | 59 | 46 | 59 | 55 | 37 | 46 | 50 |
| 3 | 43 | 24 | 37 | 33 | 28 | 29 | 31 | 32 |
| 4 | 9 | 15 | 16 | 15 | 21 | 20 | 15 | 16 |
| 5 | 62 | 66 | 46 | 49 | 45 | 59 | 41 | 53 |
| 6 | 60 | 56 | 48 | 52 | 57 | 58 | 41 | 53 |
| 7 | 75 | 52 | 46 | 42 | 43 | 59 | 26 | 49 |
| 8 | 32 | 35 | 33 | 44 | 40 | 25 | 24 | 33 |

Source: West Virginia Traffic Information System (TRIS).

The Regional Safe Community Program goals, objectives, problem identification, and community applications, along with instructions on completing the application, are provided to the regional programs by the GHSP. Each Safe Community project has goals and objectives tailored to their area based on the problems specific to their region. The following data sources are used to identify traffic safety problems in each region: West Virginia DOT Crash Database, FARS, Division of Motor Vehicles, Alcohol Beverage Control Administration, and the GHSP Traffic Safety Programs. Collectively, the Safe Community projects are focused on the following statewide performance targets.

## Performance Targets

1. Reduce rural fatalities/VMT by 9.7 percent from 2.19 (2009-2013 average) to 1.98 by 2016.
2. Reduce urban fatalities/VMT by 13.2 percent from 1.13 (2009-2013 average) to 0.98 by 2016.
3. Reduce alcohol impaired driving fatalities 8.8 percent from 96 (2009-2013 average) to 87 by 2016.
4. Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 9.4 percent from 133 (2009-2013) to 121 by 2016.
5. Reduce pedestrian fatalities 14.2 percent from 23 (2009-2013 average) to 19 by 2016.
6. Reduce bicyclist fatalities 100 percent from one (2009-2013 average) to zero by 2016.

## Strategies

Each Safe Community Project supported with GHSP funds is ***required*** to conduct the activities detailed on pages 39 to 43 within their assigned region. All Safe Community Projects include funding to support a Project Director who is responsible for coordination of the regional program and the GHSP required activities. The Project Directors' responsibilities are detailed below.

### *Coordination*

1. The Project Director must successfully complete a NHTSA Project Management Class.
2. The Project Director must successfully complete a 40-hour approved Instructor Development course.
3. Support or establish at least one Advocacy Group (i.e., MADD, SADD, and Safe Kids).
4. Establish and maintain a Task Force of Highway Safety advocates and hold a minimum of three meetings per year. A list of members must be maintained on file in the Coordinator's office.
5. Establish and conduct a Regional Highway Safety Award/Recognition program.
6. Make face-to-face contact with each (100 percent) Law Enforcement agency (Executive or designee) in the region's service area and secure Letters of Support and Cooperation to participate in GHSP events and initiatives (which must be maintained which must be maintained on file in the Coordinator's office).
7. Develop and support one Law Enforcement Liaison (LEL) within ***each*** law enforcement agency.
8. Maintain a relationship with DMV Regional Offices in the assigned regional program area through PI&E.
9. Assist the GHSP with the following surveys:
    a. DMV Driver Attitude Survey (June/July – every other year); and
    b. Statewide Seatbelt Use Survey (June – every year).
10. Provide the GHSP with the following reports by the 20th of each month:
    a. Monthly Activity Report;
    b. Data Report;
    c. CPS Installations;
    d. Media Report;
    e. Equipment Listing;

f. Request for Reimbursement; and

g. Calendar of ***Upcoming*** Events.

All reports are to cover the previous month (i.e., the report for June is due July 20) **except** for the calendar, which should be for the upcoming month (i.e., July calendar of events is due June 20).

11. Prepare and submit to the GHSP by the close of business on November 1, a detailed Year End report.

### *Alcohol and Other Drugs Activities*

1. Conduct two law enforcement events per week in the Region.
2. Conduct two Media activities per month in the Region. Each Coordinator shall attach a dollar value to earned media and track that value. The number of people that received the message is also to be tracked.
3. Conduct two age group activities per year in the Region.
4. Each Coordinator shall work with the GHSP LEL Office to facilitate training opportunities for Impaired Driving.
5. Each Coordinator shall ensure Underage enforcement efforts are conducted at least once per quarter.
6. Participate in the State and national mandated blitz periods – Thanksgiving, Christmas/New Year's, West Virginia Day, Fourth of July weekend, and Labor Day. During these periods, all local law enforcement agencies supported by Highway Safety funds shall conduct a minimum of four enforcement events during the blitz/mobilization.
7. Develop and support at a minimum one college PI&E activity.
8. Conduct or facilitate Retail Alcohol Training Activities (i.e., TIPS, WeCard).
9. Assist local law enforcement agencies in obtaining funding from the Commission on Drunk Driving Prevention (CDDP).
10. Complete/submit all DMV Form 314 (DUI Information Sheet). Follow up at the request of GHSP to insure 100 percent submission. This form is available at http://www.dmv.wv.gov under Driver Services/Driver's Licenses/ Forms.
11. PBT Project – The Governor's Highway Safety Program and the Commission on Drunk Driving Prevention are providing PBT's to local Law Enforcement Agencies. This is an attempt to standardize PBT's in West Virginia.

    a. Each Coordinator shall receive either the training or train someone in their area to calibrate the local LE PBT's in their area.

    b. Each Coordinator shall not support any other type of PBT other than the approved standardized PBT.

c. Each Coordinator shall assist the GHSP in distributing, tracking, and inventory of the PBTs.

### *Occupant Protection Activities*

1. Participate in the May CIOT Blitz through enforcement and media/public awareness. Provide support and funding to participating law enforcement agencies.
2. Participate in each of the three additional Occupant Protection enforcement waves as outlined in the Strategic Occupant Protection Plan by providing support and funding to participating law enforcement agencies.
3. Conduct "spot check" nonscientific seat belt surveys following each wave to assess results of enforcement.
4. Obtain written seat belt use policies by all law enforcement agencies receiving Federal Highway Safety funds, and maintain on file in the Coordinator's office. These policies must be written and outline sanctions for noncompliance.
5. Conduct at least two Earned Media activities per month related to Occupant Protection/seat belt use/seat belt enforcement activities.
6. Conduct at least two PI&E activities per month related to seat belts/child safety seats.
7. Conduct a minimum of four Occupation Protection Informational Checkpoints (i.e., one per quarter).
8. Develop, support, and certify a T.O.P.S. (Traffic Occupant Protection Strategies) instructor, who will conduct a minimum of two T.O.P.S. four-hour classes.
9. The Project Director must complete the 32-hour CPS Technician course and remain current with certification.
10. Establish and maintain a minimum of three CPS Fitting Station in the Region.
11. Conduct a minimum of four CPS Clinics/Events.
12. Conduct two "age group"-specific activities per year (i.e., visit Drivers Education/High Schools/Middle Schools, Grade Schools; High School Seat Belt Challenge).
13. Conduct two child safety seat classes or demonstrations (i.e., one to eight hours) to a captive audience (i.e., hospital, daycare, church, civic, etc.).
14. Conduct PI&E, Enforcement, and media events during Child Passenger Safety Week in September, including direct participation, if possible, in Seat Check Saturday.
15. Maintain a list of current CPS Technicians in the Region, and increase the number of Certified Technicians in the Region.

16. Conduct Nighttime Seat Belt Enforcement at least twice during the year, in addition to at least once during the May CIOT blitz. Nighttime is considered 6:00 p.m. or after.
17. Encourage enforcement of seat belt laws during all enforcement efforts (DUI, speed, etc.).

### *Media Activities*

1. Facilitate earned media for local, regional, and national highway safety activities.
2. Cooperate with the DMV/GHSP Public Information staff in statewide media campaigns.
3. Maintain a media file with all the activity generated by the Regional Program and report the activities to the GHSP Public Information Officer and GHSP Program Manager on a monthly basis. Share photographs and other media item of events with the GHSP for inclusion on social media pages/Highway Safety publications.

### *Traffic Records Activities*

1. Support efforts to convert law enforcement agencies to electronic reporting.
2. Ensure the Region's section of the CDDP/Highway Safety Data Base is maintained in a timely and accurate manner. All information is to be entered within one week after an activity has occurred and double checked for accuracy.
3. Upon request by the GHSP Director, facilitate the submission of fatality reports that have not been submitted.

### *Other Traffic Safety Initiatives*

1. Conduct or facilitate a minimum of one ATV Safety Activity yearly.
2. Conduct or facilitate a minimum of one Motorcycle Safety Activity, coordinating with the GHSP Motorcycle Safety Program Manager, i.e., Motorcycle Simulator presentations in Driver's Education classes.
3. Participate in the annual Target Red (Red Light Running) Campaign, which is generally in August, through enforcement and media activities.
4. Conduct an enforcement campaign during School Bus Safety Week in October.
5. Conduct at least one Distracted Driving (cell phone/texting) enforcement event per quarter.
6. Conduct or facilitate at least one activity/media event on Distracted Driving (cell phone/texting) per quarter.

7. Conduct at least one PI&E/Law Enforcement effort for Back to School in August/September.
8. Conduct a minimum of two Speed/Aggressive Driving Enforcement efforts per year.
9. Based on the identification of a Pedestrian/Bicycle Safety problem in the Region, conduct at least one PI&E event during the year.

## Programs and Projects

**Target:** 1 and 2

**Project Numbers:** F16-HS-02 through F16-HS-14-09

**Project Title:** Regional Safe Community Programs

**Description:** The eight Regional Safe Community Programs coordinate and implement traffic safety programs within their region in collaboration with the West Virginia State Police, GHSP Law Enforcement Liaison, local law enforcement agencies, CPS technicians, schools, and safety stakeholders. Safe Community Program Coordinators support implementation of the State's *Strategic Occupant Protection Plan, Evidence-Based Enforcement Program Plan for DUI, Target Red* and *Yellow Dot Programs,* and other traffic safety initiatives, coordinate and provide training, facilitate earned media activities, and create innovative ideas and activities to aid their region in meeting the State's traffic safety performance targets.

**Evidence of Effectiveness**: CTW, Chapter 3: Sections 2.2, and 4.1

### Table 3.3 Safe Community Program and Budget Summary

| Program | 402 Funds |
|---|---|
| Region 1 – City of Charleston | $170,000 |
| Region 2 – City of Huntington | $175,000 |
| Region 3 – Wood County Commission | $120,000 |
| Region 4 – City of Wheeling | $180,000 |
| Region 5 – City of Clarksburg | $125,000 |

| Program | 402 Funds |
|---|---|
| Region 6 – City of Martinsburg | $125,000 |
| Region 7 – City of Beckley | $140,000 |
| Region 8 – City of Beckley (Coalfields Program) | $110,000 |
| **Total** | $1,145,000 |

# 3.2 OCCUPANT PROTECTION

## Overview

The GHSP has committed itself to improving the seat belt use rate in the State in FY 16 and beyond. Our highest seat belt use rate occurred in 2007 and 2008 (89 percent), and after a downward trend, the seat belt usage rate climbed more than five points to 87.8 percent in the 2014 Annual Seat Belt Survey. The 2015 Annual Seat Belt Survey has been conducted, but the results have not yet been tabulated. Our short-term goal is to attain a 92 percent usage rate by September 30, 2016.

West Virginia's annual scientific seat belt survey is described in the report titled "West Virginia Observational Survey of Seat Belt Use, 2014" prepared by Dr. Stephen M. Haas of the Mountain State Criminal Justice Research Services. Based on West Virginia's annual scientific seat belt survey conducted in June 2014, it was reported that:

- Males were significantly less likely to be using safety belts compared to females;
- Both drivers and passengers in trucks were significantly less likely to be wearing a safety belt compared to occupants in other types of vehicles; and
- Drivers of vehicles on rural roads were significantly less likely to be wearing a safety belt.

In West Virginia, over the last five years (2010 to 2014), an average of 319 motor vehicle fatalities has occurred on the State's roadways. The yearly average number of these fatalities ejected from the vehicle is 107, or 34 percent, many of who would have likely survived had they been belted. Males between the ages of 16 and 35 are overrepresented in motor vehicle fatalities and crashes in West Virginia. Most of the fatal crashes are single vehicles departing off two-lane rural roadways, with pick-up trucks being overrepresented. The majority of these crashes occur on weekend nights. While most of these crashes are due to failure to maintain control, speed, impairment, and failure to obey traffic control, the nonuse of seat belts contributes to the fatalities and serious injuries that occur as a result of these crashes, as evidenced by lower use rates in rural areas by young males mostly in pick-up trucks.

GHSP has developed a comprehensive FFY 2016 Strategic Occupant Protection Plan to reduce injuries and fatalities by increasing seat belt and child passenger

restraint use. This continual, multiyear plan will be evaluated on an annual basis, with changes made as needed. A NHTSA Occupant Protection Special Management Review was conducted in West Virginia February 19-21, 2013, and many of the recommendations resulting from that review are included in this plan. An Occupant Protection Assessment was conducted in West Virginia April 12-17, 2015, and the recommendations are currently being reviewed for possible inclusion in the Strategic Occupant Protection Plan. Occupant protection related data are available in Table 3.4.

**Table 3.4 Occupant Protection Fatalities and Seat Belt Usage**

| | Actual | | | | | | |
|---|---|---|---|---|---|---|---|
| **Core Performance Measure** | **2008** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** |
| Unrestrained Passenger Vehicle Occupant Fatalities in All Seating Positions | 156 | 152 | 131 | 133 | 137 | 113 | |
| Statewide Observed Seat Belt Use (Front Seat Outboard Occupants) | 89.5% | 87% | 82% | 85% | 84% | 82% | 88% |
| Seat Belt Citations Issued[a] | – | – | 3,309 | 3,741 | 5,190 | 9,099 | 15,862 |
| Child Safety Seat Citations Issued | – | – | 297 | 293 | 317 | 411 | 420 |

[a] "Citations issued" during grant-funded enforcement activities only.

## Performance Targets

1. Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 9.4 percent from 133 (2009-2013) to 121 by 2016.
2. Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 4.2 percentage points from 87.8 percent in 2014 to 92 percent in 2016.

## Strategies

Proper and consistent use of seat belts and child safety seats is known to be the single most effective protection against death and a mitigating factor in the severity of traffic crashes. The GHSP will provide statewide coordination of West Virginia's FFY 2016 Strategic Occupant Protection Plan under the leadership of the Occupant Protection Coordinator, Amy Boggs, and the State Law Enforcement Liaison Dave Cook. The plan will be implemented through the collaborative efforts of city, county, and state law enforcement agencies, eight regional Safe Community Coordinators, community partners, and the media. The plan's activities will cover the entire state in a comprehensive, sustained, and strategic manner through implementation of the following components:

- High-Visibility Enforcement Activities;

- Public Education and Information Activities;
- Media Activities;
- Training Activities;
- Age Group Activities;
- Child Passenger Safety;
- Occupant Protection Task Force;
- Legislation; and
- Evaluation.

Each of these activities is discussed below and occurs in, or serves rural populations. While the physical address for many of these may be in an urban area, they serve rural communities as well. Additionally, the majority of West Virginia's 132 seat belt survey sites are located in rural locations.

### *Evidence-Based High-Visibility Enforcement Activities*

Each of the eight Safe Community Coordinators will arrange a minimum of at least one seat belt enforcement activity in each of their areas no less frequently than every two weeks. The seven West Virginia State Police coordinators will arrange a minimum of one seat belt enforcement activity within each of their troop areas every two weeks also. Nighttime enforcement will be encouraged; however, the enforcement activities will be conducted primarily during daylight hours and in high-crash location areas. Enforcement activities will focus on roadways that produced low seat belt use rates, as determined by the annual scientific seat belt survey. The GHSP Law Enforcement Liaison will coordinate the efforts of the Safe Community Coordinators and West Virginia State Police coordinators. These two groups divide the State into areas (eight Safe Community Program areas and seven State Police troop areas) and cover 100 percent of the State. The regions are divided as shown in Table 3.5.

