

West Virginia Highway Safety Plan

Fiscal Year 2015



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July 2014



WEST VIRGINIA
GOVERNOR'S HIGHWAY SAFETY PROGRAM

report

West Virginia Highway Safety Plan

Fiscal Year 2015

prepared for

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

prepared by

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Executive Summary

On behalf of the Acting Commissioner of the Division of Motor Vehicles (DMV) and the Governor's Representative for Highway Safety, Steven O. Dale, we are pleased to present the FFY 2015 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 2015. The Federal Fiscal Year (FFY) 2015 HSP sets the priorities and goals for the upcoming year to address these challenges.

In FFY 2014, the GHSP focused on the basics with more direct involvement in the various activities and priorities; a practice that will continue in 2015. The priorities for 2015 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.

Over the last 13 years, the GHSP, along with highway safety partners and advocates, worked hard to raise the safety belt use rate from 49.5 percent in 2000 to the highest rate of 89 percent in 2008. Since that time the rate has declined to 82 percent safety belt use rate in 2013. Increases in safety belt use are a direct result of the *Click It or Ticket Campaign* (CIOT), which emphasizes enforcement and media. GHSP will continue to review the results from CIOT and other efforts to determine the cause of the recent decline in the use rate and to develop the appropriate solutions. 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 24 permanent fitting stations throughout the State. Currently, there are over 220 CPS Technicians statewide, and 6 CPS Instructors (32-hour class).

In 2012, alcohol-related fatalities at a blood alcohol content level (BAC) of 0.08 and above comprised 28 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 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.

Data indicates white males ages 16 to 35 are overrepresented in motor vehicle fatalities and crashes in West Virginia. Most of these crashes are single vehicles departing off two-lane rural roadways, with pick-up trucks overrepresented. The majority of these crashes occur Friday night at 10:00 p.m. through Sunday night at 10:00 p.m., with most occurring in the month of May. While rural counties appear to be overrepresented in fatalities per 100,000 population, the low population of these rural counties skew the picture as the majority of fatalities occur in the higher-population areas. 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 lower use.

School bus safety has become a growing concern in West Virginia. A recent survey of school bus drivers reported 400 illegal passing of school buses in the 50 counties (out of 55) reporting. In some areas, State Police officers have done "ride-alongs" with 25 percent of them reporting citations issued.



The new 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 new 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 (e.g., fatalities and serious injuries) to ensure that 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.

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 also serves as the Occupant Protection Program Manager, and is responsible for developing content for the Office's Policy and Procedures 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. Also serves as Media

Liaison with DMV Communications Manager and as Pedestrian/Bicycle Coordinator. Funding is 100% 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.

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 (Liza Chiles)

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.

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

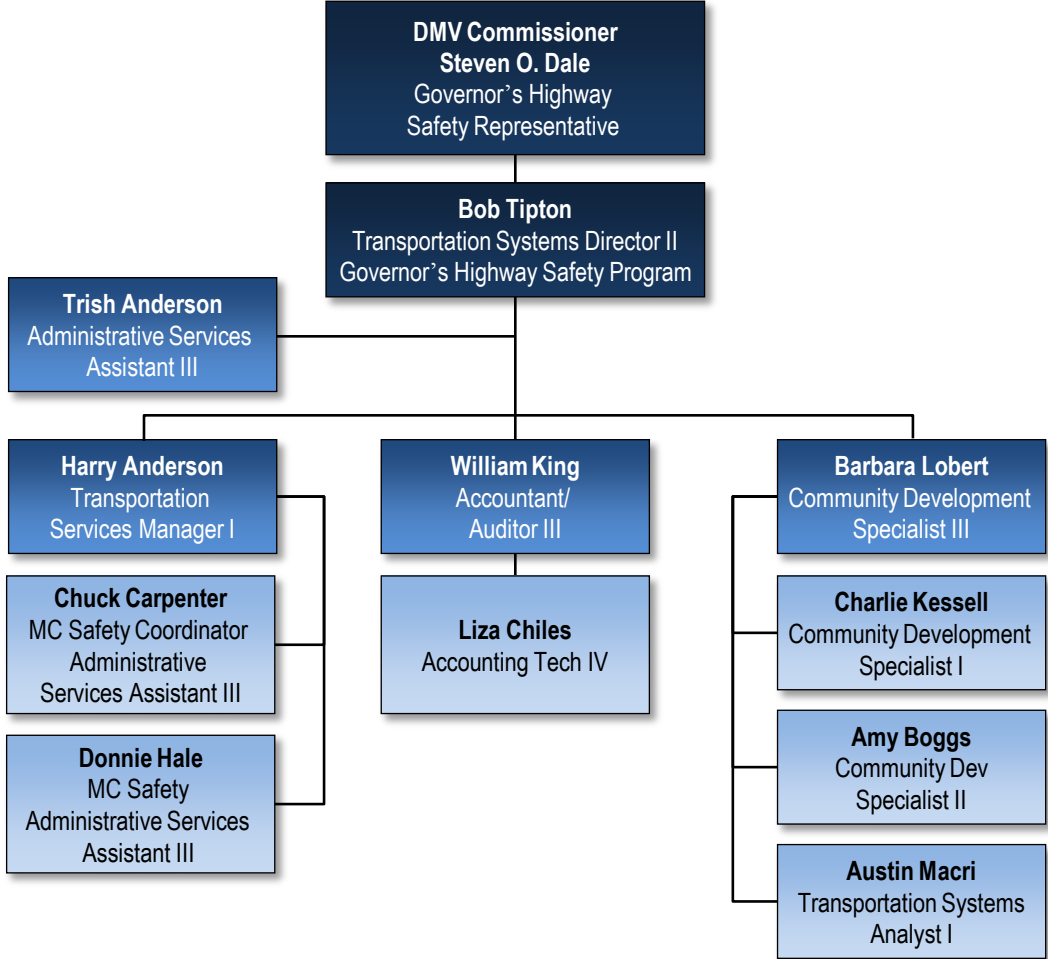
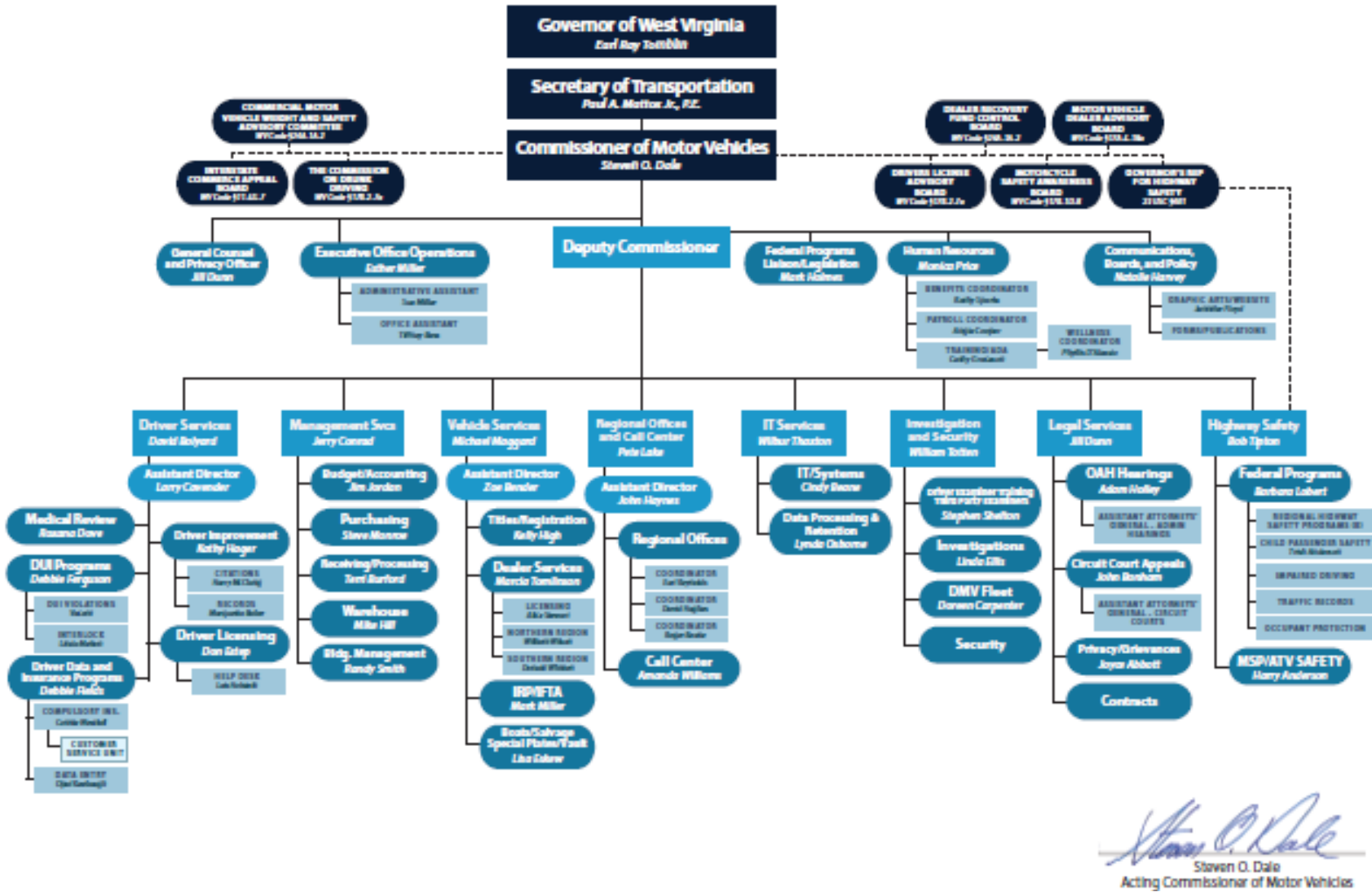


Figure ES.2 Division of Motor Vehicles



Steven O. Dale
Steven O. Dale
Acting 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 54 Democrats and 46 Republicans, and Speaker Tim Miley presides. The Senate is comprised of 25 Democrats and 9 Republicans with Senator Jeffrey Kessler 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.

West Virginia's Repeat Offender Law has been reviewed by NHTSA Counsel and judged to be compliant with the Federal mandate. West Virginia does not have an Open Container Law, which keeps the 154 Transfer penalty in place.

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.

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 2015 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. Program area assessments conducted by NHTSA for the State provided 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.

Note: 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

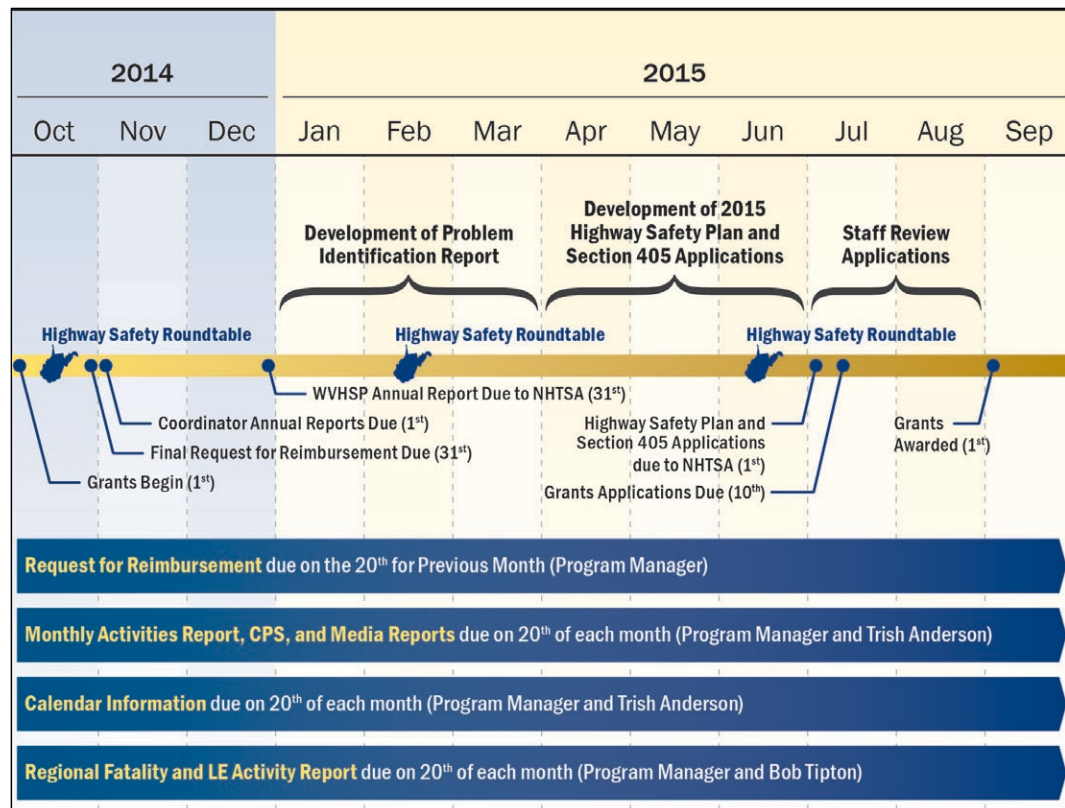
West Virginia relies primarily on the following data sources:

- Report Beam Crash data housed in the WVDOT Crash Database (reported by law enforcement agencies);
- NHTSA/FARS Database; and
- Telephone and observational surveys.

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

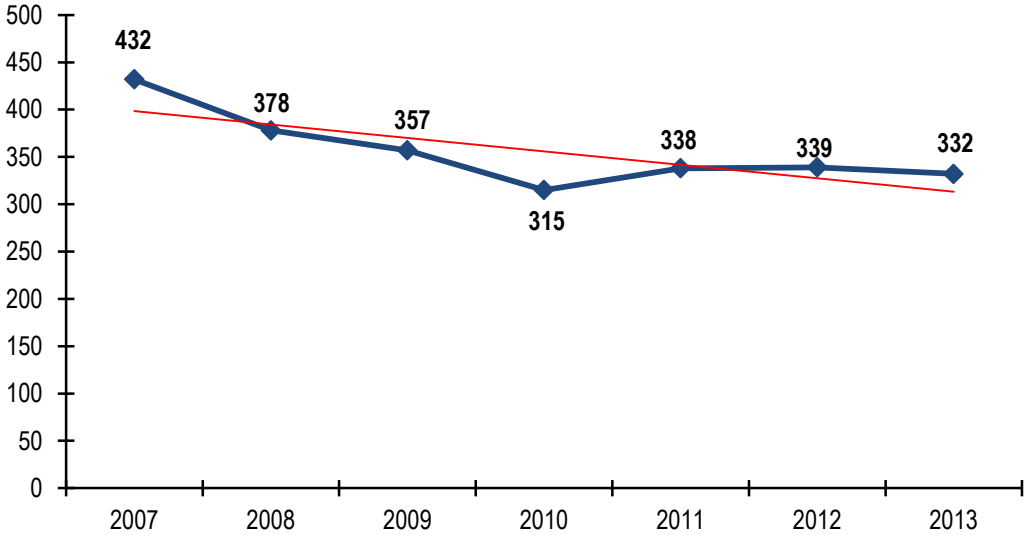


1.2 WEST VIRGINIA’S TRAFFIC SAFETY CHALLENGES

Problem Identification

In 2012, 339 roadway users died on the State’s roadways (Figure 1.2), remaining steady relative to the 338 fatalities in 2011. Despite slight increase, the past six years experienced a decline in the number of traffic-related fatalities.

Figure 1.2 Traffic Fatalities – Total

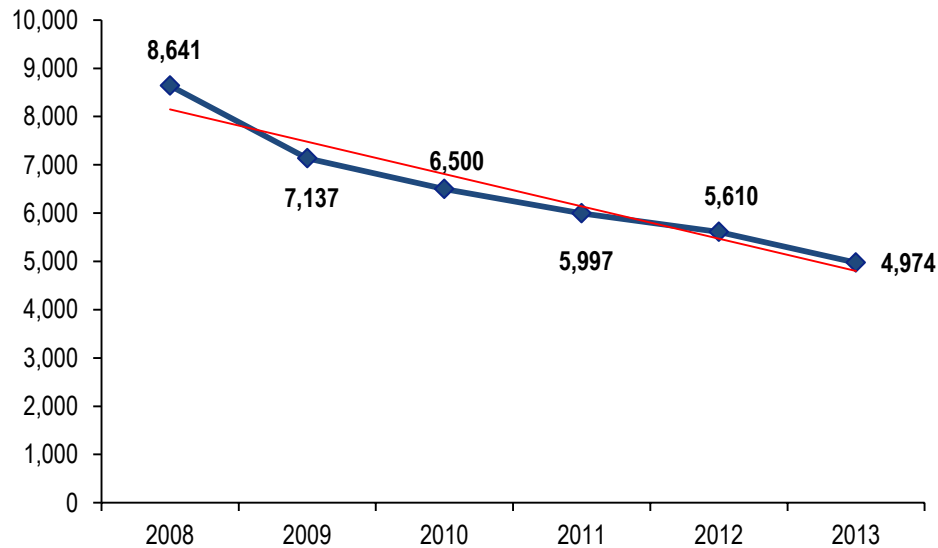


Source: U.S. DOT, National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS).

Note: 2013 State data are preliminary.