**Table 3.5 Safe Community Programs**

| Region | Name | Counties | 2014 Census Population |
|---|---|---|---|
| 1 | Metro Valley Highway Safety Program | Boone, Clay, Kanawha, and Logan | 258,226 |
| 2 | Safe Traffic Operations Highway Safety Program | Cabell, Lincoln, Mason, Mingo, Putnam, and Wayne | 269,294 |
| 3 | Mid-Ohio Valley Regional Highway Safety Program | Calhoun, Doddridge, Gilmer, Jackson, Pleasants, Ritchie, Roane, Wirt, and Wood | 178,039 |
| 4 | Northern Regional Highway Safety Office | Brooke, Hancock, Marshall, Ohio, Tyler, and Wetzel | 154,472 |
| 5 | High-Technology Corridor Regional Highway Safety | Barbour, Harrison, Lewis, Marion, | 337,795 |

| Region | Name | Counties | 2014 Census Population |
|---|---|---|---|
| | Program | Monongalia, Preston, Taylor, and Upshur | |
| 6 | Eastern Panhandle Community Traffic Safety Program | Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, Pendleton, Randolph, and Tucker | 304,061 |
| 7 | Southern Regional Highway Safety Program | Braxton, Fayette, Greenbrier, Nicholas, Pocahontas, Raleigh, and Webster | 216,609 |
| 8 | West Virginia Coalfields Highway Safety Program | McDowell, Mercer, Monroe, Summers, and Wyoming | 131,830 |
| **Total State Population** | | | **1,850,326** |

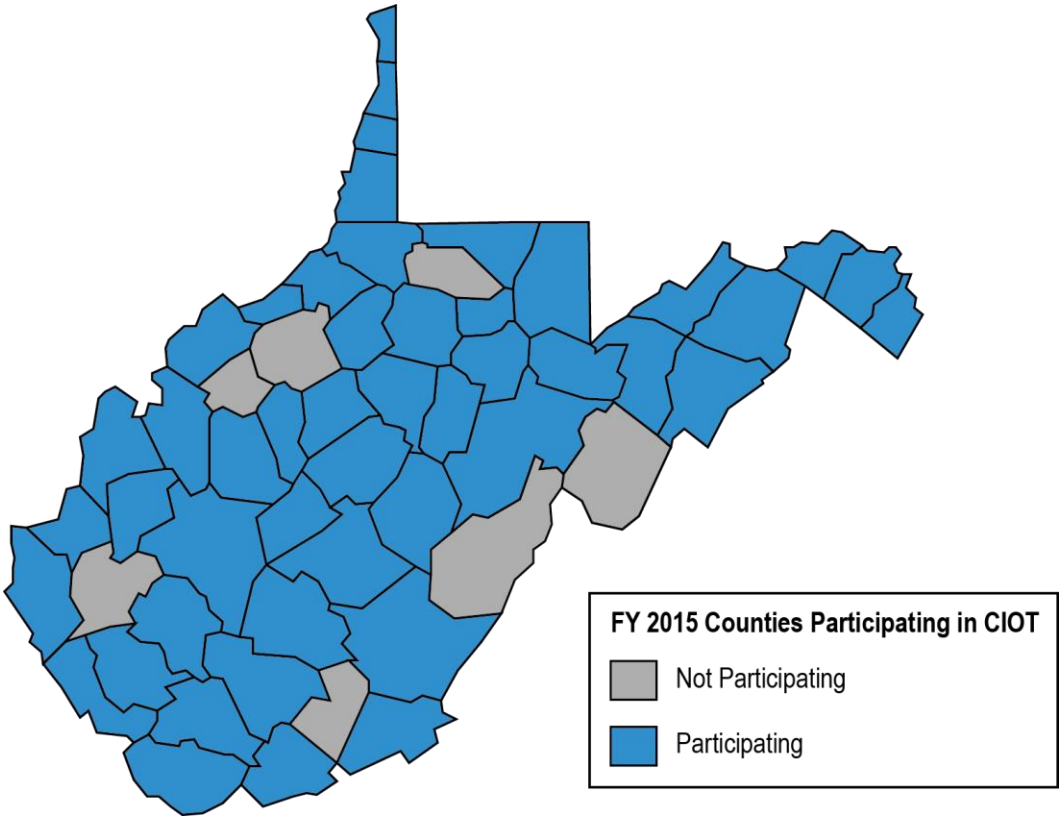
Table 3.6 and Figure 3.2 show the counties where either the main city/town law enforcement agency within the county, the County Sheriff's Department, and/or the State Police will participate in the FFY 2016 sustained seat belt enforcement plan. These departments participated in the FFY 2015 CIOT and will participate again in FFY 2016.

## Table 3.6 Law Enforcement Agencies by County Participating in CIOT

| WV Counties | 2010 Census Population | FFY 2015 Counties Participating in CIOT | Targeted Population |
|---|---|---|---|
| Barbour County | 16,589 | | – |
| Berkeley County | 104,169 | ● | 104,169 |
| Boone County | 24,629 | ● | 24,629 |
| Braxton County | 14,523 | ● | 14,253 |
| Brooke County | 24,069 | | – |
| Cabell County | 96,319 | ● | 96,319 |
| Calhoun County | 7,627 | | – |
| Clay County | 9,386 | | – |
| Doddridge County | 8,202 | ● | 8,202 |
| Fayette County | 46,039 | ● | 46,039 |
| Gilmer County | 8,693 | ● | 8,693 |
| Grant County | 11,937 | ● | 11,937 |
| Greenbrier County | 35,480 | ● | 35,480 |
| Hampshire County | 23,964 | ● | 23,964 |
| Hancock County | 30,676 | ● | 30,676 |
| Hardy County | 14,025 | ● | 14,025 |
| Harrison County | 69,099 | ● | 69,099 |
| Jackson County | 29,211 | ● | 29,211 |
| Jefferson County | 53,498 | ● | 53,498 |
| Kanawha County | 193,063 | ● | 193,063 |

| WV Counties | 2010 Census Population | FFY 2015 Counties Participating in CIOT | Targeted Population |
|---|---|---|---|
| Lewis County | 16,372 | ● | 16,372 |
| Lincoln County | 21,720 | ● | 21,720 |
| Logan County | 36,743 | ● | 36,743 |
| McDowell County | 22,113 | ● | 22,113 |
| Marion County | 56,418 | ● | 56,418 |
| Marshall County | 33,107 | ● | 33,107 |
| Mason County | 27,324 | ● | 27,324 |
| Mercer County | 62,264 | ● | 62,264 |
| Mineral County | 28,212 | ● | 28,212 |
| Mingo County | 26,839 | ● | 26,839 |
| Monongalia County | 96,189 | ● | 96,189 |
| Monroe County | 13,502 | ● | 13,502 |
| Morgan County | 17,541 | ● | 17,541 |
| Nicholas County | 26,233 | ● | 26,233 |
| Ohio County | 44,443 | ● | 44,443 |
| Pendleton County | 7,695 | | – |
| Pleasants County | 7,605 | ● | 7,605 |
| Pocahontas County | 8,719 | ● | 8,719 |
| Preston County | 33,520 | ● | 33,520 |
| Putnam County | 55,486 | ● | 55,486 |
| Raleigh County | 78,859 | ● | 78,859 |
| Randolph County | 29,405 | ● | 29,405 |
| Ritchie County | 10,449 | ● | 10,449 |
| Roane County | 14,926 | ● | 14,926 |
| Summers County | 13,927 | ● | 13,927 |
| Taylor County | 16,895 | ● | 16,895 |
| Tucker County | 7,141 | | – |
| Tyler County | 9,208 | ● | 9,208 |
| Upshur County | 24,254 | ● | 24,254 |
| Wayne County | 42,481 | ● | 42,481 |
| Webster County | 9,154 | | – |
| Wetzel County | 16,583 | | – |
| Wirt County | 5,717 | | – |
| Wood County | 86,956 | ● | 86,956 |
| Wyoming County | 23,796 | ● | 23,796 |
| West Virginia | 1,852,994 | | 1,548,180 |
| | | ***Population Served*** | ***83.55%*** |

**Figure 3.2 Counties Participating in Click It or Ticket**




Source: Governor's Highway Safety Program.

Each region provides seat belt enforcement funding to police and sheriff's departments in their jurisdiction. Short-term, high-visibility enforcement campaigns have been observed to increase belt use more among traditionally lower-belt-use groups, including young drivers, than among higher-belt-use drivers. West Virginia uses a variety of high-visibility seat belt enforcement efforts to reach nonusers. Approved examples of "High-Visibility Enforcement Activities" are:

**Saturation Patrols.** Officers patrol areas identified as high motor vehicle crash areas. Crash data provides this information, and helps pinpoint locations that are overrepresented crash sites involving teenagers, pick-up trucks, and rural areas.

**Directed Patrols.** Officers patrol areas identified as low seat belt use rate areas as determined by the annual scientific seat belt survey. Since many of the low-use rate areas have historically been in rural parts of the State, agencies will target rural areas, particularly those rural areas that contain an official scientific seat belt survey site. Patrol sites include areas near high schools and at locations near

movie theaters, malls, and other areas where teenagers typically congregate, and during times they would most likely be in route to and from these locations.

**Informational Checkpoints.** Officers conduct informational checkpoints for the purpose of reminding citizens the need for adults and children to use seat belts/ child safety seats and to provide information on the occupant protections laws of the State. Checkpoints will be established on roadways which are heavily traveled to reach as many individuals as possible, in rural areas, and as near high schools as safely possible.

**Participation in the *Click It or Ticket* (CIOT) Mobilization in May.** West Virginia's CIOT enforcement campaign will run from May 13 to May 30, 2016. Funds provided to the eight regional coordinators will be granted to law enforcement agencies based on a pre-developed enforcement plan coordinated by the coordinator, law enforcement agencies, and local law enforcement liaisons in each Coordinator's area, as well as the GHSP LEL. Enforcement activities will occur in each regional program area on a daily basis, during all daylight hours, with nighttime enforcement possible in some areas. Funds will be provided directly to the West Virginia State Police (WVSP) to be divided among the seven troop areas. The WVSP will be primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low manpower departments.

**Participation in a Minimum of Three Additional Enforcement Waves.** At minimum, law enforcement agencies will participate in the following three mandatory waves:

- November 6 to November 22, 2015;
- March 4 to March 20, 2016; and
- August 12 to September 28, 2016.

Within the timeframes established for each wave, law enforcement agencies will select five to six enforcement days (which may be continual days or separated). All procedures will be conducted using the same methodology as outlined in the CIOT Mobilization. Since the annual scientific seat belt survey will have been conducted by the beginning of the first wave, data retrieved from the survey will pinpoint low seat belt use areas, and special emphasis will be placed on, but not limited to, enforcement in those areas. Each Safe Community Coordinator will conduct "spot-check" nonscientific seat belt surveys following each wave to assess results of enforcement.

**Conduct Seat Belt Enforcement during all Routine Enforcement Efforts.** Routine enforcement efforts include normal traffic patrols, DUI patrols, etc.

Written seat belt use policies are required for all law enforcement agencies receiving Federal highway safety funds. These policies must be written and outline sanctions for noncompliance.

Obtain letters of support from the West Virginia Chiefs of Police Association, the West Virginia Sheriffs Association, and the West Virginia Fraternal Order of Police.

**State-Mandated Blitzes.** The GHSP has designated the following periods as State-Mandated DUI Blitz Periods: Thanksgiving; Christmas; New Year's; West Virginia Day; and the Fourth of July weekend. During these designated DUI blitz periods, the regional coordinators, county and city law enforcement agencies, and the WVSP also utilize the opportunity to enforce the seat belt law.

**LifeSavers Program**. The LifeSavers program was developed in FY 2005 to provide recognition to individual law enforcement officers who are involved in the GHSP's occupant protection efforts. Ten years later, the program was in need of revitalization. The new LifeSavers program is nearing its re-launch and currently 305 officers across the state are registered to participate.

LifeSavers is now a credit-based system in which officers earn credits for enforcing occupant protection and DUI laws and attending highway safety related training. These credits can then be redeemed for a wide variety of updated and expanded duty-based items and law enforcement training from the LifeSavers online catalog.

The GHSP will continue to support this program, and efforts to increase individual participation are ongoing by the Coordinator of this program. Additional recognition will be provided for participating officers during the CIOT Mobilization and the three additional enforcement waves.

### *Public Information and Education Activities*

Each Regional Coordinator in their area will conduct public education and information activities. The coordinator will be required to conduct at least two events each month (unless otherwise noted) and the West Virginia State Police coordinator also will conduct two activities each month (unless otherwise noted) within their troop area. Approved examples of public information and education activities are as follows:

- Presenting seat belt, child safety seat, and safe driving information to a group such as school classes, employers, civic groups, and church groups, in a face-to-face setting or in a public forum.
- Presenting seat belt, child safety seat, and safe driving information through a media outlet such as TV, radio, newspaper, magazine article, or at a local fair or festival.
- *CPS Clinics/Events* – Safe Community Coordinators will set up a minimum of one Child Passenger Safety Clinic/Event quarterly in which parents/ caregivers can have their child safety seats checked or installed. These events should be set up as a community event with publicity/media coverage.

Region 3, for example, provides PI&E materials to law enforcement agencies to distribute to the general public and to social agencies such as libraries, health

departments, and childcare agencies and offers child safety seat checks to day care centers in the region.

## *Media Plan*

### CIOT Mobilization and Enforcement Waves

All forms of media will be utilized during the May CIOT Mobilization, which will run concurrently with the enforcement campaign. Over $300,000 in Federal Highway Safety funds will be dedicated to this effort alone. Funds will be used for statewide television (network and cable) and radio airtime, signage, newspaper tab-ons, and billboards. Social media, such as Facebook, also will be utilized.

The Safe Community Coordinators also will implement earned media activities in their respective areas. Earned media includes radio and television public service announcements, media talk shows, and newspaper articles/promotions. Seat belt use/nonuse in local motor vehicle crashes should be stressed with media representatives. Each Safe Community Program Coordinator and West Virginia State Police coordinator will be required to conduct at least two media activities per month during the year, with emphasis on target groups (rural residents and high-risk drivers) and advertise enforcement activities before, during, and after each enforcement event within their area or troop. A media activity involves the coverage of an ongoing event or dissemination of information through a media outlet.

These media events are more than simple media notification of an upcoming enforcement event. The Governor's Highway Safety Program receives a report of each media event which includes the coverage area or circulation of the media used and the amount of money it would have cost to purchase the media time/space.

### Target Audience

The primary target audience is:

1. High-risk drivers (males 16 to 34, pick-up truck drivers, nighttime drivers, teenaged drivers and passengers); and
2. Rural drivers.

The GHSP Public Affairs Coordinator will work very closely with the media vendors to ensure the media is reaching the target audiences and will coordinate the media program and is responsible for arranging the media purchases and reporting.

### Strategies and Countermeasures for Rural Residents/Road Users

The State of West Virginia is 80 to 85 percent rural. The largest city in West Virginia, Charleston, has approximately 51,000 residents, and Kanawha County, the largest county in the State and the home of Charleston, has approximately

190,223 residents. The second largest city in West Virginia is Huntington, with approximately 49,000 residents.

The GHSP has divided the state into eight regions, with a Safe Community Coordinator assigned to each region. Each of these regions encompasses one "major" city/town, as well as a large rural area. All activities conducted by each of the Coordinators/law enforcement reach a large portion of the rural communities in their areas. Some of these activities include:

**Law Enforcement Patrols/Checkpoints.** Crash data can pinpoint rural areas where crashes are occurring. The appropriate law enforcement agencies will patrol in those areas which have low seat belt use rates, which is very common in rural areas. The majority of the sites for the annual scientific seat belt survey are located in rural areas and are focused on by law enforcement. Emphasis also will be placed on these areas during the May *Click It or Ticket* blitz and three additional seat belt enforcement waves.

**LifeSavers Program.** Through this program, incentives are offered to law enforcement officers who enforce the State's seat belt laws. Over 1,000 law enforcement officers from all over the State participate in this program, and the majority of these officers represent departments with jurisdiction over rural areas of the State. This successful program will continue in FY 2016.

**Public Information and Education.** In rural areas, most residents receive medical treatment through county/community health centers. The regional coordinators will provide public information and education to these centers through brochures and pamphlets and through the numerous health fairs hosted by these centers. In addition, coordinators will conduct Child Safety Seat clinics at these facilities or in conjunction with other local agencies, in which the participants not only learn about safe child safety seat practices but also receive information on seat belt use by adults. Coordinators also set up booths to promote all aspects of highway safety at town/county fairs that are held in rural communities. The coordinators will also provide educational classes/programs/ assemblies to schools in their areas regarding seat belt safety. In West Virginia, many counties only have one high school in the entire county. Educational programs will be provided through this avenue via Driver's Education Programs, SADD, and other special programs such as Battle of the Belts seat belt challenges.

**Media.** A statewide media campaign is conducted every May for the Click It or Ticket blitz. A paid television and radio campaign reaches every part of the state, and will continue in FY16. A statewide billboard campaign also runs at the same time, with many of these located in rural areas of the state. The coordinators also conduct earned media activities in their respective areas, which include television and radio public service announcements, media talk shows, and newspaper articles. Again, all of the coordinators provide services to rural areas in their region.

The media plan also includes a social media aspect. Four regions (1, 2, 4, and 7) and the GHSP have Facebook pages, with the state office also actively managing a Twitter account. All social media pages cross-promote the CIOT message, as well as share related messages from NHTSA and other organizations across the country.

### *Training Activities*

The GHSP Occupant Protection Coordinator, all GHSP Program Managers, the GHSP Law Enforcement Liaison, and the Safe Community Program Coordinators will attend the NHTSA Occupant Protection Course.

The GHSP Law Enforcement Liaison will coordinate presentation of the NHTSA Traffic Occupant Protection and Strategies Course for each law enforcement agency Law Enforcement Liaison receiving Federal Highway Safety grant funds.

The GHSP will strive to provide basic CPS training, such as Operation KIDS for Law Enforcement to law enforcement agencies receiving Federal Highway Safety grant funds.

The GHSP will continue to sponsor, through its Regional Coordinators, the NHTSA 32-Hour Child Passenger Safety Technician Course in order to certify as many technicians as possible in the proper installation of child safety seats.

### *"Age Group" Activities*

Regional Coordinators will conduct two "age group"-specific activities per year in their area. Age group specific activities include but are not limited to the following:

**High School Drivers Education Classes/General Assemblies –** Visits to Drivers Education Classes or high school assemblies to educate students regarding the dangers of nonseat belt use. Information regarding West Virginia's Graduated Driver Licensing law also will be a main focus (nonseat belt use is forbidden).

**Grade School and Middle School Programs –** Visits to these schools to educate students regarding the dangers of nonseat belt use.

**High School Seat Belt Challenge –** An annual event conducted by Regional Coordinators in their areas to encourage seat belt use by students.

**High School SADD Groups –** Regional Coordinators shall work with the SADD groups within their regions to assist them in their activities and to assist in the Statewide SADD Program.

**West Virginia Collegiate Initiative to Address High-Risk Alcohol Use (WVCIA) –** This project is in its seventh year and works with 23 state college and university campus teams to reduce underage drinking on college campuses. There is a statewide training retreat that brings the colleges together to discuss campus issues and show off successful program. Training is conducted for selected teams from each participating college to enhance their programs and

prepare them for the biannual alcohol and drug abuse requirements from the United States Department of Education. Members also are given opportunities throughout the year to attend relevant training and conferences, with all information shared within the group. In alternating years, WVCIA conducts surveys of college students statewide with questions focusing on high-risk behaviors such as drug and alcohol use. A seat belt use component will be added to this project.