Figure 1.3 below shows serious injuries between 2008 and 2012. Serious injuries have steadily declined each year, with an 11 percent decline between 2012 and 2013 and nearly 43 percent over this five-year span.

Figure 1.3 Traffic Serious Injuries – Total

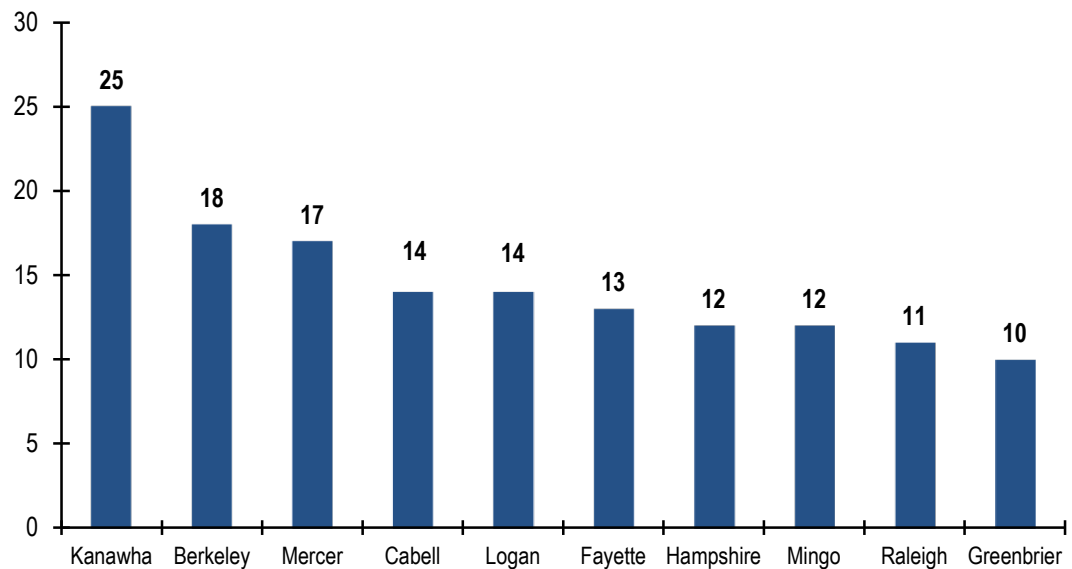


Source: West Virginia Department of Transportation, Division of Highways

Note: 2013 State data are preliminary.

Figure 1.4 shows the top 10 counties where fatalities occurred in 2012 with Kanawha County, the State’s most populous county, having the most fatalities (25) in 2012. Fatalities in these 10 counties represent 43 percent (146 fatalities) of the State’s 339 total fatalities in 2012.

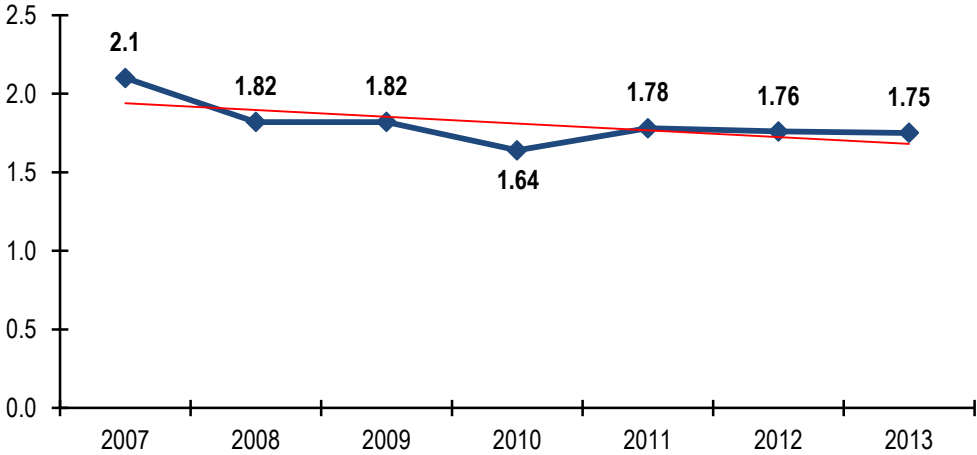
**Figure 1.4 Fatalities – Top 10 Counties
2012**



Source: U.S. DOT, National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS).

When examined by 100 million vehicle miles traveled (VMT), West Virginia experienced a similar decline from 2007 to 2012, dropping 16 percent from a 2.1 rate to 1.76 as shown in Figure 1.5.

Figure 1.5 Fatalities per 100 Million Vehicle Miles Traveled
Total

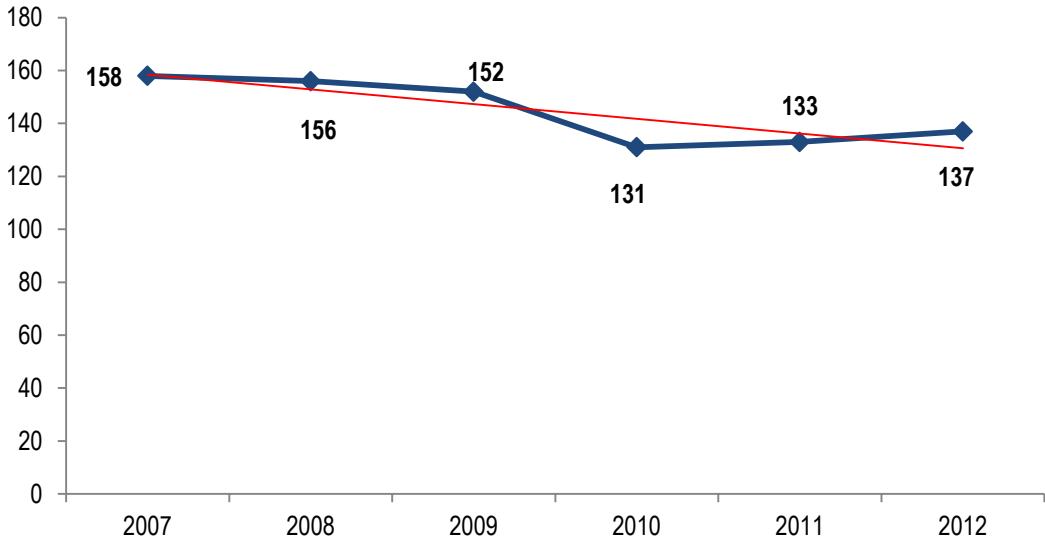


Source: U.S. DOT, National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS).

Note: 2013 State data are preliminary.

Unbelted fatalities have declined 13 percent from 2007, from 158 fatalities to 137 (Figure 1.6).

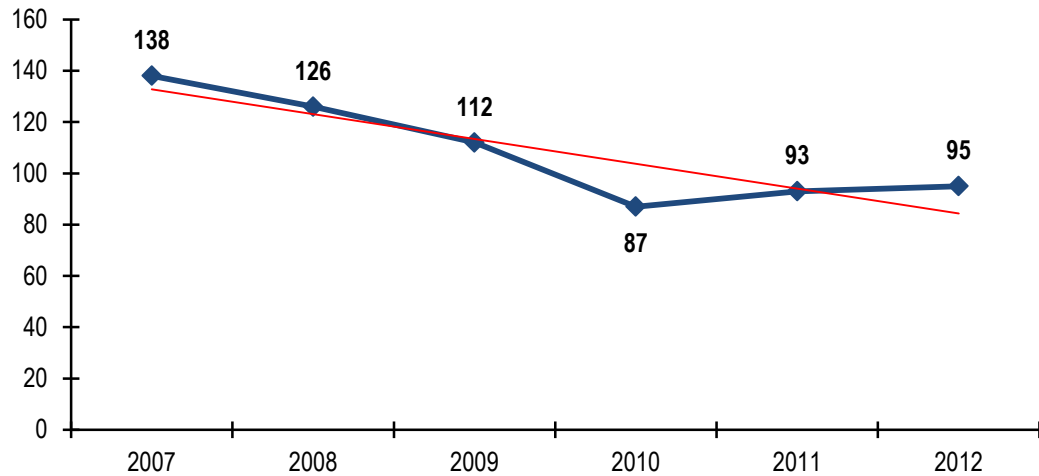
Figure 1.6 Unbelted Fatalities



Source: U.S. DOT, National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS).

Alcohol-impaired driving fatalities have steadily declined from 2007, despite a marginal increase from 87 in 2010 to 95 in 2012. Over the six-year period (2007 to 2012), fatalities involving a BAC of 0.08+ declined 31 percent (Figure 1.7).