The Coordinators are encouraged to place particular emphasis on projects and activities which address the primary target audiences (high-risk drivers and rural residents) as much as possible.

The high-risk drivers will be reached primarily through high school programs. Rural residents will be reached through school programs, as well as through community activities such as local fairs and various community events.

### *Child Passenger Safety (CPS)*

In 2013, West Virginia had 11 fatalities among children 14 and younger and preliminary state data indicated 13 fatalities for this age group. The national total was 1,149[4] in 2013. West Virginia fatalities among children 14 and younger represented approximately one percent of total fatalities whereas West Virginia represents only 0.6 percent of the national population.

Additionally, according to the Center for Disease Control, motor vehicle crashes are the leading killer of children, teens, and young adults in the nation. In West Virginia alone, total crash-related death costs are $342 million ($3 million in medical costs and $339 million in work loss costs), based on 2005 data. Children represent four percent, or $15 million, and teens represent 16 percent, or $55 million of these costs.[5] Additionally, according to data from the Children's Safety Network, the rate of deaths caused by motor vehicle crashes for children aged 0 through 14 is significantly higher than the national average as shown in Figure 3.3.[6]

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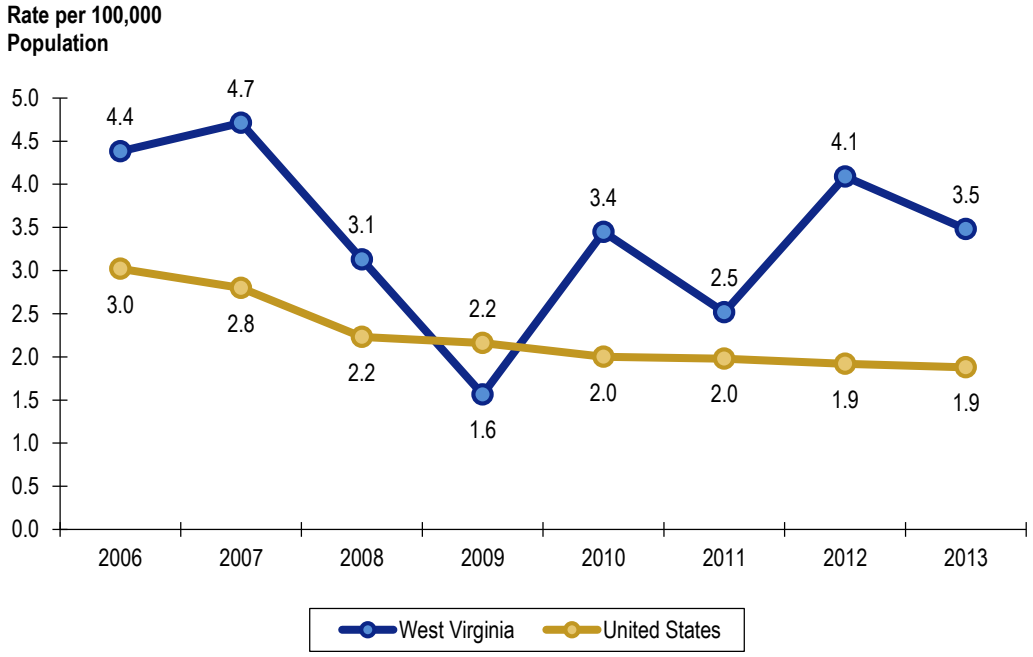
[4] NHTSA, 2013 Children Traffic Safety Fact Sheet , http://www-nrd.nhtsa.dot.gov/Pubs/812154.pdf.

[5] Center for Disease Control, http://www.cdc.gov/Motorvehiclesafety/statecosts/wv.html.

[6] Children's Safety Network, http://www.childrenssafetynetwork.org/state/west-virginia/2014.

**Figure 3.3 Rate of Deaths Cause by Motor Vehicle Crashes, Children Age 0 through 14, West Virginia and U.S.,** *2006-2013*




Source: Center for Disease Control (CDC),[7] Children's Safety Network,[8] 2015 Children Safety Fact Sheet.[9]

Child passenger safety will continue to be an integral part of the GHSP Occupant Protection Program. The Safe Community Program Coordinators will continue to host local events, such as car seat check events and support existing/develop additional child safety seat fitting stations, and implement earned media opportunities. In the GHSP Office, special emphasis will be placed on national events, such as National CPS Week in September and paid media.

West Virginia's Child Passenger Safety (CPS) program is delivered through the Regional Safe Communities programs; there are presently 29 permanent fitting stations throughout the State. The location of the fitting stations within each region, and the number of CPS technicians associated with the station, is detailed in Figure 3.4. West Virginia's CPS program serves 85.88 percent of the State's population.

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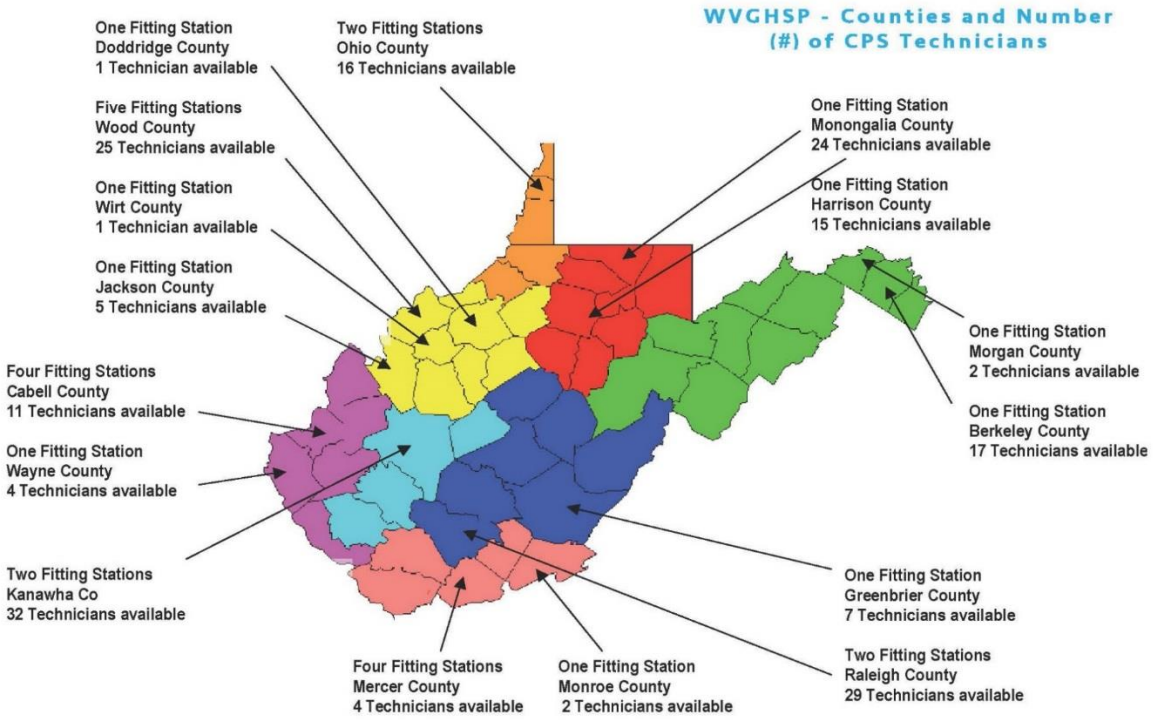
[7] Web link: http://webappa.cdc.gov/sasweb/ncipc/dataRestriction_inj.html.

[8] Web link: http://www.childrenssafetynetwork.org/sites/childrenssafetynetwork.org/files/West%20Virginia%202015%20State%20Fact%20Sheet.pdf.

[9] Web link: http://www-nrd.nhtsa.dot.gov/Pubs/812154.pdf.

**Figure 3.4 West Virginia CPS Fitting Stations and Technicians by Region**




Source: Governor's Highway Safety Program.

Each GHSP Regional Coordinator routinely conducts CPS checks on a monthly basis. Each fitting station is manned by one or more certified technicians. West Virginia currently has 239 certified CPS technicians and 6 CPS Instructors. The complete listing of fitting stations statewide can be found on our web site at http://www.dmv.wv.gov/cps/under Parent and Caregiver Recourses.

Each fiscal year, in conjunction with Safe Kids International, the GHSP offers the following courses on a statewide level at a minimum:

**Thirty-Two-Hour CPS Certified Technician Courses (Four).** This course combines classroom instruction, hands-on work with car seats and vehicles, and a community safety seat checkup event, where students demonstrate proper use and installation of child restraints and safety belts and then teach these skills to parents and caregivers. Successful completion of this course certifies the individual as a CPS technician for two years.

**Eight-Hour CPS Renewal Courses (Two to Three).** This course is not an update/refresher class, but is meant for CPS Technicians whose certification has expired and who have maintained their CPS knowledge and hands-on skills. It is expected that students attempting to renew their certifications stayed involved in CPS programs and activities, have kept up with changes in the field by reading technical updates, attending other CPS classes, and working with

certified technicians to keep their installation skills current, but who, for one reason or another, allowed their certifications to expire.

**Eight-Hour Kidz in Motion Courses (Three to Four).** Upon completion of this course, the technician earns all six CEUs needed in order to recertify with Safe Kids.

The eight GHSP regional coordinators are responsible for recruiting students for the courses. The GHSP statewide coordinator also provides statewide notification of courses via email, phone, and in-person visits as well as a CPS Newsletter twice a year, and informational articles to all technicians and CPS instructors.

### *Occupant Protection Task Force*

The GHSP established an Occupant Protection Task Force comprised of the following members:

- Dave Cook, GHSP Law Enforcement Liaison, Chairman;
- Bob Tipton, GHSP Director;
- Barbara Lobert, GHSP Federal Programs Administrator;
- Amy Boggs, GHSP Occupant Protection Coordinator;
- Charlie Kessell, GHSP Child Passenger Safety Coordinator;
- Jennifer Floyd, GHSP Public Affairs Coordinator;
- Donna Hardy, West Virginia Department of Highways; and
- State Police representative (to be determined).

This task force was formed in 2010 as part of the West Virginia Strategic Highway Safety Plan Committee, which is a cooperative effort between various government safety agencies to formulate a Strategic Highway Safety Plan for the State of West Virginia.

Efforts currently are underway to reevaluate the membership composition and potentially expand the task force. A meeting is planned for July 2015.

### *Legislation*

During the 2013 legislative session, West Virginia lawmakers passed a primary seat belt law which went into effect July 9, 2013. The law carries a $25 fine, but no points or court fees. Back seat passengers over the age of 18 are not required to wear seat belts.

West Virginia's child passenger safety law requires children up to the age of eight and less than 4′ 9″ must be secured in a child safety device. There currently is not any legislation pending to modify this law.

### *Evaluation*

The GHSP will evaluate its FFY 2016 Strategic Occupant Protection Plan using the following performance measures:

- Reduction in unrestrained passenger vehicle occupant fatalities in all seating positions; and
- Reduction drivers under age 21 involved in fatal crashes;
- Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles.
- Increase grant-funded seat belt citations.

## Programs and Projects

**Target:** 1

**Project Number:** F16-HS-10

**Project Title:** West Virginia State Police – Occupant Protection

**Description:** West Virginia's lead law enforcement agency supports the *FFY 2016 Strategic Occupant Protection Plan* through overtime enforcement, including directed patrols, saturation patrols, and seat belt informational checkpoints. The seven West Virginia State Police Troop Coordinators work in collaboration with the eight Regional Safe Community Program Coordinators, law enforcement agencies, and local law enforcement liaisons in the region, and the GHSP Law Enforcement Liaison during the seat belt enforcement campaigns and CIOT. The State Police is primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments. Enforcement is focused on roadways that produced low seat belt use rates, as determined by the annual scientific seat belt survey. The State Police coordinators also conduct earned media activities, with at least two media activities per month, and public information and education events.

**Evidence of Effectiveness:** CTW, Chapter 2: Section 2.1, 2.2, and 3.1

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**Target:** 1

**Project Number:** F16-HS-15

**Project Title:** LifeSavers Program Coordinator (City of Beckley) – Occupant Protection

**Description:** The LifeSavers Program Coordinator oversees the statewide LifeSavers Program which provides recognition and incentives to individual law enforcement officers who demonstrate a devotion to ongoing enforcement of seat belt and DUI laws. The Coordinator also works to increase individual officer participation in the State's seat belt and impaired campaigns.

**Evidence of Effectiveness:** N/A

---

**Target:** 1

**Project Number:** F16-HS-09

**Project Title:** Law Enforcement Liaison (LEL) Office – Occupant Protection

**Description:** The GHSP Law Enforcement Liaison is responsible for oversight and coordination of the efforts of the Safe Community Coordinators and West Virginia State Police coordinators in implementation of the *FFY 2016 Strategic Occupant Protection Plan*, serves as the Chairman of the Occupant Protection Task Force, coordinates the presentation of the NHTSA Traffic Occupant Protection and Strategies (TOPS) Course for each law enforcement agency LEL receiving Federal Highway Safety grant funds, and attends the NHTSA Occupant Protection Course.

**Evidence of Effectiveness:** CTW, Chapter 2: Section 2.1, 2.2, and 3.1

---

**Target:** 1

**Project Numbers:** F16-HS-02, F16-HS-03, F16-HS-04, F16-HS-05, F16-HS-06, F16-HS-07, F16-HS-08, and F16-HS-14

**Project Title:** Regional Safe Community Programs – Occupant Protection

**Description:** The eight Regional Safe Community Program Coordinators implement the *FFY 2016 Strategic Occupant Protection Plan* within their region in collaboration with the seven West Virginia State Police Troops, law enforcement agencies, and local law enforcement liaisons in the region, and the GHSP Law Enforcement Liaison. Each region conducts seatbelt enforcement activity, and participates in the CIOT mobilization and state-mandated blitzes. Enforcement is focused on roadways that produced low seat belt use rates as determined by the annual scientific seat belt survey. Regional coordinators conduct earned media activities, with at least two media activities per month, public information and education events, age group activities, and attends the NHTSA Occupant Protection Course.

**Evidence of Effectiveness:** CTW, Chapter 2: Sections 2.1, 2.2, 3.1, and 3.2

---

**Target:** 1

**Project Number:** F16-HS-17

**Project Title:** Monongalia County Sheriff's Department – Occupant Protection

**Description:** This project provides funds to the Sheriff's Department to conduct CIOT and seat belt overtime enforcement in support of the *FFY 2016 Strategic Occupant Protection Plan*. They also provide funds to smaller law enforcement agencies in the county, including West Virginia University Police.

**Evidence of Effectiveness:** CTW, Chapter 2: Sections 2.1, 2.2, and 2.3

---

**Target:** 1

**Project Number:** F16-HS-18

**Project Title:** City of Morgantown – Occupant Protection

**Description:** This project provides funds for the Morgantown Police Department to conduct CIOT and seat belt overtime enforcement in support of the *FFY 2016 Strategic Occupant Protection Plan*.

**Evidence of Effectiveness:** CTW, Chapter 2: Sections 2.1, 2.2, and 2.3

---

**Target:** 1

**Project Numbers:** F16-HS-02, F16-HS-03, F16-HS-04, F16-HS-05, F16-HS-06, F16-HS-07, F16-HS-08, and F16-HS-14

**Project Title:** Regional Safe Community Programs – CPS Program

**Description:** The eight Regional Safe Community Programs Coordinators implement the *FFY 2016 Strategic Occupant Protection Plan* CPS activities within their region. The Coordinators sponsor the NHTSA 32-Hour Child Passenger Safety Technician Course, host local events, such as car seat check events and support existing/develop additional child safety seat fitting stations, and implement earned media opportunities.

**Evidence of Effectiveness:** CTW, Chapter 2: Sections 6.2 and 7.3

---

**Target:** 1

**Project Number:** F16-HS-01

**Project Title:** GHSP – CPS Program

**Description:** The GHSP oversees all aspects of West Virginia's CPS program and implementation of the CPS activities identified in the *FFY 2016 Strategic Occupant Protection Plan*.

**Evidence of Effectiveness:** CTW, Chapter 2: Sections 5.1, 6.1, 6.2, 7.1, 7.2, and 7.3

---

**Target**: 1

**Project Number:** F16-HS-09

**Project Title:** Law Enforcement Liaison Office – CPS Program

**Description:** This project funds the position (salary and expenses) of a statewide Law Enforcement Liaison and is an extension of the GHSP. Coordinates with all eight Safe Community Programs to provide law enforcement training in Traffic

Occupant Protection Strategies (TOPS), Speed Enforcement – Radar Training, Instructor Development, SFST Updates, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other law enforcement training. The GHSP Law Enforcement Liaison serves as the Chairman of the Occupant Protection Task Force and implements the *FFY 2016 Strategic Occupant Protection Plan* CPS activities.