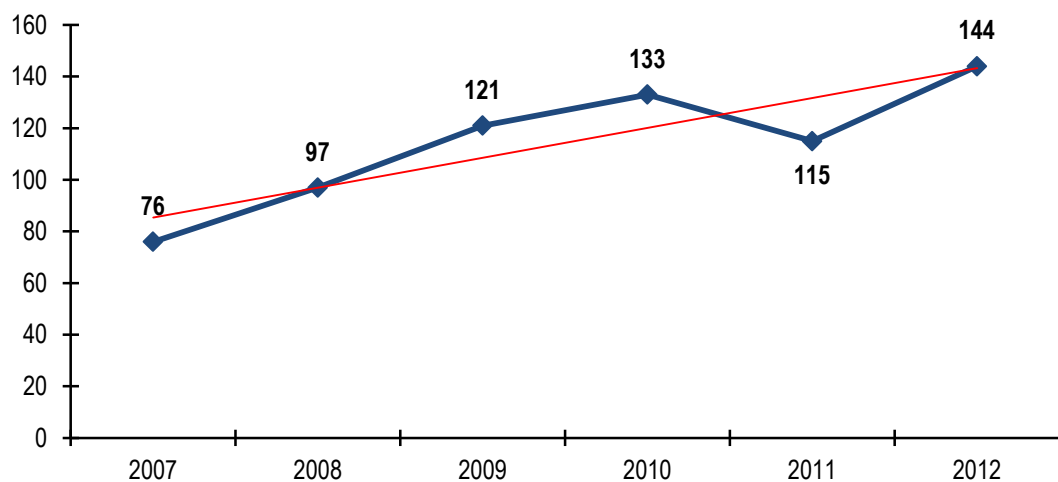
Figure 1.7 Alcohol-Impaired Driving Fatalities (BAC=0.08+)



Source: U.S. DOT, National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS).

Speed-related fatalities have been steadily rising. Figure 1.8 shows that from 2007 to 2012, speeding deaths nearly doubled, rising 89 percent, from 76 to 144 fatalities. Following a decline between 2010 and 2011, speeding increased 25 percent in 2012.

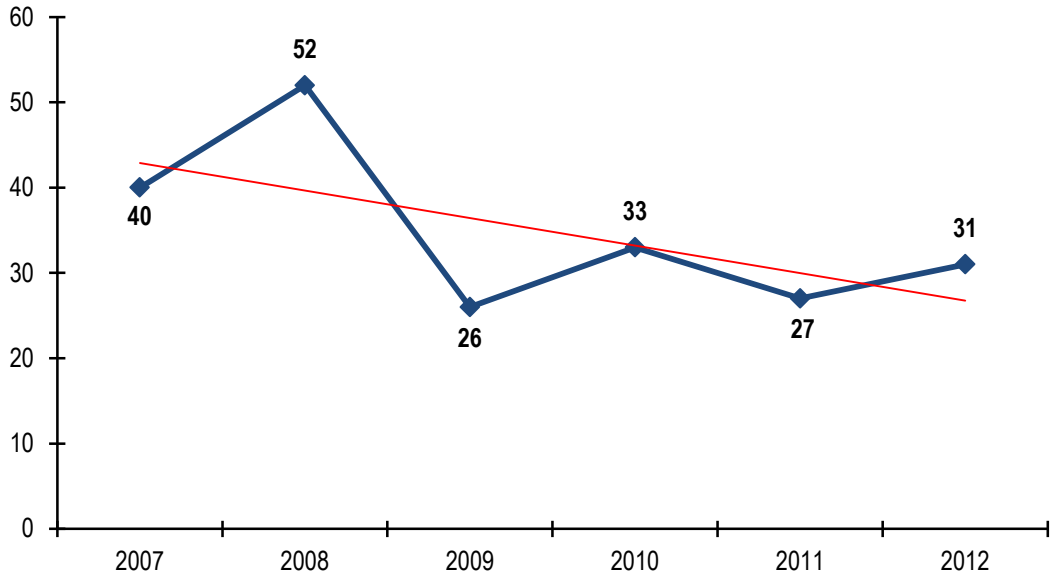
Figure 1.8 Speeding-Related Fatalities



Source: U.S. DOT, National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS).

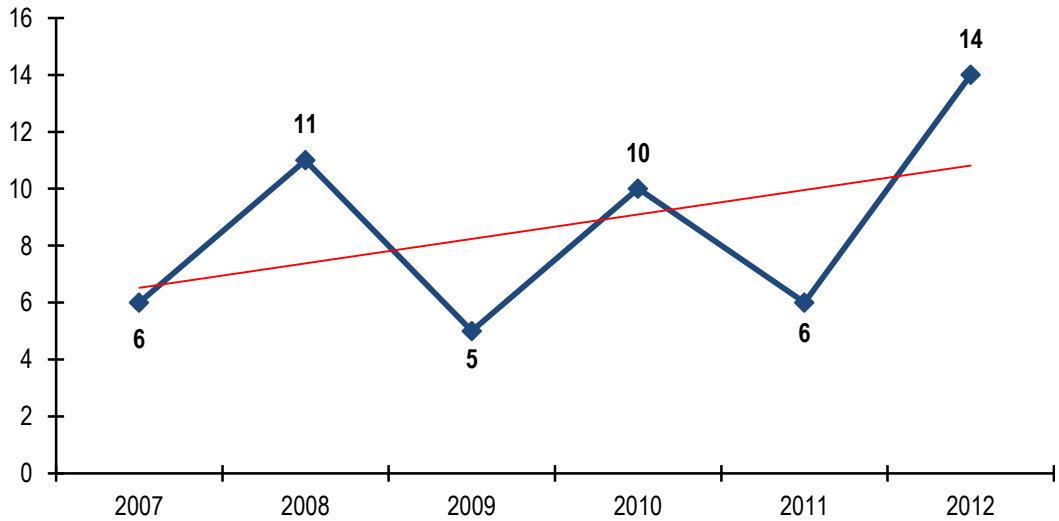
West Virginia experienced 31 motorcyclist fatalities in 2012, 14 of which (45 percent) involved riders that were not wearing a helmet (Figure 1.9 and Figure 1.10). This represents a sharp increase in the proportion of motorcyclist fatalities involving unhelmeted riders in 2011 (22 percent). Overall motorcyclist fatalities have been on the decline, decreasing 23 percent from 2007 to 2012.

Figure 1.9 Motorcyclist Fatalities



Source: U.S. DOT, National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS).

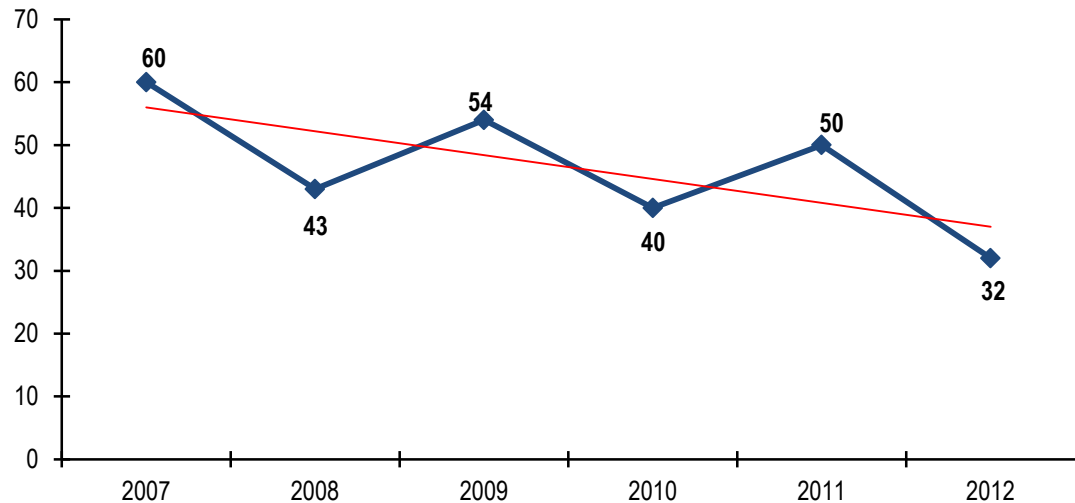
Figure 1.10 Unhelmeted Motorcyclist Fatalities



Source: U.S. DOT, National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS).

Young drivers 20 years or younger involved in fatal crashes declined 47 percent from 2007 to 2012. Following an increase from 40 fatal crashes in 2010 to 50 fatal crashes in 2011, fatal crashes plummeted 36 percent to 32 in 2012 (Figure 1.11).

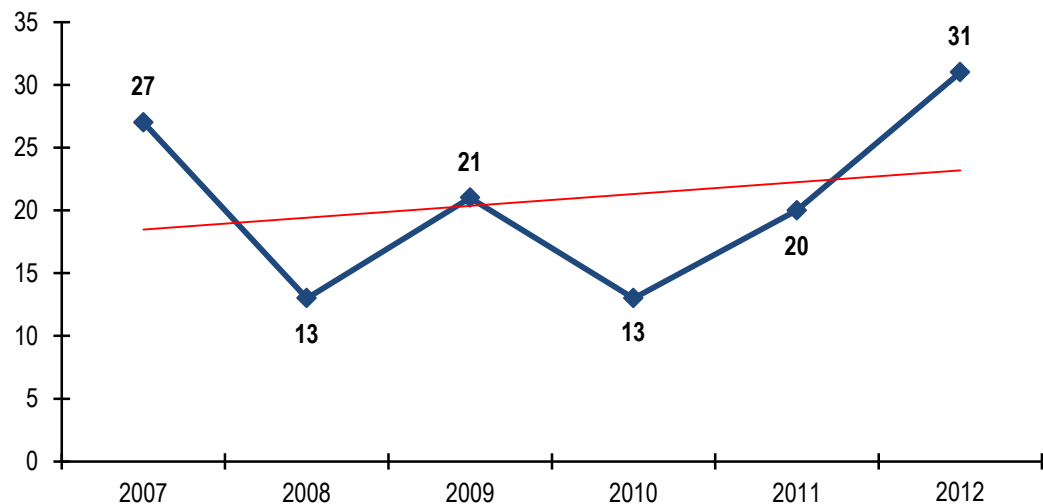
Figure 1.11 Drivers 20 Years or Younger Involved in Fatal Crashes



Source: U.S. DOT, National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS).

Between 2007 and 2011, pedestrian fatalities declined 26 percent from 27 to 20, with only 13 fatalities occurring in both 2008 and 2010 (Figure 1.12). However, West Virginia experienced a sharp increase in fatalities in 2012, increasing 55 percent to 31 over the one-year span.

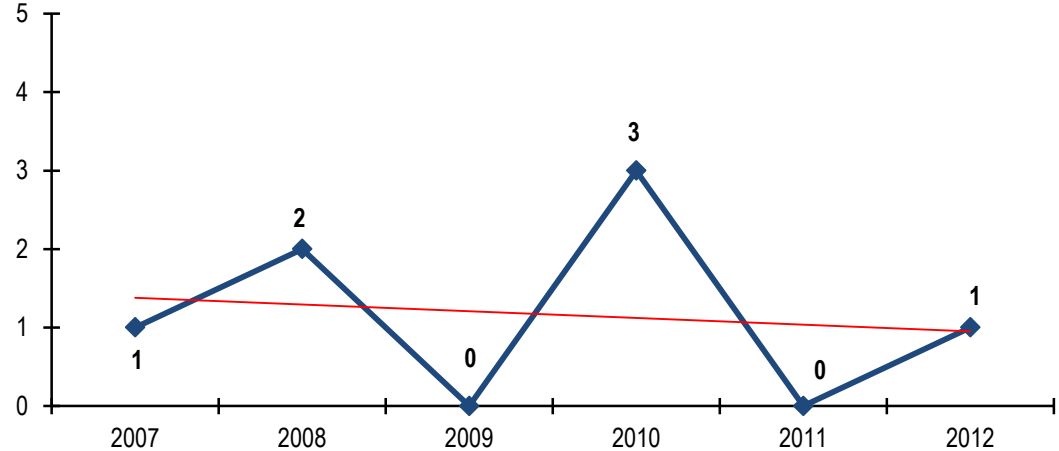
Figure 1.12 Pedestrian Fatalities



Source: U.S. DOT, National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS).

Bicyclist fatalities averaged one per year over the six years from 2007 through 2012. While 2010 was the worst year with three bicyclist fatalities, no fatalities were recorded in 2009 and 2011. (Figure 1.13).

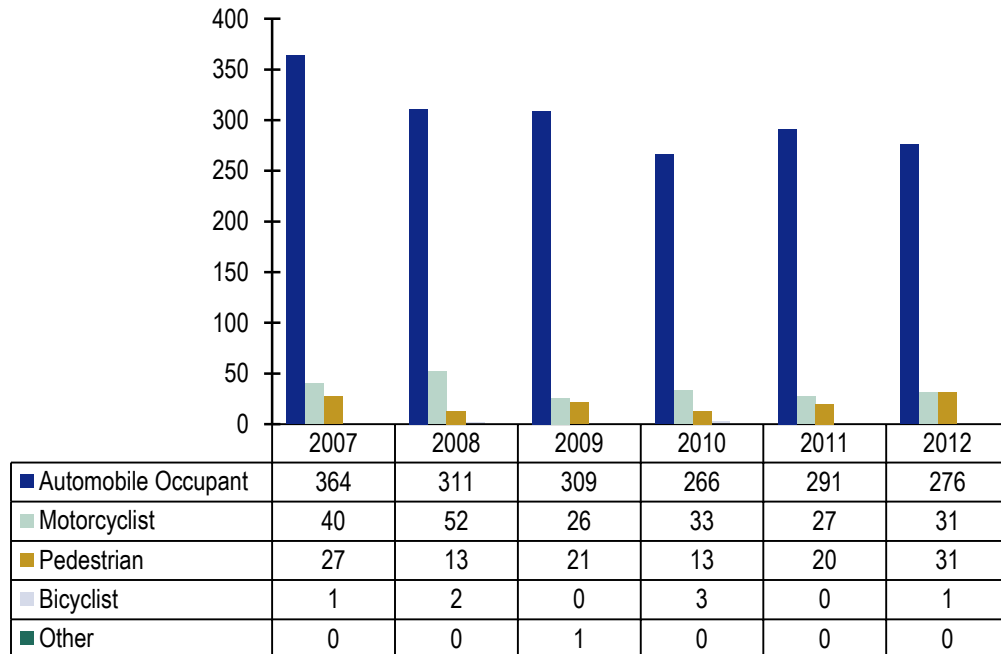
Figure 1.13 Bicyclist Fatalities



Source: U.S. DOT, National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS).

Automobile drivers and occupants 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 2012.

Figure 1.14 Fatalities by Roadway User Group



Source: U.S. DOT, National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS).

Note: Automobile Occupant includes drivers and passengers of light trucks (only four tires), passenger cars, and motorhomes only.

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. There are 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. There are 43 licensed hospitals in West Virginia; 2 of which are Level I Trauma Centers, 4 are Level II, 3 are Level III, and 14 are Level IV Trauma Centers.

The 2010 U.S. Census reports West Virginia's population is 1,852,994, an increase of 2.5 percent from 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 4 percent from 2007 to 2013. Registered vehicles, however, increased 7 percent.

Table 1.1 Population

Demographic Group	Population
Total Population	1,852,994
Male	913,586
Female	939,408
Black	63,124
White	1,739,988
Hispanic	22,268
Asian (not Hispanic or Latino)	12,406

Source: 2010 Census.

Table 1.2 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

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 2015 HSP. 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. West Virginia recognizes the FFY 2015 HSP performance measures will 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 1.3 Core Performance Measures FFY 2015

Program Area	Core Performance Measures	Measured By	
Overall	C-1 Reduce Fatalities	Number of traffic-related fatalities.	
	C-2 Decrease Serious Injuries	Number of traffic-related serious injuries.	
	C-3 Decrease Fatality Rate per 100 Million VMT	Decrease Rural Fatalities/VMT	Rural fatality rate per 100 million VMT
		Decrease Urban Fatalities/VMT	Urban fatality rate per 100 million VMT
Occupant Protection	C-4 Decrease Unrestrained Fatalities	Number of unrestrained occupant fatalities	
	Increase Observed Belt Use	Observed belt use	
Impaired Driving	C-5 Decrease 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	
	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, 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 the 314 law enforcement agencies in West Virginia. The largest agency is the West Virginia State Police which has 673 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 one officer to 162. There are 178 municipal police departments, with the largest having 162 officers and the smallest having one. All of these agencies have the responsibility of enforcing traffic laws. There are currently 3,411 police officers in West Virginia.

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

Table 1.4 Additional Data Sources

Federal	West Virginia	Other
<ul style="list-style-type: none"> • Fatality Analysis Reporting System (FARS) • State Traffic Safety Information (STSI) • FHWA VMT Data • National Occupant Protection Use Survey (NOPUS) • U.S. Census Data • NHTSA Assessments Reports and MAP-21 guidance • NHTSA HSP Approval Letter 	<ul style="list-style-type: none"> • Crash and Injury • Licensing • Vehicle • Citation • Court System • Treatment • Trauma Registry • Alcohol Sales – Underage Buy Rate • Strategic Highway Safety Plan • State Legislation and Policy • Population • Observational Surveys • Sobriety Checkpoints, Directed/ Saturation Patrols 	<ul style="list-style-type: none"> • Publications and Studies (i.e., Countermeasures that Work) • Other State’s Highway Safety Plans and Annual Evaluation Reports

1.3 PERFORMANCE MEASURE AND TARGET-SETTING PROCESS

To develop the performance targets for the FFY 2015 HSP, the GHSP adopted zero fatalities as a long-term goal with an interim goal of reducing fatalities by one-half by 2030. This is equal to an approximately 3.8 percent per year reduction which 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. Several options were discussed, including the following:

- An equal annual reduction based on a five-year average (2008 to 2012);
- An equal annual reduction by 2030 based on 2007 data;
- An equal annual reduction by 2030 based on 2009 data;
- An equal annual reduction by 2030 based on 2010 data;
- A review of the average annual drop for the past 20 years (1.7 percent) of 2010;

- An exponential change based on a five-year average (2007 to 2011); and
- An exponential change based on 2007, 2009, or 2010.