**Evidence of Effectiveness:** CTW, Chapter 2: Sections 5.1, 6.1, and 6.2

### Table 3.7 Occupant Protection Program and Budget Summary

| Project | 402 Funds | 406 Funds | 405(b) Funds |
|---|---|---|---|
| GHSP | – | $25,000 | – |
| West Virginia State Police | – | $30,000 | $65,000 |
| City of Beckley (LifeSavers Program) | $70,000 | | – |
| Law Enforcement Liaison Office | – | $85,000 | $10,000 |
| City of Charleston | – | $7,000 | $40,000 |
| City of Huntington | – | $10,00 | $60,000 |
| Wood County | – | $5,000 | $40,000 |
| City of Wheeling | – | $5,000 | $40,000 |
| City of Clarksburg | – | $5,000 | $40,000 |
| City of Martinsburg | – | $5,000 | $20,000 |
| City of Beckley | – | $5,000 | $40,000 |
| City of Beckley (Coalfields) | – | $5,000 | $30,000 |
| Monongalia County | – | $5,000 | $15,000 |
| City of Morgantown | – | – | $10,000 |
| **Total** | **$70,000** | **$192,000** | **$410,000** |

### Table 3.8 Child Passenger Safety Program and Budget Summary[a]

| Project | Section 2011 Funds | Section 405b Funds |
|---|---|---|
| City of Charleston | $5,000 | $10,000 |
| City of Huntington | $5,000 | $10,000 |
| Wood County Commission | $5,000 | $10,000 |
| City of Wheeling | $5,000 | $10,000 |
| City of Clarksburg | $5,000 | $10,000 |
| City of Martinsburg | $5,000 | $10,000 |
| City of Beckley | $5,000 | $10,000 |
| City of Beckley (Coalfields Program) | $5,000 | $10,000 |

| | | |
|---|---|---|
| GHSP | | $30,000 |
| Law Enforcement Liaison Office | $10,000 | $10,000 |
| **Total** | **$50,000** | **$120,000** |

[a] Planned costs for the purchase of child safety seats are no more than five percent of anticipated new fiscal year funds programmed as 405 OP.

# 3.3 IMPAIRED DRIVING

## Overview

According to data from the Foundation for Advancing Alcohol Responsibility[10], of the 91 impaired driving fatalities in 2013, seven involved drivers under 21 years of age. The same source informs that there were 4.9 impaired driving fatalities per 100,000 people in West Virginia in 2013. This is 53% higher than the national average of 3.2 per 100,000 people. Similar to national trends, male drivers are more likely to be involved in DUI related crashes, injuries, and deaths. Table 3.9 details alcohol impaired fatalities, citations, and arrests for 2008 to 2013.

### Table 3.9 Alcohol Impaired Driving Fatalities, Citations, and Arrests

| | Actual | | | | | | |
|---|---|---|---|---|---|---|---|
| **Core Performance Measure** | **2008** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** |
| Alcohol-Impaired Fatalities (driver or motorcycle operator with a 0.08 BAC or greater) | 126 | 112 | 87 | 93 | 94 | 91 | – |
| Impaired Driving Citations Issued and Arrests Made[a] | – | – | 1,965 | 2,714 | 3,577 | 3,676 | 3,604 |

[a] "Citations Issued/Arrests Made" during grant-funded enforcement activities only.

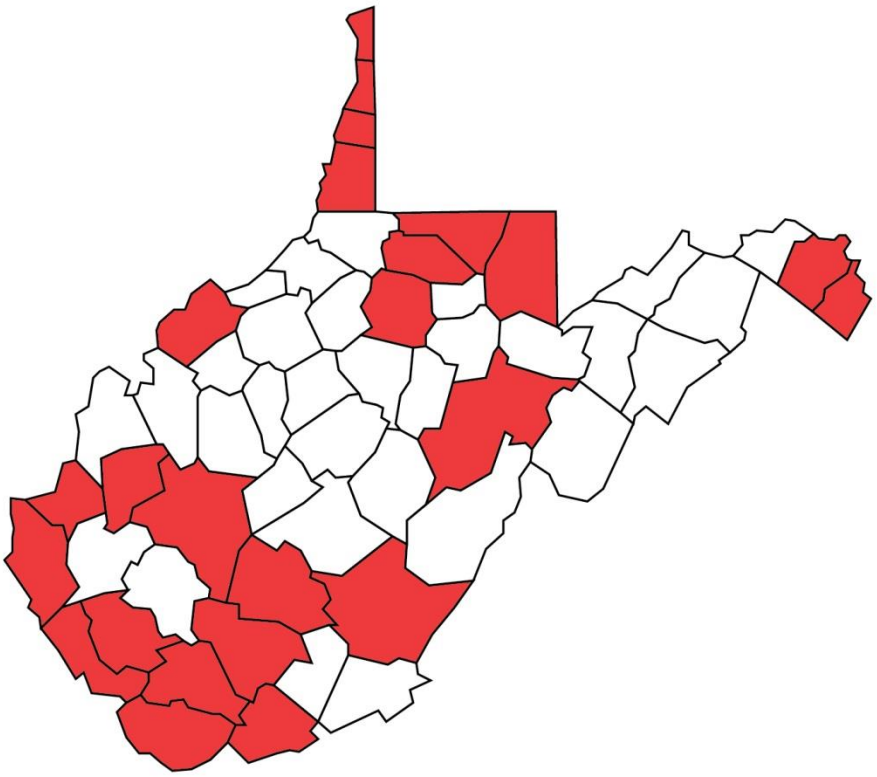
Additional demographic information related to impaired driving is included in the FFY 2016 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI developed by the GHSP to reduce DUI-related crashes, injuries, and deaths by using a sustained enforcement effort. This plan takes a comprehensive approach using city, county, and state law-enforcement agencies, Traffic Safety Coordinators, Alcohol Beverage Control Administration (ABCA), community agencies, schools, retail, and wholesale alcohol agents. The GHSP's Alcohol Coordinator and the Law Enforcement Liaison will lead statewide planning and coordination. The eight Traffic Safety coordinators and

[10] Foundation for Advancing Alcohol Responsibility. http://responsibility.org/get-the-facts/state-map/?state=west-virginia.

the West Virginia State Police will coordinate their regions of the State to ensure compliance with this plan.

The plan's enforcement effort includes the West Virginia State Police, city, and county law enforcement agencies which represent every Class I, II, and III city in the State. They cover 75 percent of the State's area and 85 percent of the State's population. Figure 3.5 shows the counties covered by the enforcement effort in red.

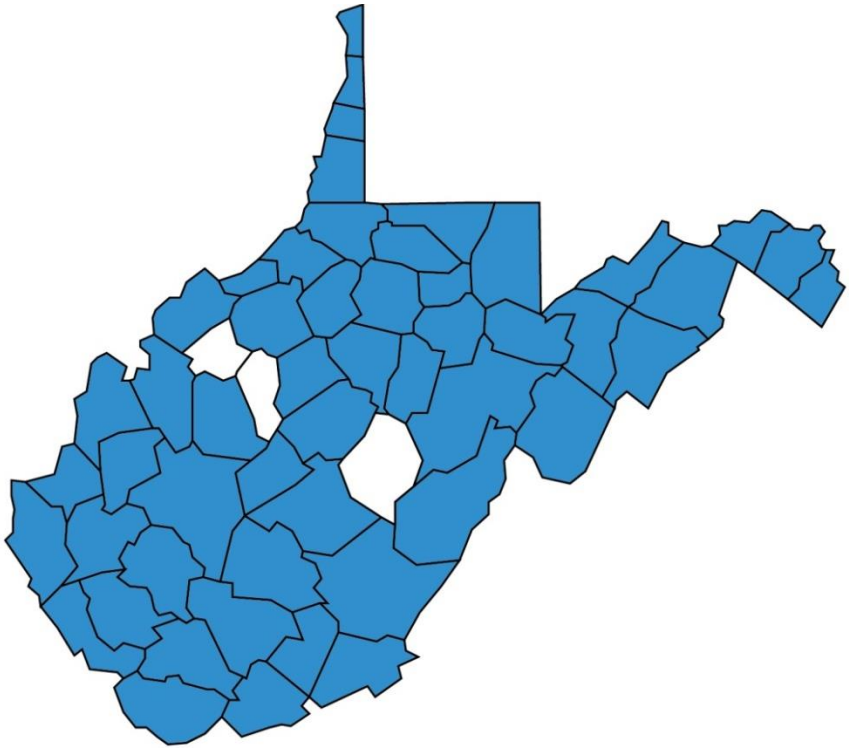
**Figure 3.5 DUI Plan Enforcement Effort by County**



Source: Governor's Highway Safety Program.

The counties participating during the current grant year represents 99 percent of the State's population, and 99 percent of the alcohol-related traffic crashes. Figure 3.6 represents city and county law enforcement agencies only (in blue) and illustrates the counties where either the major community within the county or the county Sheriff's Office is participating in the FFY 2016 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI. In addition to these agencies, the West Virginia State Police are participating in the Sustained DUI Enforcement Program in all 55 counties. The State Police patrol rural areas in addition to cities which either do not have a police department or the local police department is so small that they do not do road patrols.

**Figure 3.6 West Virginia Counties with Participating Law Enforcement Agencies**



Source: Governor's Highway Safety Program.

## Performance Targets

1. Reduce alcohol impaired driving fatalities 8.8 percent from 96 (2009-2013 average) to 87 by 2016.
2. Reduce the DUI fatality rate in West Virginia from 0.45 in 2010, to 0.43 in 2016 as reported by FARS.
3. Reduce the time to arrest a DUI in a GHSP grant-supported activity from 13 hours to 11 hours as reported by the GHSP Law Enforcement Database.

## Strategies

The FFY 2016 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI is focused on reducing DUI-related crashes, injuries, and deaths by using a sustained enforcement effort. The plan's activities will cover the entire state in a comprehensive and sustained manner through implementation of the following components:

- High-Visibility Enforcement Activities;
- Public Education and Information Activities;
- Media Activities;

- Training Activities;
- Age Group Activities;
- Underage Enforcement Activities; and
- Focused Patrols.

This plan takes a comprehensive approach using city, county, and state law enforcement agencies; Traffic Safety Coordinators; Alcohol Beverage Control Administration (ABCA); community agencies; schools; retail; and wholesale alcohol agents. The GHSP's Alcohol Coordinator and the Law Enforcement Liaison will take the lead in statewide planning and coordination. The eight Traffic Safety coordinators and the seven West Virginia State Police coordinators will coordinate their regions of the State to insure compliance with this plan.

### *High-Visibility Enforcement Activities*

Each of the eight Traffic Safety Coordinators will be required to arrange a minimum of at least one DUI enforcement activities in each of their areas each week at high-risk days and times for DUI crashes. The seven West Virginia State Police coordinators will arrange a minimum of one DUI enforcement activity within each of their troop areas each week also during high-risk days and times for DUI crashes. The GHSP Law Enforcement Liaison is responsible for coordinating the efforts of the Traffic Safety Coordinators and West Virginia State Police coordinators. Each group divides the State of West Virginia into areas (eight Traffic Safety Areas and seven State Police troop areas) covering 100 percent 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.

Publicized checkpoint and saturation patrol programs, using specially trained officers and equipment, have been proven effective in reducing alcohol-related fatal, injury, and property damage crashes up to 20 percent each. 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 motorist to the high-visibility saturated patrol.
- **Sobriety Checkpoints.** Officers will conduct checkpoints according to local department regulations requiring a large number of officers (usually 10 to 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 violations.

- **Participate in the National and State Mobilizations.** Officers will participate in 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 Governor's Highway Safety Program.
- **Conduct enforcement activities during peak alcohol-related crash times**, (holidays, special events), and at high alcohol-related crash locations (DOH will provide those locations from the crash reports).

DUI enforcement will be focused where there are people, access to alcohol, and DUI fatal crashes. Table 3.10 shows the breakdown of the State of West Virginia by county. GHSP will place emphasis for enhanced DUI Enforcement in the counties highlighted in red, orange, or yellow during the FFY 2016 grant year in addition to baseline DUI enforcement conducted in all counties.

## Table 3.10 Population, ABCA Licenses, Fatal Crashes Over 0.08 BAC, and Targeted Population Counties

| County Population | County Licenses | Enforcement Priority | | |
|---|---|---|---|---|
| > 100,000 | > 200 | First | Total Population | 1,852,994 |
| > 50,000 | > 100 | Second | | |
| < 100,000 | < 200 | Second | Population Served | 1,405,361 |
| > 30,000 | > 50 | Third | | |
| < 50,000 | < 100 | | % Served | 75.74% |

| | 2010 Census | 2015 ABCA License | | | | 2013 Fatal Crashes | Targeted |
|---|---|---|---|---|---|---|---|
| Counties | Population | On Premise | % On | Off Premise | % Off | >.08 BAC | Population |
| Barbour County | 16,589 | 16 | 50% | 16 | 50% | 0 | – |
| Berkeley County | 104,169 | 140 | 64% | 80 | 36% | 5 | 104,169 |
| Boone County | 24,629 | 15 | 36% | 27 | 64% | 2 | 24,629 |
| Braxton County | 14,523 | 15 | 31% | 33 | 69% | 1 | – |
| Brooke County | 24,069 | 90 | 77% | 27 | 23% | 0 | – |
| Cabell County | 96,319 | 186 | 62% | 114 | 38% | 3 | 96,319 |
| Calhoun County | 7,627 | 2 | 20% | 8 | 80% | 0 | – |
| Clay County | 9,386 | 3 | 21% | 11 | 79% | 0 | – |
| Doddridge County | 8,202 | 3 | 27% | 8 | 73% | 2 | – |
| Fayette County | 46,039 | 62 | 47% | 70 | 53% | 7 | 46,039 |
| Gilmer County | 8,693 | 6 | 47% | 7 | 53% | 0 | – |
| Grant County | 11,937 | 9 | 37% | 15 | 63% | 0 | – |
| Greenbrier County | 35,480 | 77 | 56% | 61 | 44% | 3 | 35,480 |
| Hampshire County | 23,964 | 17 | 43% | 23 | 57% | 2 | 23,964 |
| Hancock County | 30,676 | 98 | 69% | 44 | 31% | 1 | 30,676 |
| Hardy County | 14,025 | 19 | 51% | 18 | 49% | 2 | – |
| Harrison County | 69,099 | 129 | 60% | 85 | 40% | 2 | 69,099 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Jackson County | 29,211 | 24 | 40% | 36 | 60% | 5 | 29,211 |
| Jefferson County | 53,498 | 79 | 56% | 61 | 44% | 1 | 53,498 |
| Kanawha County | 193,063 | 265 | 55% | 219 | 45% | 7 | 193,063 |
| Lewis County | 16,372 | 28 | 48% | 30 | 52% | 3 | – |
| Lincoln County | 21,720 | 10 | 37% | 17 | 63% | 2 | – |
| Logan County | 36,743 | 41 | 52% | 38 | 48% | 0 | 36,743 |
| McDowell County | 22,113 | 7 | 17% | 34 | 83% | 1 | 22,113 |
| Marion County | 56,418 | 90 | 57% | 69 | 43% | 2 | 56,418 |
| Marshall County | 33,107 | 77 | 71% | 31 | 29% | 1 | 33,107 |
| Mason County | 27,324 | 36 | 57% | 27 | 43% | 0 | – |
| Mercer County | 62,264 | 80 | 53% | 72 | 47% | 3 | 62,264 |
| Mineral County | 28,212 | 41 | 61% | 26 | 39% | 1 | – |
| Mingo County | 26,839 | 21 | 40% | 32 | 60% | 0 | 26,839 |
| Monongalia County | 96,189 | 230 | 71% | 94 | 29% | 1 | 96,189 |
| Monroe County | 13,502 | 8 | 48% | 9 | 52% | 2 | – |
| Morgan County | 17,541 | 30 | 60% | 20 | 40% | 0 | – |
| Nicholas County | 26,233 | 25 | 37% | 43 | 63% | 2 | – |
| Ohio County | 44,443 | 75 | 56% | 59 | 44% | 2 | 44,443 |
| Pendleton County | 7,695 | 4 | 24% | 13 | 75% | 4 | – |
| Pleasants County | 7,605 | 7 | 50% | 7 | 50% | 0 | – |
| Pocahontas County | 8,719 | 31 | 60% | 21 | 40% | 0 | – |
| Preston County | 33,520 | 46 | 55% | 38 | 45% | 0 | 33,520 |
| Putnam County | 55,486 | 53 | 45% | 64 | 55% | 1 | 55,486 |
| Raleigh County | 78,859 | 118 | 54% | 102 | 46% | 5 | 78,859 |
| Randolph County | 29,405 | 47 | 53% | 42 | 47% | 3 | – |
| Ritchie County | 10,449 | 7 | 29% | 17 | 71% | 0 | – |
| Roane County | 14,926 | 7 | 27% | 19 | 73% | 1 | – |
| Summers County | 13,927 | 18 | 53% | 16 | 47% | 1 | – |
| Taylor County | 16,895 | 14 | 53% | 12 | 47% | 0 | – |
| Tucker County | 7,141 | 28 | 62% | 17 | 38% | 1 | – |
| Tyler County | 9,208 | 8 | 28% | 21 | 72% | 0 | – |
| Upshur County | 24,254 | 30 | 51% | 29 | 49% | 1 | – |
| Wayne County | 42,481 | 42 | 58% | 32 | 32% | 0 | 42,481 |
| Webster County | 9,154 | 3 | 27% | 8 | 77% | 2 | – |
| Wetzel County | 16,583 | 32 | 53% | 28 | 47% | 3 | – |
| Wirt County | 5,717 | 3 | 21% | 11 | 79% | 0 | – |
| Wood County | 86,956 | 145 | 59% | 99 | 41% | 2 | 86,956 |
| Wyoming County | 23,796 | 16 | 36% | 28 | 64% | 3 | 23,796 |
| West Virginia | 1,852,994 | 2,712 | 55% | 2,197 | 45% | 90 | 1,405,361 |

Source: Governor's Highway Safety Program, 2015 and U.S. DOT, NHTSA FARS, 2015.

The West Virginia Alcohol Beverage Control Administration will coordinate their grant-funded enforcement efforts in the priority counties identified in Table 3.6 and conduct compliance checks in accordance with the percentages shown on this list (e.g., Kanawha County will be a major county targeted by ABCA Enforcement and 57 percent of its enforcement efforts shall be in those licensed establishments holding an A License), focusing DUI enforcement on the

priority counties will address 75.74 percent of the State's population and 70 percent of the DUI fatal crash locations.

### *State-Mandated Blitzes*

The GHSP designates the following periods as State-mandated blitz periods: Thanksgiving, Christmas, New Years, West Virginia Day, and the Fourth of July weekend. Also, the State enhances the national blitz to include the entire month of August. During these designated blitz periods, the Traffic Safety Coordinators and the West Virginia State Police endeavor to secure as many law enforcement agencies as possible to conduct DUI enforcement activities.