The majority of these scenarios achieve a reduction of approximately 3.8 percent per year, yet the actual number achieved each year differs. The SMTF choose an equal annual reduction by 2030 based on 2007 data. While the GHSP chose the same percentage reduction, they chose a three-year average with 2010 to 2012 as the base year for the HSP. This is consistent with how performance measures were selected in the past with a three-year average serving as the base. Further, the HSP and Highway Safety Improvement Program (HSIP) core measures for fatalities, serious injuries, and fatality rate are in alignment.

Following are the FFY 2015 performance targets for each of the core outcome measures and one core behavior measure based on the process used by the GHSP.

Core Outcome Measures

1. Traffic Fatalities:
 - a. Reduce the five-year rolling average of traffic fatalities by 6.7 percent from 336 (2009 to 2013 calendar five-year average) to 314 (2011 to 2015 calendar five-year average) by December 31, 2015.
2. Serious Traffic Injuries:
 - a. Reduce serious injuries by 7.4 percent from 1,962 (2009 to 2013 calendar five-year average) to 1,817 (2011 to 2015 calendar five-year average) by December 31, 2015.¹
3. Fatalities/VMT:
 - a. Reduce fatalities/VMT from 1.78 (2009 to 2013 calendar five-year average) to 1.64 (2011 to 2015 calendar five-year average) by December 31, 2015.
 - b. Reduce rural fatalities/VMT from the 2008 to 2012 calendar base-year average of 2.20 to 1.96 by December 31, 2015.²
 - c. Reduce urban fatalities/VMT from the 2008 to 2012 calendar year average of 1.16 to 1.04 by December 31, 2015.³
4. Unrestrained Passenger Vehicle Occupant Fatalities:

¹ Core outcome targets reflect a shift in serious injuries being defined as “A” injuries only.

² Rural and Urban fatalities by VMT unavailable for 2013.

³ Ibid.

- a. Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 10.9 percent from the 2008 to 2012 calendar base-year average of 142 to 126 by December 31, 2015.
5. Alcohol-Impaired Driving Fatalities:
 - a. Decrease alcohol impaired driving fatalities 10 percent from the 2008 to 2012 calendar base-year average of 103 to 91 by December 31, 2015.
6. Speeding-Related Fatalities:
 - a. Decrease speeding-related fatalities 10.9 percent from the 2008 to 2012 calendar base-year average of 122 to 109 by December 31, 2015.
7. Motorcyclist Fatalities:
 - a. Decrease motorcyclist fatalities 10.9 percent from the 2008 to 2012 calendar base-year average of 34 to 30 by December 31, 2015.
8. Unhelmeted Motorcyclist Fatalities:
 - a. Decrease unhelmeted motorcyclist fatalities 10.9 percent from the 2008 to 2012 calendar base-year average of nine to eight by December 31, 2015.
9. Drivers Age 20 or Younger Involved in Fatal Crashes:
 - a. Decrease drivers age 20 or younger involved in fatal crashes 10.9 percent from the 2008 to 2012 calendar base-year average of 44 to 39 by December 31, 2015.
10. Pedestrian Fatalities:
 - a. Reduce pedestrian fatalities 10.9 percent from the 2008 to 2012 calendar base-year average of 20 to 18 by December 31, 2015.
11. Bicyclist Fatalities:
 - a. Reduce bicyclist fatalities 100 percent from the 2008 to 2012 calendar base-year average of one to zero by December 31, 2015.

Core Behavior Measures

1. Seat Belt Use Rate (Observed Seat Belt Use Survey):
 - a. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2010 to 2012 calendar base-year average usage rate of 83.7 percent to 92 percent by December 31, 2015.

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 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.

Table 1.3 identifies the program areas, with related core performance and behavioral measures which are part of the FFY 2015 HSP. These performance measures mirror the 11 outcome and one behavior performance measures developed by NHTSA. Due to the relatively small number of fatalities experienced by West Virginia each year, additional performance measures have been added for a reduction in the number of traffic-related fatalities and serious injuries.

1.5 COORDINATION WITH THE STRATEGIC HIGHWAY SAFETY PLAN

In 2009, the Safety Management Task Force (SMTF) began an update of the State's Strategic Highway Safety Plan (SHSP). 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);
- DHHR - Office of Emergency Medical Services;
- Public Service Commission;
- Insurance Commission;
- Department of Education;
- Parkways Economic Development and Turnpike Authority;

- Federal Highway Administration;
- National Highway Traffic Safety Administration; and
- Federal Motor Carrier Safety Administration.

As mentioned in Section 1.3, the goal established by SMTF was zero fatalities with an interim goal of reducing fatalities by one-half by 2030. By using 2007 as a base year and applying an equal annual reduction for highway fatalities the reduction over the next five years (2013 to 2017) is approximately 3.1 percent per year.

Based upon an analysis of crash data, the SMTF also identified the SHSP emphasis areas listed below which represented the most fatalities and serious injuries. Data was included as well because of the importance of various data sources in determining the emphasis areas strategies and action 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 WV Department of Transportation Traffic Engineering Division is responsible for, and oversees, the SHSP update and implementation process. The Division has chosen a consultant but has not yet initiated a contract to begin updating the SHSP. 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 plan.

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

As explained in Section 1.3, the current percentage reduction used in the HSP and the SHSP match (approximately 3.8 percent per year); the difference is a result of the selection of the base year versus a three-year average. 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. 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 Sustained Enforcement Plan. State funding for CDDP projects is \$1,850,000 in FFY 2015. West Virginia has not passed an open container law which meets U.S. DOT criteria, therefore the Section 154 sanction remain in place. 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 \$16,471,113 in 154 Hazard Elimination funds received prior to 2013; all of which has been obligated. In 2013, the GHSP received and allocated \$3,615,561 to Alcohol Programs. The GHSP did not request 154 funds in 2014 and will not request the funds for 2015 due to the amount of funding available for alcohol programming from other funding sources. The Division of Highways is providing \$2,000,000 to the GHSP in FFY 2015 to address distracted driving (\$1,000,000) and work zone safety (\$1,000,000).

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) must be included in the funding application submitted to GHSP and support the strategies that will be implemented to address the problem.

Implementation of Evidence-based Strategies

To ensure enforcement resources are deployed effectively, law enforcement agencies are directed to implement 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 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, is also required. 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 that research has shown to be effective, more efficient use is made of the available resources and the success of enforcement efforts is enhanced.

Continuous Monitoring

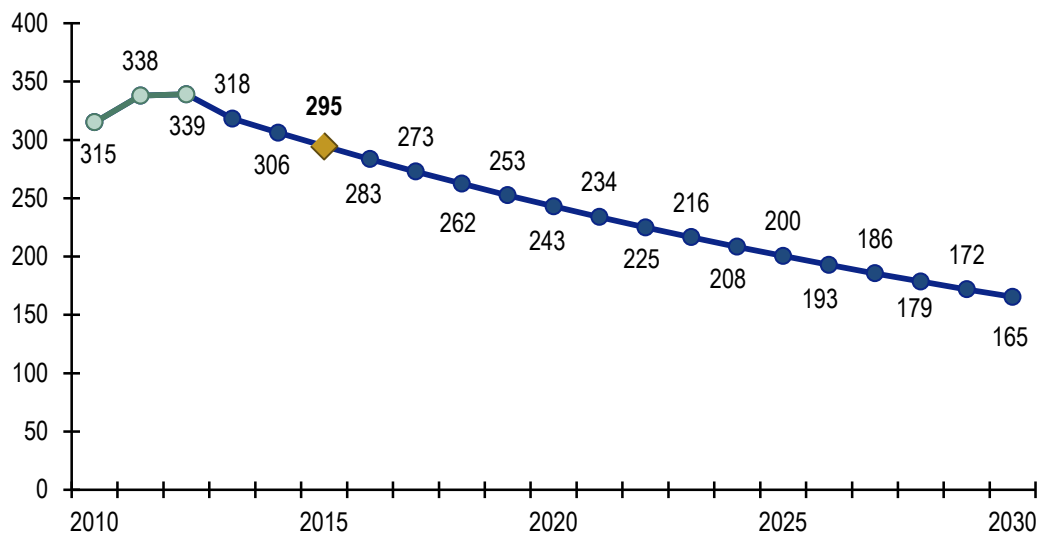
Continuous monitoring of the enforcement grants is another important element of West Virginia's evidence-based traffic safety enforcement program. Enforcement agencies' deployment strategies are continuously evaluated and adjusted to accommodate shifts and changes in their local highway safety problems. 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.

2.0 Highway Safety Performance Plan

2.1 HIGHWAY SAFETY PERFORMANCE TARGETS FOR FFY 2015

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. This equates to an approximately 3.8 percent per year reduction and is consistent with the percentage reduction in fatalities and serious injuries adopted for the SHSP. Figures 2.1 and 2.2 show the effects of this 3.8 percent annual reduction. What differs between the HSP and the SHSP is the base year (equal annual reduction based on five-year average between 2007 and 2011 for the SHSP and a three-year average base year (2009 to 2011) for the HSP).

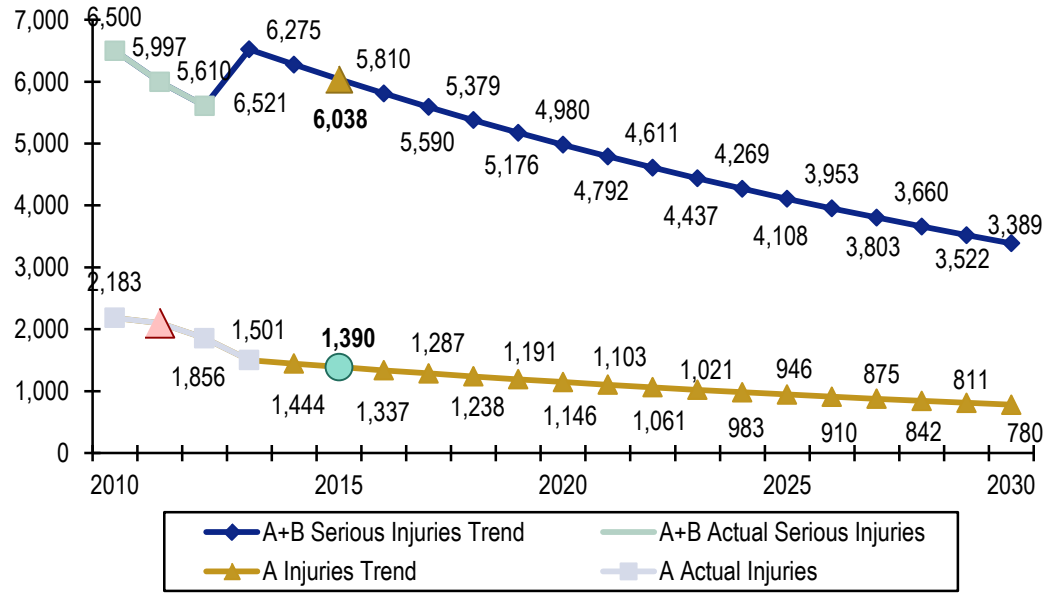
Figure 2.1 Total Fatalities Performance Target Through 2030



Source: 2008 to 2012 Data, Traffic Safety Facts – West Virginia 2008 to 2012.

Figure 2.2 shows serious injury goals through 2030. The blue line represents the trend for both A and B injuries. This is representative of how the State previously defined serious injuries. The gold line represents “A” injuries only and shows newly defined goals that align with a redefinition of serious injuries as only “A” injuries.

Figure 2.2 Serious Injuries Performance Target Through 2030



Source: 2007 to 2011 Data, Traffic Safety Facts – West Virginia 2007 to 2011.

NHTSA encourages states to reconsider and recalibrate trend lines if necessary when major legislation is passed or when there are major changes in the number of fatalities and serious injuries as was experienced in 2009, 2010, and 2011. West Virginia has maintained a consistent reduction for each program area and there have been no major changes in the last several years. This may change as the effects of the new primary safety belt law are felt after several years of more enforcement.

Table 2.1 shows the performance targets and measures for the HSP using the five-year average base (2008 - 2012) and achieving a 50 percent reduction in fatalities by 2030. 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).

Table 2.1 Performance Targets and Measures

Required Measures	Core Performance Measure	Actual						2008-2012 Average	Goal		
		2008	2009	2010	2011	2012	2015		2020	2030	
Outcome Measure	C-1	Traffic Fatalities	378	357	315	337	338	345	308	254	173
	C-2	Serious Traffic Injuries	8,641	7,137	6,500	5,997	5,610	6,777	6,038	4,980	3,389
	C-3	Fatalities/VMT	1.82	1.82	1.64	N/A	1.76	1.76	1.57	1.30	0.88
	C-4	Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions	156	152	131	132	137	142	126	104	71
	C-5	Alcohol-Impaired Fatalities (involving driver or a motorcycle operator with a 0.08 BAC or greater)	126	112	87	90	95	103	91	75	51
	C-6	Speeding-Related Fatalities	97	121	133	114	144	122	109	90	61
	C-7	Motorcyclist Fatalities	52	26	33	27	31	34	30	25	17
	C-8	Unhelmeted Motorcyclist Fatalities	11	5	10	6	14	9	8	7	5
	C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	43	54	40	49	32	44	39	32	22
	C-10	Pedestrian Fatalities	13	21	13	20	31	20	18	14	10
	C-11	Bicycle Fatalities	2	0	3	0	1	1	0	0	0
Behavior Measure	B-1	Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	89.5%	87%	82%	85%	84%	82% in 2013	92%	N/A	N/A

Source: West Virginia Governor's Highway Safety Program.

3.0 Highway Safety Strategies and Projects for FFY 2015

Based on data analysis, behavioral survey findings, and discussions with key partners and stakeholder groups, West Virginia's 2015 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 2015 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, 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 2015 project.

3.1 REGIONAL SAFE COMMUNITY PROGRAMS

Overview

In the 1990s, West Virginia embraced the community/regional approach to traffic safety. We continue to believe this is the most efficient approach for West Virginia to deal with our traffic safety problems and issues.

Based on our data analysis, our 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. We have found these issues are consistent throughout each of the State's eight Regional Safe Community Programs and have priority status within each of these programs.

The GHSP will continue to fund traffic safety initiatives through eight Regional Traffic Safety Programs throughout West Virginia covering all 55 counties. While these 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). We 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 Safe Community Programs Population and Area

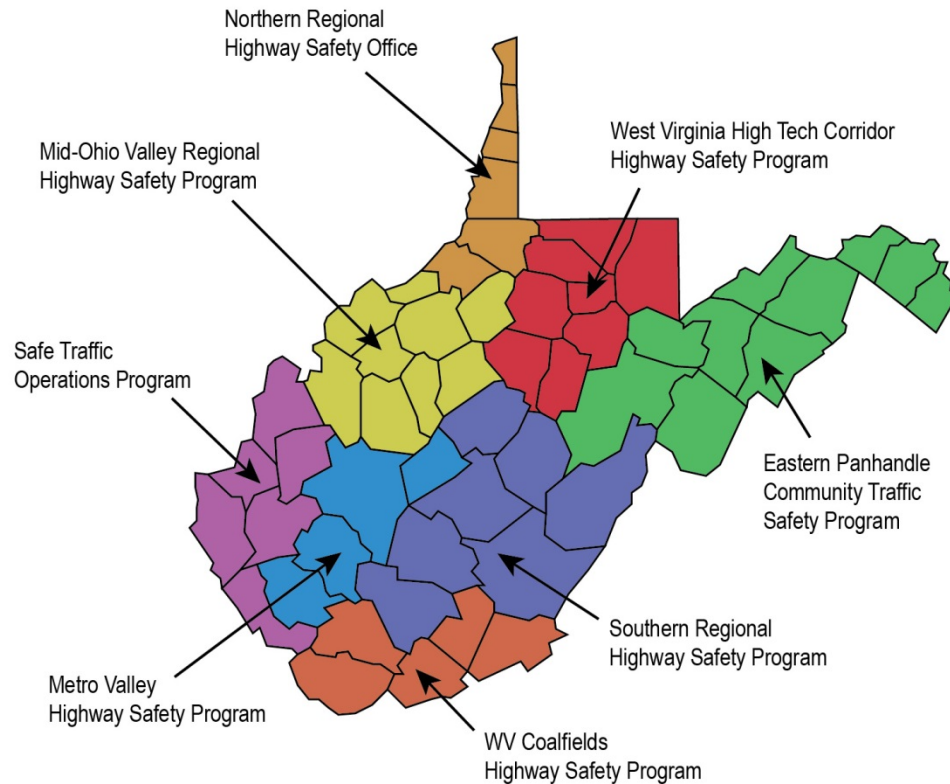
Region	Subgrantee	Population	Percent of State	Area (Sq. Miles)	Percent of State
1	Charleston	273,648	15.1%	2,221.8	9.1%
2	Huntington	267,594	14.8%	2,460.7	10.1%
3	Wood Co.	177,307	9.8%	3,104.5	12.8%
4	Wheeling	168,345	9.3%	1,225.9	5.0%
5	Clarksburg	308,419	17.1%	3,022.9	12.4%
6	Martinsburg	248,066	13.7%	4,958.3	20.4%
7	Beckley	231,922	12.7%	4,977.2	20.5%
8	Bluefield	141,599	7.5%	2,311.2	9.7%

Source: Governor's Highway Safety Program.