### *Public Education and Information Activities*

Each Traffic Safety Coordinator conducts public education and information activities in their area. The coordinator is required to conduct at least one event each week. The West Virginia State Police coordinator will conduct one activity each week within their troop area. In coordinating these efforts, an estimated 780 public education and information activities will occur statewide during the one-year period. Approved examples of public education and information activities are as follows:

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

Phantom Checkpoint – Officers set up signs and prepare to conduct a regular checkpoint without actually moving into the roadway and conducting the checkpoint. Officers may repeat this procedure more than once and at several locations during the shift. This activity will give the impression that sobriety checkpoints are everywhere while educating the public that the police will catch the people who are driving impaired.

### *Media Plan*

**Crackdown Period**

Dates for the FFY 2016 Impaired Driving National Enforcement will be determined by the National Highway Traffic Safety Administration.

**State-Mandated Blitzes**

Thanksgiving, Christmas, New Year's, West Virginia Day, and the Fourth of July weekend are the periods established for the State-mandated blitzes. During these periods, the GHSP will conduct a media campaign which includes an enforcement message in coordination with the enforcement blitzes.

**Advertising Period**

These campaigns will coincide with the national and state blitzes. The advertising campaign will begin one week before the blitz and run through each blitz period. The State will also maintain a baseline of DUI commercials throughout the year to enhance the State's sustained enforcement efforts.

**Budget**

GHSP will budget $1,000,000 of 154 transfer funds or old 410 funds to fund this media plan.

**Target Profile**

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

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

**Relative Degrees of "At-Risk"**

**Highest**

Binge Drinkers
Underage Drinkers
Discontented Blue Collars
Middle-Class Risk Takers
Inexperienced Social Drinkers
Midlife Motorcyclists
Responsible Drinkers
Socially Accountable Drinkers

**Lowest**

In addition to the primary audiences described above, we also will target the following secondary audiences:

- College Youth;
- Unemployed Youths;
- Unemployed Men; and

- Blue Collar Workers.

**Demographic Profile**

1. Discontented Blue Collars: Men 21 to 34 years old.
2. Underage Drinkers: Youths 16 to 20 years old.
3. Middle-Class Risk Takers: Men 25 to 54 years old.
4. Inexperienced Social Drinkers: Men 21 to 24 years old.
5. Responsible Drinkers: Adults 25 to 44 years old.
6. Socially Accountable Drinkers: Adults 25 to 34 years old.
7. Binge Drinkers or people who drink for the sole purpose of getting as drunk as they can as fast as they can.

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

**Media Purchasing Demographic**

- Primary: Men 18 to 34 and Youths 16 to 20.
- Secondary: Middle-Class Risk Takers 25 to 54.

**Geography**

The $1,000,000 budget will be expended on West Virginia advertising only. However, the campaign will complement the national media buy plan during the national blitz and support the State-mandated blitz periods as well.

The 2015 West Virginia regular session passed an Open Container Bill (HB2148) that is still under NHTSA legal review. If this law change meets Federal requirements, West Virginia will lose 154 transfer funds for FY 16 and beyond. The GHSP will budget $1,000,000 of old 154 transfer funds and old 410 funds which will be used for West Virginia advertising only.

**Table 3.11 The Media Considered for Use in the 2016 Enforcement Blitzes**

| Network Television | Network Radio | Digital | Billboards | Athletic Venues |
|---|---|---|---|---|
| Broadcast | Broadcast | Theatres | Electronic | West Virginia University |
| Cable | | Internet | Print | Marshall Athletics |

Other creative media advertising will be engaged on an as-needed basis.

## *Overall Media Strategy*

**Young Men**

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

**Network Television and Radio Strategy**

The GHSP Public Affairs Coordinator works closely with the media vendors to ensure the proper types of media are reaching the target audiences. The Public Affairs Coordinator coordinates the media program and is responsible for arranging the media purchases and reporting.

**Earned and Other Media Efforts**

The GHSP Public Affairs Coordinator also will work with the Division of Highways to air the "Highways or Die-ways" Program during the "National Impaired Driving Law Enforcement Campaign". The Division of Highways pays to have the program aired, and the GHSP Public Affairs Coordinator coordinates the media buy. This media effort targets the young adult and underage driver and will occur before, during, and after the "National Impaired Driving Law Enforcement Campaign".

Each Traffic Safety Coordinator and West Virginia State Police coordinator will be required to conduct at least one media activity per week, and advertise enforcement activities before, during, and after each enforcement event within their area or troop. A media activity involves the coverage of an ongoing event or dissemination of information through a media outlet. This combined effort will result in at least 1,000 media activities a year. Media activities include the following:

- TV, radio, newspaper, and magazine coverage of a DUI-related activity;
- TV, radio, newspaper, and magazine used to relay DUI-related information to the public;
- Billboard or other outdoor media (e.g., stadium ad, movies); and
- West Virginia University and Marshall University sporting events.

These media events are more than simple media notification of an upcoming enforcement event (i.e., media notification of the sobriety checkpoint). The GHSP receives a report of each media event. This report includes the coverage area or circulation of the media used and the amount of money it would have cost the State to purchase the media time/space.

## *Training Activities*

The GHSP has developed, and the Law Enforcement Training Subcommittee has certified for law enforcement in-service credit, several training classes focused on DUI issues. A training cadre consisting of 10 instructors to instruct these classes is maintained by the GHSP. All classes offered by the GHSP are free of charge to any law enforcement agency member. The training allows the officers to better implement enforcement strategies that can reduce DUI crashes. The following classes are available:

- **SFST Refresher Course.** This eight-hour recertification class for SFST is offered 16 times a year.
- **Presentation of Evidence at DMV Administrative.** This class assists officers in preparing for and presenting evidence at a DMV Administrative Hearing. The class is offered eight times a year.
- **Mobile Video In-Car Camera.** Also offered eight times a year, this class teaches officers how to effectively use in-car video camera systems. All 600 members of the West Virginia State Police receive this course during their annual in-service training.
- **Managing Sobriety Checkpoints.** This is a supervisory-level course for law enforcement supervisors who plan and supervise sobriety checkpoints. We will offer this class eight times a year.
- **Operating Sobriety Checkpoints.** This class is for law enforcement officers who operate the sobriety checkpoints. The class is offered eight times a year.
- **Intoximeter Training.** This class instructs all law enforcement officers in the use of new breath testing equipment. The training consists of a four-hour block of instruction in conjunction with a general update of DUI enforcement in West Virginia. All law enforcement officers who have the 40-hour certification on the Intoximeter receive this training.
- **Statewide DUI Conference.** The GHSP conducts the statewide DUI/ Training Conference to enhance the enforcement efforts of officers who are effective in DUI enforcement through training and acknowledgement of their efforts.
- **Advance Roadside Impaired Driving Enforcement (ARIDE) Program.** The GHSP trains police officers throughout the State in the ARIDE program.

The State passed a DRE law (HB 2513) during the 2013 West Virginia Legislative session. This Bill provided the minimum statutory requirements to qualify as a Drug Evaluation and Classification (DEC) state or more commonly referred to as a DRE state. The GHSP formed an 11 member committee to serve on the newly formed DEC/DRE Technical Advisory Committee (TAC). Members oversee the DRE Program's implementation, expansion, and 3-17 accreditation process. Representatives of the TAC board include members from the GHSP, law enforcement members representing the Chiefs of Police and State Sheriffs'

Association, Division of Motor Vehicles, the West Virginia State police, Judges, Prosecutors, the Criminal Justice System, training personnel, and toxicology staff. This committee approved a DEC/DRE application which was submitted to the International Association of Chiefs of Police (IACP) and approved in October 2013. The GHSP then devised a plan to train police officers throughout the State in the ARIDE program. The GHSP supports the training of DRE officers through funding.

This is an ambitious training schedule. The GHSP is offered 42 training classes in 2014. These classes were used to identify and recruit the best officers for DRE candidates. In December 2014, the first class of 13 DRE candidates completed DRE training. Huntington Police Officer and DRE Joey Koher was named the State DRE Program Coordinator. Officer Koher will continue the statewide training events to identify additional officers for DRE training until each Safe Community region has an acceptable number of DREs.

### *"Officer Incentive Program"*

The GHSP will continue its officer incentive known as West Virginia LifeSavers. This project provides incentives to individual police officers for their dedication and efforts in arresting DUIs within West Virginia.

### *"Age Group" Activities*

Traffic Safety Coordinators will conduct two "age group"-specific activities per year in their area. West Virginia State Police coordinators also will conduct 2 "age group"-specific activities per year in their troop area. This totals 30 "age group"-specific activities throughout the State. In addition, each Traffic Safety Coordinator will conduct one ongoing alcohol project focusing on the 21- to 34-year-old age group, bringing the total of "age group"-specific activities to 38 statewide. Age group-specific activities include but are not limited to the following:

- **High School Prom Activity.** Officers will assist schools during prom in monitoring for alcohol use. Pre prom visits by law enforcement to deter the use of alcohol.
- **High School Graduation Activity.** Officers will be involved in alcohol-free graduation parties. Assist school personnel in the education of students concerning alcohol abuse.
- **High School Drivers Education Classes.** Visits to Drivers' Education Classes to educate students against driving while impaired.
- **High School SADD Groups.** Highway Safety Regional Coordinators shall work with the SADD group within their regions to assist them in their activities and to assist in the Statewide SADD Program.
- **College Project.** Works with all 23 Colleges and Universities in the State. This project is in its sixth year and works with campus teams to reduce

underage drinking on college campuses. In alternating years there is a statewide conference bringing the colleges together to discuss campus issues and showoff successful programs. In the off-year, statewide training will be conducted for selected teams from each participating college to enhance their programs and prepare them for the biannual alcohol and drug abuse requirements from the United States Department of Education. This year the Colleges are forming a formal independent organization to carry on this program.

- **Ongoing Project for 21 to 34 Age Groups.** Traffic Safety Coordinators will work with area bars, distributors, and community agencies to establish an ongoing project to assist 21 to 34 age group in avoiding driving under the influence by finding alternative transportation (e.g., designated drivers, public transportation, and TIPs Training).

### *Underage Activities*

The Traffic Safety Coordinators will conduct a minimum of one coordinated statewide enforcement effort and eight other local underage activities during the year in addition to the High-Visibility Enforcement Activities previously cited.

- The GHSP will support a Statewide SADD Conference to encourage the development of local SADD Chapters.
- All Traffic Safety Coordinators and West Virginia State Police Coordinators will conduct a statewide underage alcohol sting on the same night across the State. The ABCC will be involved to enforce rules violations against owners of stores found in violation.
- In addition to the statewide sting, each Traffic Safety Coordinator will conduct a minimum of four underage stings with an ABCC enforcement officer during the year.
- The Traffic Safety Coordinators shall work with the colleges in their areas to implement the approved college project.
- The Traffic Safety Coordinators will work with the High School SADD Chapters to facilitate the public information and education messages reach the high school audience.

### *Focused Patrols*

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

### *Evaluation*

The GHSP will evaluate the success of the approved FFY 2016 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI using the following performance measures:

1. Reduction in alcohol impaired driving fatalities;
2. Reduction in the number of DUI alcohol-related crashes;
3. Reduction in the time to arrest a DUI in a GHSP grant supported activity; and
4. Increase in the number of DUI Arrests in GHSP grant supported enforcement.

## Programs and Projects

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**Target:** 1, 2, 3, and 5

**Project Numbers:** F16-HS-02, F16-HS-03, F16-HS-04, F16-HS-05, F16-HS-06, F16-HS-07, F16-HS-08, and F16-HS-14

**Project Title:** Regional Safe Community Programs – Impaired Driving

**Description:** The eight Regional Safe Community Programs coordinate the enforcement effort detailed in the FFY 2016 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI in collaboration with the seven West Virginia State Police Troops. Each region is responsible for weekly enforcement, earned media, public information, and education events. There also is a training component in place to upgrade law enforcement's ability to be more effective in dealing with the impaired driving problem.

**Evidence of Effectiveness**: CTW, Chapter 1: Section 5.2

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**Target:** 1, 2, 3, and 5

**Project Number:** F16-HS-01

**Project Title:** GHSP – Impaired Driving

**Description:** The GHSP oversees all aspects of West Virginia's Impaired Driving program and implementation of the impaired-driving activities identified in the FFY 2016 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI.

**Evidence of Effectiveness:** CTW, Chapter 1: Sections 2, 5, 6, and 7

**Target:** 1, 2, 3, 4, and 5

**Project Number:** F16-HS-09

**Project Title:** Law Enforcement Liaison Office – Impaired Driving

**Description:** This project funds the position (salary and expenses) of a statewide Law Enforcement Liaison and is an extension of the GHSP. Coordinates with all eight Safe Community Programs to provide law enforcement training in Traffic Occupant Protection Strategies (TOPS), Speed Enforcement – Radar Training, Instructor Development, SFST Updates, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other Law enforcement training. The GHSP Law Enforcement Liaison implements activities in the FFY 2016 Evidence-Based Enforcement Plan for DUI activities.

**Evidence of Effectiveness:** CTW, Chapter 1: Sections 2.1, 2.2, 2.3, 2.5, 6.5, and 7.1

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**Target:** 1, 2, 3, and 5

**Project Number:** F16-HS-15

**Project Title:** LifeSavers (City of Beckley) – Impaired Driving

**Description:** The LifeSavers Program Coordinator oversees the LifeSavers Program which provides recognition and incentives to individual law enforcement officers who demonstrate a devotion to ongoing enforcement of DUI and seat belt laws. The Coordinator also works to increase individual officer participation in the State's impaired and seat belt campaigns.

**Evidence of Effectiveness:** N/A

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**Target:** 1, 2, 3, and 5

**Project Number**: F16-HS-10

**Project Title:** West Virginia State Police – Impaired Driving

**Description:** The lead law enforcement agency in the State supports the FFY 2016 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI through overtime enforcement, including directed patrols, saturation patrols, and sobriety checkpoints. The seven West Virginia State Police Troop Coordinators coordinate with the eight Regional Safe Community Program Coordinators and the GHSP Law Enforcement Liaison during the impaired driving campaigns and the national mobilization. The State Police are primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments. Each troop is responsible for weekly enforcement, earned media, public information, and education events.

**Evidence of Effectiveness:** CTW, Chapter 1: Section 2

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**Target:** 1, 2, and 3

**Project Number:** F16-HS-12

**Project Title:** West Virginia Alcohol Beverage Control Administration (ABCA)

**Description:** The ABCA provides overtime enforcement for Inspectors conducting compliance checks of licensed alcohol establishments. Under this project, a statewide blitz is conducted three times a year – during prom/ graduation season, national DUI blitz period (mid-August through Labor Day), and Thanksgiving through New Year's holiday season. ABCA participates in a monthly "West Virginia Statewide Compliance Check and Sweep" program which targets specific counties for intensive enforcement. ABCA Inspectors provide underage alcohol education with the DUI Simulator, which is taken to schools, colleges, community events, and fairs, etc.

**Evidence of Effectiveness:** CTW, Chapter 1: Section 5.2

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**Target:** 1, 2, 3, and 4

**Project Number:** F16-HS-11

**Project Title:** West Virginia Prosecuting Attorney's Office

**Description:** This project provides salary and expenses for a Traffic Safety Resource Prosecutor (TSRP), with a goal of improving the coordination of traffic safety case prosecution between law enforcement, local prosecutors, the GHSP, judiciary, and other traffic safety professionals. The TSRP provides support to county prosecutors through impaired driving-related training, reference materials, and technical and legal assistance, as well as training at the annual Magistrate conference training, regional trainings for law enforcement in the eight regional Safe Community Program service areas, and training at the State Police Academy for new cadets and police officers.

**Evidence of Effectiveness:** CTW, Chapter 1: Section 3

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**Target:** 1, 2, 3, and 5

**Project Number:** F16-HS-17

**Project Title:** Monongalia County Sheriff's Department – Impaired Driving

**Description:** This project provides funds to the Sheriff's Department to conduct Directed Patrols, Saturation Patrols, Sobriety Checkpoints, and Under 21 Alcohol Enforcement in support of the FFY 2016 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI. They also provide funds to smaller law enforcement agencies in the county, including West Virginia University Police.

**Evidence of Effectiveness:** CTW, Chapter 1: Section 2

**Target:** 1, 2, 3, and 5

**Project Number:** F16-HS-18

**Project Title:** City of Morgantown – Impaired Driving

**Description:** This project provides overtime DUI Enforcement funds for the Morgantown Police Department to conduct Directed Patrols, Saturation Patrols, Sobriety Checkpoints, and Under 21 Alcohol Enforcement in support of the FFY 2016 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI.

**Evidence of Effectiveness:** CTW, Chapter 1: Section 2

## Table 3.12 Impaired Driving Program and Budget Summary

| Program | 154 Funds | 410 Funds | 410 HVE Funds | 410 HFR Funds | 405(d) Impaired Driving Funds | HSIP Funds |
|---|---|---|---|---|---|---|
| Region 1 – City of Charleston | $100,000 | 20,000 | $20,000 | $20,000 | $100,000 | $40,000 |
| Region 2 – City of Huntington | $100,000 | 20,000 | $40,000 | $30,000 | $200,000 | $40,000 |
| Region 3 – Wood County Commission | $100,000 | 20,000 | $10,000 | $10,000 | $100,000 | $30,000 |
| Region 4 – City of Wheeling | $100,000 | 15,000 | $40,000 | $30,000 | $100,000 | $30,000 |
| Region 5 – City of Clarksburg | $100,000 | 20,000 | $60,000 | $30,000 | $150,000 | $40,000 |
| Region 6 – City of Martinsburg | $100,000 | 10,000 | $20,000 | $20,000 | $100,000 | $30,000 |
| Region 7 – City of Beckley | $100,000 | 25,000 | $30,000 | $30,000 | $100,000 | $30,000 |
| Region 8 – City of Beckley (Coalfields) | $100,000 | 20,000 | $20,000 | $20,000 | $75,000 | $20,000 |
| Governor's Highway Safety Program | – | 200,000 | – | – | $1,100,000 | $250,000 |
| Law Enforcement | $150,000 | 75,000 | – | – | $75,000 | – |

| Program | 154 Funds | 410 Funds | 410 HVE Funds | 410 HFR Funds | 405(d) Impaired Driving Funds | HSIP Funds |
|---|---|---|---|---|---|---|
| Liaison Office | | | | | | |
| Lifesavers Office | $70,000 | – | – | – | $100,000 | – |
| West Virginia State Police | $100,000 | 75,000 | – | $100,000 | $500,000 | $200,000 |
| West Virginia Alcohol Beverage Control Administration | $100,000 | – | – | – | – | – |
| West Virginia Prosecuting Attorney's Office | 175,000 | – | – | – | – | – |
| Monongalia County | – | 10,000 | $100,000 | $30,000 | $75,000 | – |
| City of Morgantown | – | 5,000 | $30,000 | $30,000 | $25,000 | – |
| **Total** | $1,395,000 | 515,000 | $370,000 | $350,000 | $2,800,000 | $710,000 |

# 3.4 MOTORCYCLE SAFETY

## Overview

In 2013, a third (33.3 percent) of all motorcyclist fatalities in West Virginia were unhelmeted. Since 2008, the proportion of unhelmeted motorcyclist fatalities compared to all motorcyclist fatalities in West Virginia has not been steady. In 2008, the proportion was 21.2 percent, and it decreased slightly to 19.2 percent in 2009. Then, in 2013, unhelmeted motorcyclists fatalities represented nearly a third (30.3 percent) of all motorcyclist fatalities. The proportion decreased to 22.2 percent in 2011, and then jumped to 45.2 percent in 2012. West Virginia experienced 24 motorcyclist fatalities in 2013, 8 of which involved riders that were not wearing a helmet. Data on motorcyclist fatalities is provided in Table 3.9.

**Table 3.13 Motorcyclist Fatalities**

| | Actual | | | | | |
|---|---|---|---|---|---|---|
| **Core Performance Measure** | **2008** | **2009** | **2010** | **2011** | **2012** | **2013** |
| Motorcyclist Fatalities | 52 | 26 | 33 | 27 | 31 | 24 |
| Unhelmeted Motorcyclist Fatalities | 11 | 5 | 10 | 6 | 14 | 8 |

In 2013, West Virginia represented 0.5 percent of national motorcyclist fatalities (24 out of 4,668),[11] slightly less than their ratio to the national population.

Nationally, the highest death and injury rates are among 20 to 24-year olds, followed by 25 to 29-year olds. Motorcyclist death rates increased 30 percent from 2001 to 2013 nationally, from 1.04 per 100,000 persons in 2001 to 1.32 per 100,000 persons in 2013. The motorcyclist death rate peaked at 1.66 per 100,000 persons in 2008.[12]

The DMV currently funds and administers the West Virginia Motorcycle Safety Program. The Motorcycle Safety Program was transferred to the GHSP in October 2006. West Virginia qualified funding under the Section 2010 Motorcyclist Safety Program in FFY 2006 through FFY 2011. Section 2010 and Section 405(f) funding will be used by DMV/GHSP to enhance the Motorcycle Safety Awareness Program through paid media and through PI&E. Each of the eight Safe Community Programs will be responsible for Motorcycle Simulator Training in their areas. A reduction in the number of unhelmeted fatalities will be addressed through emphasis on West Virginia's motorcycle helmet law in both media campaigns and Motorcycle Safety training courses.

## Performance Targets

1. Reduce motorcyclist fatalities by 6.7 percent from 28 (2009-2013 average) to 26 by 2016.
2. Reduce unhelmeted motorcyclist fatalities 12.3 percent from nine (2009-2013 average) to eight by 2016.

## Strategies

West Virginia's Motorcycle Safety and Awareness Program will continue to monitor crash data provided by the West Virginia Division of Highways and FARS to help identify problem areas and locations. Additional training sites in rural and remote areas will afford the program a greater contact with potential

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[11] NHTSA, 2013 Motorcycles Traffic Safety Fact Sheet, June 2015. http://www-nrd.nhtsa.dot.gov/Pubs/812148.pdf.

[12] Center for Disease Control, http://www.cdc.gov/features/dsMotorcycleSafety/.

students seeking motorcycle training in both the Basic Rider's Course and the Experienced Rider's Course.

West Virginia's Motorcycle Safety and Awareness Program will continue to employ a statewide advertisement program through paid media. Radio and television ads and billboards will be geared to reach both the rider of motorcycles and drivers of motor vehicles. This approach will hopefully make both drivers and riders aware of each other and each individual's responsibility to the other, thus creating a safer driving environment.

## Programs and Projects

**Target:** 1 and 2

**Project Numbers:** F16-HS-02, F16-HS-03, F16-HS-04, F16-HS-05, F16-HS-06, F16-HS-07, F16-HS-08, and F16-HS-14

**Project Title:** Regional Safe Community Programs – Motorcycle Safety

**Description:** The eight Regional Safe Community Program Coordinators conduct Motorcycle Simulator Training and support motorcycle safety education and public information activities within their region.

**Evidence of Effectiveness:** CTW, Chapter 5: Sections 3.1, 3.2, and 4.2

**Target:** 1 and 2

**Project Number:** F16-HS-09

**Project Title:** Law Enforcement Liaison Office – Motorcycle Safety

**Description:** This project funds the position (salary and expenses) of a statewide Law Enforcement Liaison and is an extension of the GHSP. The LEL coordinates with all eight Safe Community Programs to provide law enforcement training in Traffic Occupant Protection Strategies (TOPS), Speed Enforcement – Radar Training, Instructor Development, SFST Updates, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other law enforcement training.

**Evidence of Effectiveness:** CTW, Chapter 5: Sections 3.1, 3.2, and 4.2

### Table 3.14 Motorcycle Safety Program and Budget Summary

| Program | Section 2010 Funds | Section 405(f) Funds |
|---|---|---|
| Governor's Highway Safety Program | – | $90,000 |
| City of Charleston | $5,000 | – |
| City of Huntington | $5,000 | – |
| Wood County Commission | $2,000 | – |
| City of Wheeling | $5,000 | – |
| –City of Clarksburg | $5,000 | – |

| Program | Section 2010 Funds | Section 405(f) Funds |
|---|---|---|
| City of Martinsburg | $5,000 | – |
| City of Beckley | $5,000 | – |
| City of Beckley (Coalfields) | $2,000 | – |
| Law Enforcement Liaison Office | $6,000 | – |
| **Total** | **$40,000** | **$90,000** |

# 3.5 SPEED ENFORCEMENT

## Overview

Of the 9,613 speeding-related fatalities in the U.S. in 2013, 130 (1.4 percent) of them were in West Virginia.[13] West Virginia, however, represents only 0.6 percent of the national population. A disproportionate number of total speeding-related fatalities throughout the country occur in West Virginia. Speed-related fatalities rose steadily from 73 to 133 fatalities between 2006 and 2010. Following a 14 percent decline between 2010 and 2011, speeding increased 25 percent in 2012. Between 2012 and 2013, speed-related fatalities decreased 10 percent, going from 144 to 130. Speeding-related fatalities and citations are listed below.

### Table 3.15 Speeding-Related Fatalities and Citations

| Core Performance Measure | Actual | | | | | | |
|---|---|---|---|---|---|---|---|
| | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
| Speeding-Related Fatalities | 97 | 121 | 133 | 115 | 144 | 130 | – |
| Speeding Citations Issued[a] | – | – | – | 8,832 | 10,709 | 11,319 | 10,729 |

[a] "Citations Issued" during grant-funded enforcement activities only.

The West Virginia Legislature passed legislation allowing all Classes of cities to use radar speed measurements as prima facie evidence for speeding violations. The Law Enforcement Liaison Office will continue to provide this training statewide for law enforcement officers during 2016.

## Performance Targets

1. Reduce speeding-related fatalities by 15.4 percent from 129 (2009-2013 average) to 109 by 2016.

[13] NHTSA, 2013 Speeding Traffic Safety Fact Sheet, June 2015, http://www-nrd.nhtsa.dot.gov/Pubs/812162.pdf.

## Strategies

West Virginia deploys sustained enforcement of posted speed limits to combat speeding. All West Virginia law enforcement agencies receiving highway safety funds for occupant protection and impaired driving enforcement programs are expected to enforce posted speed limits.

Specific law enforcement agencies also will be asked to participate in Speed Enforcement blitzes throughout the year, targeting roadways where speed-related fatalities occur. As in previous years, speed-related equipment, such as radars, will be purchased for those departments who may need them.

## Programs and Projects

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**Target:** 1 and 2

**Project Numbers:** F16-HS-02, F16-HS-03, F16-HS-04, F16-HS-05, F16-HS-06, F16-HS-07, F16-HS-08, and F16-HS-14

**Project Title:** Regional Safety Community Programs – Speed Enforcement

**Description:** The eight Regional Safe Community Programs coordinate their region's speed enforcement effort in collaboration with the seven West Virginia State Police troops. Each region is responsible for enforcement and earned media.

**Evidence of Effectiveness:** CTW, Chapter 3: Sections 2.2 and 4.1

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**Target:** 1 and 2

**Project Number:** F16-HS-10

**Project Title:** West Virginia State Police – Speed Enforcement

**Description:** The seven West Virginia State Police troops coordinate the statewide overtime speed enforcement and distracted driving effort in collaboration with the eight Regional Safe Community Programs. Each troop is responsible for enforcement and earned media.

**Evidence of Effectiveness:** CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

---

**Target:** 1 and 2

**Project Number:** F16-HS-09

**Project Title:** GHSP Law Enforcement Liaison – Speed Enforcement

**Description:** The GHSP Law Enforcement Liaison is responsible for oversight of the statewide overtime speed enforcement. The GHSP Law Enforcement Liaison coordinates with the eight Safe Community Programs to provide Traffic

Occupant Protection Strategies (TOPS), Speed Enforcement – Radar Training, Instructor Development, SFST Updates, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other law enforcement training.

**Evidence of Effectiveness:** CTW, Chapter 3: Sections 2.2 and 4.1

**Table 3.16 Speed Enforcement Program and Budget Summary**

| Program | 402 Funds |
|---|---|
| Region 1 – City of Charleston | $40,000 |
| Region 2 – City of Huntington | $40,000 |
| Region 3 – Wood County Commission | $40,000 |
| Region 4 – City of Wheeling | $40,000 |
| Region 5 – City of Clarksburg | $40,000 |
| Region 6 – City of Martinsburg | $40,000 |
| Region 7 – City of Beckley | $40,000 |
| Region 8 – City of Beckley (Coalfields Program) | $40,000 |
| West Virginia State Police | $85,000 |
| Law Enforcement Liaison Office | $120,000 |
| **Total** | **$525,000** |

# 3.6 TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS

## Overview

West Virginia places a high priority on the implementation of an electronic data collection and reporting system, specifically for crash data. Timely and accurate crash data are the most crucial components to the comprehensive traffic records system. West Virginia purchased a software program called Report Beam, an electronic crash reporting system, which is available to all law enforcement agencies. The software can be used on mobile data terminals or on desktop hardware inside the station. Adoption rates of the software are such that very nearly all of the crash reports submitted to the State crash repository are electronic data transmissions.

The establishment of a Traffic Records Data Warehouse is in the long-term plan. Crash data access has been given to key highway safety personnel, and we are working on expansion of this access. Also, the Division of Highways is working

with the Rahall Transportation Institute (RTI) to develop a user-friendly "back-end" for data querying and user access.

The West Virginia State Police currently are using e citation in several counties. Many law enforcement agencies in the State, including the West Virginia State Police, use Report Beam software to collect e citation data and this is the approved method for all agencies that use e citation. Many local law enforcement agencies reported they are ready for electronic transfer of citations to the courts and that their municipal courts will have few problems in accepting e citations and moving them to the court's case management system in a timely manner. Local law enforcement agencies also will have no problem downloading e citations to their record management systems.

The State's goal is to have a modern, effective, and comprehensive traffic safety and information system of crash and other related records to accurately identify safety problems, to develop countermeasure programs, and to evaluate effectiveness and measure progress.

## Performance Targets

1. Improve the timeliness of citation data exchange between state and local agencies.
2. Increase the timeliness and accuracy of crash reports through the implementation of a statewide electronic data collection and reporting system.
3. Increase local, state, and Federal traffic safety professionals' accessibility to state traffic safety data to conduct analysis through implementation of a statewide or web-based system.

## Strategies

The GHSP hired a new Traffic Records Coordinator in July 2014. The Coordinator will conduct Traffic Records Coordinating Committee (TRCC) meetings and revise the Traffic Records Strategic Plan. The TRCC will continue to act as the primary advisory committee for traffic records-related activities and projects. The working Traffic Records Coordinating Committee will continue to strengthen its status by following the recommendations contained in the latest Traffic Records Assessment (conducted from April 29 to May 4, 2012).

The Strategic Plan will be utilized as a guide to ensure proper steps are being taken to implement a statewide comprehensive traffic records system that will be used by Federal, state, and local highway safety stakeholders, including the Governor's Highway Safety Program, Division of Highways, Division of Motor Vehicles, Supreme Court Administrator's Office, and Department of Health and Human Resources. The TRCC identifies projects that will improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility for

the core data systems (crash, roadway, driver, vehicle, citation/adjudication, and EMS/injury surveillance). For each core system, the TRCC catalogs existing, future, and proposed projects and ideas that would both significantly and remotely impact the quality of the State's safety data. Each project is prioritized by high/low cost and high/low payoff using the following considerations: cost, length, difficulty of coordination, significant effect if successful, likelihood of desired impact, and major costs associated with failure. The catalog, which is in the strategic plan, is updated as new projects are selected and project completions and updates become available. Project elements are included such as problem identification, project description, short-term\long-term completion, priority risk, and other variables.

In 2016, the TRCC is focused on the following three strategies:

- Building a data base infrastructure for citation tracking in order to improve the timeliness of data exchange between state and local agencies. This will provide the State with the ability to design advanced data systems in order to track specific problems. Expected completion date – July 2016.
- Implementing a law enforcement-friendly electronic, statewide data collection and reporting system for data to be captured accurately, efficiently, and timely. Expected completion date – July 2016.
- Providing the technical capabilities for local, state, and Federal traffic safety professionals to access and analyze up to date information from a statewide or web-based system. This includes software, training, and administrative guidelines. Expected completion date – December 2016.

The Traffic Records Coordinating Committee will continue to act as the primary advisory committee for traffic records-related activities and projects. The TRCC routinely tracks progress on each project. The Strategic Plan will be utilized as a guide to ensure proper steps are being taken to implement a statewide comprehensive traffic records system that will be used by Federal, state, and local highway safety stakeholders, including the Governor's Highway Safety Program, Division of Highways, Division of Motor Vehicles, Supreme Court Administrator's Office, and Department of Health and Human Resources. The following projects support the priorities in the Traffic Records Strategic Plan.

## Programs and Projects

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**Target:** 3 and 6

**Project Numbers:** F16-HS-02, F16-HS-03, F16-HS-04, F16-HS-05, F16-HS-06, F16-HS-07, F16-HS-08, and F16-HS-14

**Project Title:** Regional Safe Community Programs – Traffic Records

**Description:** The eight Regional Safe Community Program Coordinators assist the TRCC in implementation of the *FFY 2014 Traffic Records Strategic Plan* within

their region. The Coordinators support efforts to convert law enforcement agencies in their region to electronic reporting and provide training to enforcement personnel in their region on electronic crash and citation reporting.

**Evidence of Effectiveness:** N/A

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**Target:** 2, 3, and 6

**Project Number:** F16-HS-10

**Project Title:** West Virginia State Police – Traffic Records

**Description:** The West Virginia State Police will continue to assist in implementation of the *FFY 2014 Traffic Records Strategic Plan*. The State Police are a vital part of maintaining and upgrading the State's Traffic Records System and provides support through the purchase of electronic reporting hardware, laptops, scanners, printers, and other equipment necessary for electronic reporting. The State Police's Director of Traffic Records serves on the Traffic Records Coordinating Committee.

**Evidence of Effectiveness:** N/A

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**Target:** 3 and 6

**Project Number:** F16-HS-09

**Project Title:** Law Enforcement Liaison Office – Traffic Records

**Description:** The GHSP Law Enforcement Liaison assists the TRCC in implementation of the *FFY 2014 Traffic Records Strategic Plan* by working with state and local law enforcement agencies throughout the State. The GHSP LEL coordinates and supports Regional Safe Community Program Coordinators and LELs' efforts to convert law enforcement agencies to electronic reporting and provide training to enforcement personnel in their region on electronic crash and citation reporting.

**Evidence of Effectiveness:** N/A

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**Target:** 1, 2, 3, 4, 5, and 6

**Project Number:** F16-HS-01

**Project Title:** Governor's Highway Safety Program – Traffic Records

**Description:** The Governor's Highway Safety Program provides support to the TRCC in implementation of the *FFY 2014 Traffic Records Strategic Plan*. The GHSP's Traffic Records Coordinator serves as the champion for safety data initiatives and markets the traffic records ideal throughout the State, is chairperson of the TRCC, and administers the daily business of the committee. All aspects of the Strategic Plan are maintained and managed by the Coordinator, as well as providing regular progress reports to Federal sponsors

about its implementation. The GHSP Director and Federal Programs Administrator also serve on the Traffic Records Coordinating Committee.

**Evidence of Effectiveness:** N/A

**Table 3.17 Traffic Records Program and Budget Summary**

| Program | Section 408 Funds |
|---|---|
| City of Charleston | $100,000 |
| City of Huntington | $100,000 |
| Wood County Commission | $100,000 |
| City of Wheeling | $100,000 |
| City of Clarksburg | $100,000 |
| City of Martinsburg | $100,000 |
| City of Beckley | $100,000 |
| City of Beckley (Coalfields) | $100,000 |
| Law Enforcement Liaison Office | $80,000 |
| West Virginia State Police | $200,000 |
| Governor's Highway Safety Program | $50,000 |
| **Total** | **$1,130,000** |

# 3.7 DISTRACTED DRIVING

## Overview

Despite primary laws banning handheld device use and, texting for all drivers, and all cell phone use for novice drivers, distracted driving is still a problem in West Virginia. While detailed distracted driving crash data currently are not available, the GHSP has citation and survey data which support the need to address distracted driving.

Annually the GHSP tracks the number of citations issued during grant funded enforcement activities. In FFY 2014, citation data reported under grant-funded activities include 5,307 cell phone citations and 2,293 warnings, in addition to 344 texting citations and 223 warnings. As of May 2015, 5,019 cell phone citations and 1,626 warnings, and 367 texting citations and 131 warnings have been issued under grant-funded activities.

The GHSP also conducts surveys of drivers regarding their attitudes and awareness of programs addressing seat belt use, speeding, and impaired driving.

The *West Virginia Driver Attitudes and Awareness Survey, 2014: Selected Results*[14] compared survey results from 2010, 2012, and 2014. Respondents were asked to self-report how often they talk on a cell phone and text when driving their vehicles. In 2014, just over 41 percent of the respondents indicated they talk on a cell phone some, most, or all of the time, compared to just over 50 percent in 2010 and 2012. Eighteen percent reported texting while driving some, most, or all of the time in 2014, compared to 19 percent in 2010 and 2012. It should be noted that "some of the time" was by far the most prevalent answer among these three responses.

In addition, the Alcohol Beverage Control Administration (ABCA) sets up a DUI Simulator at schools, fairs, etc. and asks event participants to take a 22 question survey regarding their alcohol use, seat belt use, adherence to speed limits, use of electronic devices while driving, etc. Two of the questions are: a) Have you ever talked on a cell phone while driving, and b) Have you ever texted on a cell phone while driving. In 2014, 2,689 individuals took the survey (98 percent were ages 15-18); following is their response to these 2 questions:

- 956 persons (35.55 percent) indicated they had talked on a cell phone while driving; and
- 758 persons (28.19 percent) indicated they had texted on a cell phone while driving.

The Division of Highways provided $1,000,000 to the GHSP in FFY 2015 to provide awareness, education, and enforcement programs which address distracted driving. These funds will be carried over to FFY 2016 to continue efforts to decrease distracted driving.

## Performance Targets

1. Increase by 10 percent the number of grant funded citations issued for hand held cell phone use while driving from 5,307 in FY14 to 5,536 in FY16.
2. Increase by 10 percent the number of grant funded citations issued for texting while driving from 344 in FY14 to 367 in FY 16.
3. Decrease the percent of drivers 20 or younger who reported driving a vehicle while talking on a cell phone from 35.55% in 2014 to 30% in 2016.
4. Decrease the percent of drivers 20 or younger who reported texting on a cell phone while driving from 28.19% in 2014 to 24% in 2016.

The results for last two performance targets will be tracked though responses to surveys collected during the ABCA DUI Simulator activities.

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[14] Haas, Stephen M. (2014, November). West Virginia's Driver Attitudes and Awareness Survey, 2014: Selected Results. Charleston, West Virginia: Mountain State Criminal Justice Research Services.

## Strategies

West Virginia will continue its successful strategy of addressing this program area through the Regional Safe Community Programs, coordinated with law enforcement through the Law Enforcement liaison. The Regional Safe Community Programs will conduct or facilitate one or more activities/media events on distracted driving, cell phone use/texting while driving. In conjunction, law enforcement agencies will implement targeted enforcement focusing on distracted driving violations. Distracted driving blitzes may also include speed enforcement activities. The GHSP will provide statewide support of the effort through awareness materials and messaging.

## Programs and Projects

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**Target:** 1 and 2

**Project Numbers:** F16-HS-02, F16-HS-03, F16-HS-04, F16-HS-05, F16-HS-06, F16-HS-07, F16-HS-08, and F16-HS-14

**Project Title:** Regional Safety Community Programs – Distracted Driving

**Description:** The eight Regional Safe Community Programs coordinate their region's distractive driving effort in collaboration with the seven West Virginia State Police troops. Each region must conduct or facilitate at least one activity/ media event on distracted driving, cell phone use/texting while driving and is responsible for associated enforcement and earned media.

**Evidence of Effectiveness:** CTW, Chapter 3: Sections 2.2 and 4.1

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**Target:** 1 and 2

**Project Number:** F16-HS-10

**Project Title:** West Virginia State Police – Distracted Driving Enforcement

**Description:** The seven West Virginia State Police troops coordinate the statewide overtime distracted driving and speed enforcement effort in collaboration with the eight Regional Safe Community Programs. Each troop is responsible for enforcement and earned media.

**Evidence of Effectiveness:** CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

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**Target:** 1 and 2

**Project Number:** F16-HS-17

**Project Title:** Monongalia County Sheriff's Department – Distracted Driving

**Description:** This project provides funds to the Sheriff's Department to conduct distracted driving overtime enforcement. The Department also provides funds

to smaller law enforcement agencies in the county, including West Virginia University Police.

**Evidence of Effectiveness:** CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

---

**Target:** 1 and 2

**Project Number:** F16-HS-18

**Project Title:** City of Morgantown – Distracted Driving

**Description:** This project provides funds for the Morgantown Police Department to conduct distracted driving overtime enforcement.

**Evidence of Effectiveness:** CTW, Chapter 3: Sections 2.2 and 4.1; and Chapter 4: Section 1.3 and 2.2

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**Target:** 1 and 2

**Project Number:** F16-HS-09

**Project Title:** GHSP Law Enforcement Liaison – Distracted Driving Enforcement

**Description:** The GHSP Law Enforcement Liaison is responsible for oversight of the statewide overtime enforcement efforts which include distracted driving. The GHSP Law Enforcement Liaison coordinates with the eight Safe Community Programs to provide enforcement training which includes training on distracted driving-related laws and enforcement.

**Evidence of Effectiveness:** CTW, Chapter 3: Sections 2.2 and 4.1

### Table 3.18 Distracted Driving Budget Summary

| Program | 405e Funds | DOH DD Funds |
|---|---|---|
| GHSP | – | $220,000 |
| Region 1 – City of Charleston | – | $50,000 |
| Region 2 – City of Huntington | – | $50,000 |
| Region 3 – Wood County Commission | – | $50,000 |
| Region 4 – City of Wheeling | – | $50,000 |
| Region 5 – City of Clarksburg | – | $50,000 |
| Region 6 – City of Martinsburg | – | $50,000 |
| Region 7 – City of Beckley | – | $50,000 |
| Region 8 – City of Beckley (Coalfields Program) | – | $50,000 |
| Law Enforcement Liaison Office | $50,000 | – |
| West Virginia State Police | – | $300,000 |
| Monongalia County Sheriff's Dept. | – | $20,000 |

| Program | 405e Funds | DOH DD Funds |
|---|---|---|
| Morgantown Police Dept. | – | $15,000 |
| **Total** | **$50,000** | **$955,000** |

## 3.8 DRIVER ATTITUDE SURVEY

The West Virginia Highway Safety Program conducts a statewide survey of West Virginia citizens regarding driver attitudes and awareness concerning impaired driving, seatbelt use, and speeding issues. The last survey was conducted in July 2014 at nine DMV offices using the recommended set of core survey questions developed by GHSA and NHTSA, and their recommendations regarding survey design, methodology, and administration. A survey will be conducted again in July 2016. The results of this survey provide important insight to the GHSP as to the effectiveness of our media campaigns. The Survey also provides the GHSP information on how the public views the likelihood of being cited/arrested by law enforcement for various traffic violations. Survey results allow GHSP to direct funds to those locations that have low recognition, and to advise the regional Safe Community Coordinators how they might increase recognition of campaigns and the corresponding laws.

FFY 2016 – $10,000 Section 402

## 3.9 PLANNING AND ADMINISTRATION

The Governor's Highway Safety Office serves as the primary agency responsible for ensuring that the State's highway safety concerns are identified and addressed through the development and implementation of appropriate countermeasures.

### Goal

To administer a fiscally responsible, effective highway safety program that is data-driven, includes strategic partners and stakeholders, and addresses the State's specific safety characteristics.

### Performance Targets

1. Deliver the FFY 2015 Annual Report by December 31, 2015.
2. Gather input for development of the FFY 2017 Highway Safety Plan from roundtable meetings conducted throughout the year with the Regional Safety Community Program staff, West Virginia State Police coordinators, and other state and local safety stakeholders.
3. Deliver the Federal Fiscal Year 2017 Highway Safety Plan by July 1, 2016.

### Strategies

1. Administer the statewide traffic safety program:
   a. Implement the FFY 2016 HSP and develop future initiatives;
   b. Provide sound fiscal management for traffic safety programs;
   c. Coordinate state plans with other Federal, state, and local agencies; and
   d. Assess program outcomes.
2. Provide data required for Federal and state reports.
3. Provide program staff, professional development, travel funds, space, equipment, materials, and fiscal support for all programs.
4. Provide data and information to policy and decision-makers on the benefits of various traffic safety laws.
5. Identify and prioritize highway safety problems for future GHSP attention, programming, and activities.
6. Implement program management and oversight for all activities within this priority area.

### Programs and Projects

**Project Number:** F16-HS-01

**Project Title:** GHSP Operations

**Description:** Personnel, operating costs, travel expenses, and contractual services will provide the statewide program direction, financial and clerical support, property management, and audit for all highway safety grant programs.

**Table 3.19 Planning and Administration Program and Budget Summary**

| Project Number | Project Title | Budget | Funding Source |
|---|---|---|---|
| F16-HS-01 | GHSP Operations | $550,000 | Section 402 |
| **Total** | | **$550,000** | |

## 3.10 NHTSA EQUIPMENT APPROVAL

West Virginia's equipment needs and the associated funding are unclear at the time of this submittal. The GHSP will submit a letter to NHTSA requesting approval prior to any purchase.

## 3.11 PAID ADVERTISING

The Governor's Highway Safety Program will follow all Federal guidelines for purchasing media/advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the Performance Plan (Section 2.0).

In FFY 2016, the GHSP anticipates producing radio spots to promote the use of child safety seats/booster seats, as well as purchasing air time. Television spots from 2015 will be rerun for the *Click It or Ticket* and DUI campaigns. Campaigns regarding West Virginia's primary seat belt law and ban on cell phone use and texting for drivers will be used again in 2016. These media spots, in addition to an increased social media presence, will all be part of a combined enforcement and media campaign. West Virginia's motorcycle safety campaign also will continue.

A media contract will cover all media from the GHSP Office and statewide campaigns, including television, radio, and billboards. Each Safe Community Program also has funding for "local" radio/ billboards/television media coverage. In 2012, the Governor's Representative for Highway Safety approved the utilization of social media, such as Facebook and Twitter. The GHSP maintains a Facebook page (https://www.facebook.com/wvghsp).

- FFY 2016 – $1,100,000 – Section 405(d) Impaired Driving (DUI Campaign);
- FFY 2016 - $200,000 – Section 410 Impaired Driving (DUI Campaign);
- FFY 2016 - $200,000 – DOH Funds (Drugged Driving Campaign);
- FFY 2016 – $450,000 – Section 405(b) Occupant Protection (CIOT Campaign);
- FFY 2016 – $75,000 – DOH Funds (Cell Phones and Texting Campaign);
- FFY 2016 – $30,000 – Section 405(b) (Child Passenger Safety Campaign); and
- FFY 2016 – $35,000 – Section 405(f) (Motorcycle Safety Campaign).

Each year, the GHSP conducts a Driver Attitude Survey and is administered at DMV Regional Offices throughout the State. As part of the survey, participants can respond to their awareness/knowledge of various Highway Safety campaigns. The 2014 Survey revealed that over 72 percent of the respondents had read, seen, or heard a message about seat belt enforcement in the past 60 days, and the *Click It or Ticket* campaign was the most widely read, seen, or heard message. Over 67 percent had read, seen, or heard a message about drunk

driving enforcement. This survey will be conducted again in 2016 and will continue to be used to assess message recognition.

## 3.12 154 TRANSFER FUNDS

In 2015, West Virginia passed an open container law which is still under NHTSA legal review, but has been given preliminary approval. If a final determination is made that our law meets Federal requirements, West Virginia will lose 154 transfer funds for FY 16 and beyond.

Prior to MAP-21, 154 funds were tracked by the GHSP and a portion went to Hazard Elimination Projects, implemented by the Division of Highways, and a portion went to GHSP for Alcohol programs. In 2013, the GHSP ceased tracking "new" Hazard Elimination project funding, however continues to track $12,775,000 in 154 Hazard Elimination funds received prior to 2013; all of which has been obligated. Nothing was requested in 2014, but in 2015, the GHSP received $589,757 for Alcohol programs.

## 3.13 WORK ZONE SAFETY FUNDS

The Division of Highways provided $500,000 to the GHSP in FFY 2015 to provide awareness and enforcement programs which address work zone safety. Funding was awarded to the Regional Safe Community Programs and West Virginia State Police to coordinate overtime law enforcement efforts at the direction of the Division of Highways. A significant portion of these funds will still be available for FFY 2016. The GHSP will provide statewide support of the effort through awareness materials and messaging.

**Table 3.20 Work Zone Safety Budget Summary**

| Program | DOH WZ Funds |
|---|---|
| GHSP | $75,000 |
| Region 1 – City of Charleston | $30,000 |
| Region 2 – City of Huntington | $20,000 |
| Region 3 – Wood County Commission | $15,000 |
| Region 4 – City of Wheeling | $15,000 |
| Region 5 – City of Clarksburg | $15,000 |
| Region 6 – City of Martinsburg | $15,000 |
| Region 7 – City of Beckley | $15,000 |
| Region 8 – City of Beckley (Coalfields Program) | $15,000 |
| West Virginia State Police | $100,000 |
| **Total** | **$315,000** |

# 4.0 Performance Report

West Virginia's progress in meeting the State's core performance targets identified in the FFY 2015 HSP is shown in Table 4.1. The performance targets, shown in the column titled "2015 HSP", use 2006 through 2010 as the five-year average base with the overall goal of achieving a 50 percent reduction in fatalities by 2030. Since final 2014 FARS data are not available, 2013 FARS data are used to show progress in meeting the performance targets. Successes realized in targets meeting or exceeding the 2015 goal in FY 2013 are shown in blue.

**Table 4.1 Progress on FFY 2015 Performance Targets**

| | Actual | | | | | | | Goal |
|---|---|---|---|---|---|---|---|---|
| **Core Performance Measure** | **2008** | **2009** | **2010** | **2011** | **2012** | **2013** | **2009-2013 Average** | **2015 HSP** |
| Traffic Fatalities | 378 | 357 | 315 | 338 | 339 | 332 | 336 | 314 |
| Serious Traffic Injuries | 3,416 | 2,393 | 2,164 | 1,924 | 1,858 | **1,473** | 2,351 | 1,962 |
| Fatalities/VMT | 1.82 | 1.82 | 1.64 | 1.78 | 1.76 | 1.73 | 1.75 | 1.64 |
| Unrestrained Passenger Vehicle Occupant Fatalities in All Seating Positions | 156 | 152 | 131 | 133 | 137 | **113** | 133 | 126 |
| Alcohol-Impaired Fatalities (operator with a 0.08 BAC or greater) | 126 | 112 | 87 | 93 | 94 | **91** | 95 | 91 |
| Speeding-Related Fatalities | 97 | 121 | 133 | 115 | 144 | 130 | 129 | 109 |
| Motorcyclist Fatalities | 52 | 26 | 33 | 27 | 31 | **24** | 28 | 30 |
| Unhelmeted Motorcyclist Fatalities | 11 | 5 | 10 | 6 | 14 | **8** | 9 | 8 |
| Drivers Age 20 or Younger Involved in Fatal Crashes | 43 | 54 | 40 | 50 | 32 | **33** | 42 | 39 |
| Pedestrian Fatalities | 13 | 21 | 13 | 20 | 31 | 28 | 23 | 18 |
| Bicycle Fatalities | 2 | 0 | 3 | 0 | 1 | **0** | 1 | 0 |
| **Behavioral Measure** | **2008** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| Statewide Observed Seat Belt Use (front seat outboard occupants) | 89.5% | 87% | 82% | 85% | 84% | 82% | 88% | 92% |
| **Activity Measures (by Federal Fiscal Year)** | | | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| Seat Belt Citations Issued | | | 3,309 | 3,741 | 5,190 | 9,099 | 15,862 | |

| | Actual | | | | | | | Goal |
|---|---|---|---|---|---|---|---|---|
| **Core Performance Measure** | **2008** | **2009** | **2010** | **2011** | **2012** | **2013** | **2009-2013 Average** | **2015 HSP** |
| Child Safety Seat Citations Issued | | | 297 | 293 | 317 | 411 | 420 | |
| Impaired Driving Citations Issued and Arrests Made | | | 1,965 | 2,714 | 3,577 | 3,676 | 3,604 | |
| Speeding Citations Issued | | | 7,132 | 9,892 | 11,537 | 14,229 | 10,729 | |

Note: Serious traffic Injuries and the 2015 Goal are "A" injuries only. Citations issued and arrests made were during grant-funded enforcement activities only.

## Lessons Learned

When comparing 2014 state fatality data against the fatality averages for 2009 to 2013 we have seen dramatic improvement in the total fatalities, unrestrained passenger vehicle occupant fatalities, alcohol-impaired fatalities for drivers or motorcycle operators with a 0.08 BAC or greater, and drivers age 20 or younger involved in fatal crashes. In 2014, West Virginia experienced an all-time low of 272 traffic-related fatalities. Comparisons against the actual (FARS) fatality numbers for 2010, 2011, 2012, and 2013 show decreases in all fatality core performance measures in 2014. Serious injuries have dropped almost 35 percent over the five-year span.

The priority areas detailed in the FFY 2014 and past HSPs align with NHTSA's Priorities (impaired driving, occupant protection, and speed). Data supports that these problem areas are consistent throughout West Virginia's eight Regional Safe Community Programs and young males are our predominant target audience. We remain committed to our focus on reducing the top three fatality categories – speeding, unrestrained vehicle occupants, and alcohol impairment. Given the rise in pedestrian fatalities, we will encourage our Regional Safe Community Programs to conduct pedestrian programs when their data show it is a problem in their region. The GHSP also will actively participate in the Strategic Highway Safety Plan (SHSP) update to be led by the Division of Highways in FFY 2016 to help develop strategies which will be the most effective in reducing our fatalities and serious injuries. The GHSP will encourage our safety stakeholders to participate as well to gain a better understanding of our most critical problems and the strategies they can deploy to drive down fatalities in their respective areas.

# 5.0 Cost Summary

### Table 5.1 Highway Safety Plan Cost Summary for FY 2016

GHSP
WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

## Cost Summary for West Virginia FY 2016

HS FORM 217, O.M.B. NO. 2127-0003

| Program Area | Approved Program Costs | State/Local Funds | Current Balance | Federal Share to Local |
|---|---|---|---|---|
| 402 | | | | |
| **Planning and Administrative** | **$ 175,000** | **$ 175,000** | **$ 78,000** | **$ 0** |
| Alcohol | $ 300,000 | $ 75,000 | $ 298,000 | $ 120,000 |
| Motorcycle Safety | $ 15,000 | $ 5,000 | $ 15,000 | $ 6,000 |
| Occupant Protection | $ 75,000 | $ 20,000 | $ 150,000 | $ 30,000 |
| Pedestrian & Bicycle Safety | $ 25,000 | $ 7,000 | $ 35,000 | $ 10,000 |
| Police Traffic Services | $ 250,000 | $ 70,000 | $ 403,000 | $ 100,000 |
| Traffic Records | $ 2,000 | $ 1,000 | $ 4,000 | $ 1,000 |
| Safe Communities | $ 2,700,000 | $ 700,000 | $ 1,296,000 | $ 1,100,000 |
| Pupil Transportation Safety | $ 55,000 | $ 15,000 | $ 94,000 | $ 25,000 |
| Speed Enforcement | $ 250,000 | $ 70,000 | $ 443,000 | $ 100,000 |
| Child Restraint | $ 4,000 | $ 1,000 | $ 4,000 | $ 2,000 |
| Paid Media | $ 1,100,000 | $ 300,000 | $ 1,169,000 | $ 450,000 |
| Teen Safety Program | $ 10,000 | $ 3,000 | $ 20,000 | $ 5,000 |
| **Total for 402 Programs** | **$ 4,961,000** | **$ 1,442,000** | **$ 4,009,000** | **$ 1,949,000** |
| 406 | | | | |
| Safety Belts Paid Media | $ 100,000 | $ 0 | $ 100,000 | $ 0 |
| Motorcycle Safety | $ 20,000 | $ 0 | $ 20,000 | $ 0 |
| Occupant Protection | $ 25,000 | $ 0 | $ 29,000 | $ 0 |
| Police Traffic Services | $ 20,000 | $ 0 | $ 32,000 | $ 0 |
| Safe Communities | $ 15,000 | $ 0 | $ 70,000 | $ 0 |
| Child Restraint | $ 20,000 | $ 0 | $ 32,000 | $ 0 |
| **Total for 406 Programs** | **$ 200,000** | **$ 0** | **$ 283,000** | **$ 0** |
| 408 | | | | |
| 408 Data Program Incentive | $ 1,850,000 | $ 300,000 | $ 1,984,000 | $ 0 |
| **Total for 408 Programs** | **$ 1,850,000** | **$ 300,000** | **$ 1,984,000** | **$ 0** |
| 410 | | | | |
| 410 Alcohol SAFTEALU | $ 300,000 | $ 900,000 | $ 541,000 | $ 0 |
| 410 Alcohol SAFTEALU Paid Media | $ 100,000 | $ 300,000 | $ 315,000 | $ 0 |
| 410 High Fatality Roads | $ 700,000 | $ 2,100,000 | $ 861,000 | $ 0 |
| 410 High Visibility | $ 450,000 | $ 1,350,000 | $ 558,000 | $ 0 |
| **Total for 410 Programs** | **$ 1,550,000** | **$ 4,650,000** | **$ 2,275,000** | **$ 0** |
| 2010 | | | | |
| 2010 Motorcycle Incentive | $ 75,000 | $ 0 | $ 130,000 | $ 0 |
| **Total for 2010 Incentives** | **$ 75,000** | **$ 0** | **$ 130,000** | **$ 0** |
| 2011 | | | | |
| 2011 Child Seat Incentive | $ 50,000 | $ 50,000 | $ 76,000 | $ 0 |
| **Total for 2011 Incentives** | **$ 50,000** | **$ 50,000** | **$ 76,000** | **$ 0** |

| Program Area | Approved Program Costs | State/Local Funds | Current Balance | Federal Share to Local |
|---|---|---|---|---|
| **154 AL** | | | | |
| 154 Alcohol Transfer | $ 800,000 | $ 0 | $ 2,520,000 | $ 320,000 |
| 154 Alcohol Paid Media | $ 100,000 | $ 0 | $ 1,222,000 | $ 40,000 |
| **Total for 154 AL Programs** | **$ 900,000** | **$ 0** | **$ 3,742,000** | **$ 360,000** |
| **154 Hazard Elimination** | | | | |
| 154 Hazard Elimination | $ 6,775,000 | $ 0 | $ 12,775,000 | $ 0 |
| **Total 154 for Hazard Elimination Programs** | **$ 6,775,000** | **$ 0** | **$ 12,775,000** | **$ 0** |
| **MAP21 405b Low** | | | | |
| (b) Low HVE | $ 470,000 | $ 125,000 | $ 536,000 | $ 200,000 |
| (b) Low Training | $ 20,000 | $ 5,000 | $ 22,000 | $8,000 |
| (b) Low Public Education | $ 125,000 | $ 35,000 | $ 127,000 | $ 50,000 |
| (b) Low Comm CPS Services | $ 100,000 | $ 25,000 | $ 98,000 | $ 40,000 |
| (b) Low CSS Purch/Dist | $ 35,000 | $ 10,000 | $ 22,000 | $ 15,000 |
| **Total for 405b MAP21 Low** | **$ 750,000** | **$ 200,000** | **$ 805,000** | **$ 313,000** |
| **MAP21 405c Traffic Safety Info System** | | | | |
| (c) Traffic Safety Information System | $ 1,100,000 | $ 275,000 | $ 799,000 | $ 440,000 |
| **Total for MAP21 405c** | **$ 1,100,000** | **$ 275,000** | **$ 799,000** | **$ 440,000** |
| **MAP21 405d Impaired Driving Mid HVE** | | | | |
| (d) Impaired Driving Mid HVE | $ 2,634,000 | $ 700,000 | $ 2,934,000 | $ 1,100,000 |
| **Total for MAP21 405d** | **$ 2,634,000** | **$ 700,000** | **$ 2,934,000** | **$ 1,100,000** |
| **MAP21 405e** | | | | |
| (e) Public Education | $ 95,000 | $ 25,000 | $ 95,000 | $ 40,000 |
| (e) Distracted Driving Law Enf. | $ 91,000 | $ 25,000 | $ 91,000 | $ 40,000 |
| (e) Paid Media | $ 64,000 | $ 20,000 | $ 64,000 | $ 26,000 |
| **Total for MAP21 405e** | **$ 250,000** | **$ 70,000** | **$ 250,000** | **$ 106,000** |
| **MAP21 405f Motorcycle Safety** | | | | |
| (f) Motorcycle Safety | $ 20,000 | $ 20,000 | $ 92,000 | $ 26,000 |
| **Total for MAP21 405f** | **$ 20,000** | **$ 20,000** | **$ 92,000** | **$ 26,000** |
| **NHTSA TOTALS** | **$ 21,159,000** | **$ 7,707,000** | **$ 30,154,000** | **$ 4,294,000** |
| **Other Funding Sources - DOH / MOU** | | | | |
| Distracted Driving | $ 900,000 | n/a | $ 1,410,000 | n/a |
| Construction Zones | $ 400,000 | n/a | $ 462,000 | n/a |
| Drugged Driving | $ 750,000 | n/a | $ 0 | n/a |
| **Total for Other Funding Sources** | **$ 2,050,000** | **n/a** | **$ 1,872,000** | **n/a** |
| **Grand Total for ALL Sources** | **$ 23,209,000** | **$ 7,707,000** | **$ 32,026,000** | **$ 4,294,000** |

*Note: Above amounts include anticipated FY16 funding as well as FY15 carryover funds.*

**State Official Authorized Signature:**

**Name:** _____

**Title:** Commissioner

**Date:** 6-3-15

**Federal Official Authorized Signature:**

**Name:** _____

**Title:** _____

**Date:** _____

Following are the expected Subgrantees for FFY 2016 and the estimated amount of the subgrant award.

## Table 5.2 West Virginia FFY 2016 Project List

| Project Number | Agency | Estimated Subgrant Award |
|---|---|---|
| F16-HS-01 | Division of Motor Vehicles/Governor's Highway Safety Program | $3,000.000 |
| F16-HS-02 | City of Huntington (Region 2 Safe Traffic Operations Program)[a] | $1,115,000 |
| F16-HS-03 | Wood County Commission (Region 3 Mid-Ohio Valley Regional Highway Safety Program)[a] | $565,000 |
| F16-HS-04 | City of Wheeling (Region 4 Northern Regional Highway Safety Office)[a] | $625,000 |
| F16-HS-05 | City of Clarksburg (Region 5 High-Technology Corridor Regional Highway Safety Program)[a] | $725,000 |
| F16-HS-06 | City of Martinsburg (Region 6 Eastern Panhandle Community Traffic Safety Program)[a] | $595,000 |
| F16-HS-07 | City of Beckley (Region 7 Southern Regional Highway Safety Program)[a] | $725,000 |
| F16-HS-08 | City of Charleston (Region 1 Metro Valley Highway Safety Program)[a] | $775,000 |
| F16-HS-09 | City of Beckley (LEL Office) | $650,000 |
| F16-HS-10 | West Virginia State Police | $1,400,000 |
| F16-HS-11 | West Virginia Prosecuting Attorneys Institute | $185,000 |
| F16-HS-12 | ABCA (Alcohol Beverage Control Administration) | $125,000 |
| F16-HS-13 | Not Assigned | - |
| F16-HS-14 | City of Beckley (Region 9 West Coalfields Highway Safety Program)[a] | $550,000 |
| F16-HS-15 | City of Beckley (LifeSavers) | $250,000 |
| F16-HS-17 | Monongalia County | $250,000 |
| F16-HS-18 | City of Morgantown | $150,000 |

[a] Regional Safe Community Programs.

## Table 5.3 Source of Matching Funds

| Source of Matching Funds | Funding Sources | Estimated Amount |
|---|---|---|
| Office of Administrative Hearings Total | State Road Fund | $1,200.000 |
| 402 State Share Planning/Administration | State Road Fund | $155,000 |
| ABCA Enforcement Expenditures | Liquor Sales/Fines | $1,300,000 |
| Interlock Program Expenditures | Application Fees | $250,000 |
| Fund 8212 Motorcycle Safety Program Expenditures | | $500,000 |
| West Virginia Mobilizations and Sustained Enforcement Mileage | | $950,000 |
| Commission on Drunk Driving Prevention (CDDP) Total | Tax On Liquor Sales | $850,000 |
| In-Kind Match, PR, etc./Charleston Region 1 | Grantee Tracks | $30,000 |
| In-Kind Match, PR, etc./Huntington Region 2 | Grantee Tracks | $825,000 |
| Lamar Advertising/West Virginia Outdoor Advertising Huntington Region 2 | Vendor/Grantee | $150,000 |
| In-Kind Match, PR, etc./Wood County Com Region 3 | Grantee Tracks | $150,000 |
| In-Kind Match, PR, etc./Wheeling Region 4 | Grantee Tracks | $110,000 |
| In-Kind Match, PR, etc./Clarksburg Region 5 | Grantee Tracks | $250,000 |
| In-Kind Match, PR, etc./Martinsburg Region 6 | Grantee Tracks | $500,000 |
| In-Kind Match, PR, etc./Beckley Region 7 | Grantee Tracks | $200,000 |
| In-Kind Match, PR, etc./Beckley Region 8 | Grantee Tracks | $150,000 |

# 6.0 State Certifications and Assurances

The Federal Fiscal Year 2016 Appendix A To Part 1200 – Certification and Assurances for Highway Safety Grants (23 U.S.C. Chapter 4) begins on the next page.

## APPENDIX A TO PART 1200 – CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)

State: West Virginia Fiscal Year: 2016

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

### GENERAL REQUIREMENTS

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- 49 CFR Part 18 – Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200 – Uniform Procedures for State Highway Safety Grant Programs

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

### FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each subgrant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
  (i) the entity in the preceding fiscal year received—
    (I) 80 percent or more of its annual gross revenues in Federal awards;
    (II) $25,000,000 or more in annual gross revenues from Federal awards; and
  (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

**NONDISCRIMINATION**
**(applies to subrecipients as well as States)**

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: a) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352), which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686), which prohibits discrimination on the basis of sex; c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), and the Americans with Disabilities Act of 1990 (Pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; e) the Civil Rights Restoration Act of 1987 (Pub. L. 100-259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being

made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

**THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)**

The State will provide a drug-free workplace by:

- Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- Establishing a drug-free awareness program to inform employees about:
    - The dangers of drug abuse in the workplace.
    - The grantee's policy of maintaining a drug-free workplace.
    - Any available drug counseling, rehabilitation, and employee assistance programs.
    - The penalties that may be imposed upon employees for drug violations occurring in the workplace.
    - Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- Notifying the employee in the statement required by paragraph a) that, as a condition of employment under the grant, the employee will –
    - Abide by the terms of the statement.
    - Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2)
  from an employee or otherwise receiving actual notice of such conviction.
- Taking one of the following actions, within 30 days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted –
    - Taking appropriate personnel action against such an employee, up to and including termination.
    - Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

**BUY AMERICA ACT**
**(applies to subrecipients as well as States)**

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

**POLITICAL ACTIVITY (HATCH ACT) (applies to subrecipients as well as States)**

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

**CERTIFICATION REGARDING FEDERAL LOBBYING (applies to subrecipients as well as States)**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

3. The undersigned shall require that the language of this certification be included in the award documents for all subaward at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any

person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

**RESTRICTION ON STATE LOBBYING (applies to subrecipients as well as States)**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

**CERTIFICATION REGARDING DEBARMENT AND SUSPENSION (applies to subrecipients as well as States)**

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.

2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.

3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and

coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

*Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions*

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in

connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower

tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

*Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transactions:*

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

## POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered

in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

## POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashed caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or reevaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

## ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

## SECTION 402 REQUIREMENTS

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- Participation in the National high-visibility law enforcement mobilizations;
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

**I understand that failure to comply with applicable Federal statutes and regulations may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.**

**I sign these Certifications and Assurances based upon personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.**

6-17-15

**Signature Governor's Representative for Highway Safety** **Date**

**Pat Reed**

**Printed Name of Governor's Representative for Highway Safety**

# 7.0 Teen Traffic Safety Program

**APPENDIX C TO PART 1200 –**
**ASSURANCES**

**FOR TEEN TRAFFIC SAFETY PROGRAM (23 U.S.C. CHAPTER 4)**

State: **West Virginia** Fiscal Year: **2016**

The State has elected to implement a Teen Traffic Safety Program-a statewide program to improve traffic safety for teen drivers-in accordance with 23 U.S.C. 402(m).

In my capacity as the Governor's Representative for Highway Safety, I have verified that:

The Teen Traffic Safety Program is a separately described Program Area in the Highway Safety Plan, including a specific description of the strategies and projects, and appears in HSP page number(s) 54-55 and 74-76 as required under 23 U.S.C. 402(m), the statewide efforts described in the pages identified above include peer-to-peer education and prevention strategies the State will use in schools and communities that are designed to:

- Increase seat belt use;
- Reduce speeding;
- Reduce impaired and distracted driving;
- Reduce underage drinking; and
- Reduce other behaviors by teen drivers that lead to injuries and fatalities.

6-29-15

**Signature Governor's Representative for Highway Safety** **Date**

Pat Reed

**Printed name of Governor's Representative for Highway Safety**

# 8.0 Section 405 Grant Application

For FFY 2016, West Virginia is applying for the following 405 incentive grants programs:

- Part 1 – Occupant Protection (23 CFR 1200.21);
- Part 2 – State Traffic Safety Information System Improvements (23 CFR 1200.22);
- Part 3 – Impaired Driving Countermeasures (23 CFR 1200.23);
- Part 4 – Distracted Driving (23 CFR 1200.24);
- Part 5 – Motorcyclist Safety (23 CFR 1200.25); and
- Part 6 – State Graduated Driver Licensing Laws (23 CFR 1200.26).

The 405 application, which is signed by West Virginia's Governor's Representative for Highway Safety and includes the completed sections of the Appendix D to Part 1200 – Certification and Assurances for National Priority Safety Program Grants and the accompanying documentation, will be submitted separately to NHTSA.