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. It should be noted that each regional program 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 2013, according to the West Virginia Traffic Information System (TRIS), West Virginia had 38,095 crashes, causing 15,404 injuries and 332 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	Average (2008-2013)
1	50	46	43	44	50	45	46.3
2	49	59	46	59	55	37	50.8
3	43	24	37	33	28	29	32.3
4	9	15	16	15	21	20	16.0
5	62	66	46	49	45	59	54.5
6	60	56	48	52	57	58	55.2
7	75	52	46	42	43	59	52.5
8	32	35	33	44	40	25	34.8

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 by the GHSP to the regional programs. 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 the five-year rolling average of traffic fatalities by 6.7 percent from 336 (2009 to 2013 calendar five-year average) to 314 (2011 to 2015 calendar five-year average) by December 31, 2015.
2. Reduce serious injuries by 7.4 percent from 1,962 (2009 to 2013 calendar five-year average) to 1,817 (2011 to 2015 calendar five-year average) by December 31, 2015.
3. Reduce fatalities/VMT from 1.78 (2009 to 2013 calendar five-year average) to 1.64 (2011 to 2015 calendar five-year average) by December 31, 2015.
4. Reduce rural fatalities/VMT from the 2008 to 2012 calendar base-year average of 2.20 to 1.96 by December 31, 2015.
5. Reduce urban fatalities/VMT from the 2008 to 2012 calendar year average of 1.16 to 1.04 by December 31, 2015.
6. Reduce alcohol impaired driving fatalities 10 percent from the 2008 to 2012 calendar base-year average of 103 to 91 by December 31, 2015.

7. Reduce unrestrained passenger vehicle occupant fatalities in all seating positions 10.9 percent from the 2008 to 2012 calendar base-year average of 142 to 126 by December 31, 2015.
8. Reduce pedestrian fatalities 10.9 percent from the 2008 to 2012 calendar base-year average of 20 to 18 by December 31, 2015.
9. Reduce bicyclist fatalities 100 percent from the 2008 to 2012 calendar base-year average of one to zero by December 31, 2015.

Strategies

Each Safe Community Project includes funding to support a Project Director who is responsible for coordination of the regional program. Safe Community project directors' responsibilities are detailed below.

Project Director Responsibilities

1. Successfully complete a NHTSA Project Management Class.
2. Successfully complete a 40-hour approved Instructor Development course.
3. Develop and support at least one advocacy group (e.g., MADD, SADD, Safe Kids, etc.).
4. Maintain a directory of highway safety advocates (i.e., name, address, phone, email, etc.).
5. Establish and maintain a Task Force and conduct a minimum of three meetings per year.
6. Establish and conduct a Regional Highway Safety Award Recognition program.
7. Make face-to-face contact with every Law Enforcement Agency in the project's service area and secure (i.e., maintain a file) Letters of Support and Cooperation to participate in GHSP events and initiatives.
8. Develop and support one regional Law Enforcement Liaison (LEL) and one LEL within each agency.
9. Prepare and submit a monthly activity report which details CPS installations and media activity to the GHSP by the 20th day of the following month.
10. Provide the GHSP details of upcoming events for the "Monthly Events Calendar" by the 25th of the preceding month.
11. Conduct at least one PI&E/Law Enforcement effort for back-to-school.
12. Conduct a minimum of six highway safety presentations within the region to the private sector, civic groups, and government (excluding law enforcement agencies and schools).

13. Maintain a PI&E relationship with DMV Regional Offices in the project's service area and assist in their implementation of the Yellow Dot Program.⁴
14. Assist GHSP with the DMV Driver Attitude Survey (June to August) and Statewide Seat Belt Use Survey (June).
15. Maintain and submit a current equipment log monthly with a Request for Reimbursement as needed.
16. Prepare and submit a detailed year-end report to the GHSP by November 1.

Each Regional Safe Community Project supported with GHSP funds must conduct activities relating to alcohol and other drugs, occupant protection, media, traffic records, other traffic safety activities, and innovative activities. Following is a description of their responsibilities related to each activity.

Alcohol and Other Drugs Activities

1. Facilitate the FFY 2015 West Virginia Governor's Highway Safety Program Sustained DUI Enforcement Plan by doing the following:
 - a. Two law enforcement events per week in the region.
 - b. Two media activities per month in the region.
 - c. Two age group activities per year in the region.
 - d. *Training* – Each Coordinator shall work with the GHSP LEL Office to facilitate training opportunities for impaired driving.
 - e. *Underage activities* – Each Coordinator shall conduct underage enforcement efforts at the direction of the GHSP. A minimum of 20 attempts for counties under 20,000 population, and an additional attempt of one-per-thousand population to a maximum of 80 attempted buys.
 - f. *Media activities* – Each Coordinator shall conduct at least one media activity per week in the region. Each Coordinator shall attach a dollar value to earned media and track that value. In addition, track the number of people that received that message.
 - g. *Participate in six State-mandated blitz periods* – Thanksgiving, Christmas/New Year, Halloween, St. Patrick's Day, Spring Break, and West Virginia Day. All local law enforcement agencies supported by highway safety

⁴ West Virginia's *Yellow Dot* Program is primarily for senior citizens, however, anyone can participate. A Yellow Dot is placed on the individual's vehicle to alert First Responders that vital medical and prescription information is stored in the car's glove compartment. This notification helps insure medical attention is received during the first "Golden Hour" after a crash or other emergency involving the participant's vehicle.

funds must conduct a minimum of four enforcement events during the blitz/mobilization periods and participate in the National Labor Day Weekend Blitz.

2. Develop and support at a minimum one college PI&E campaign.
3. Provide funding/support for DUI activities (i.e., *Checkpoint Strikeforce*).
4. Conduct a local PI&E/Media effort in cooperation with statewide *Checkpoint Strikeforce* campaign.
5. Assist local law enforcement agencies in obtaining funding from the Commission on Drunk Driving Prevention (CDDP).
6. Advocate for 100 percent attendance at DMV administrative hearings by officers and develop an activity to reduce them.
7. Complete and submit all DMV Form 314 (DUI Information Sheets). Follow up at the request of GHSP to insure 100 percent submission.
8. PBT Project – The GHSP and the Commission on Drunk Driving Prevention provide PBTs to local Law Enforcement Agencies to augment standardization of PBTs in West Virginia:
 - a. Each Coordinator must complete training or train someone in their area to calibrate the local LE PBTs in their region;
 - b. Each Coordinator shall not support any other type of PBT other than the approved standardized PBT; and
 - 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. 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 TOPS instructor, which will conduct a minimum of two TOPS eight-hour classes.
9. Complete the 32-hour CPST course and remain current with certification.
10. Establish and maintain a fixed CPS fitting station in the project's service area.
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 CPS 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 your region.
16. 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 Affairs staff in statewide media campaigns.
3. Maintain a media report or file with all the activity generated by the Safe Community Project and report the activities to the DMV/GHSP Public Affairs Office and GHSP Program Manager on a monthly basis.

Traffic Records – UCR and UTC Activities and Training

1. Support efforts to convert law enforcement agencies to electronic reporting.

Other Traffic Safety Initiatives

1. Conduct or facilitate a minimum of one ATV Safety Activity.
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 Drivers' Education classes.
3. Conduct or facilitate Retail Alcohol Training Activities.

4. Coordinate enforcement and media activities (television, radio, and billboards) for the annual *Target Red*⁵ (red light running) Campaign in August.
5. Conduct an enforcement campaign during School Bus Safety Week in October.
6. Conduct or facilitate at least one activity/media event on distracted driving, cell phone use/texting while driving.



Innovative Activities

1. Create innovative ideas and activities that directly relate to reaching the goals and objectives of the GHSP or to specific problems identified in the project's service area, such as:
 - a. Speed;
 - b. Pedestrian safety;
 - c. Aggressive driving; and
 - d. Other priority issues that the Coordinators think are important to achieving the goals and objectives specific to their region.

⁵ The *Target Red* Program was initiated by the Southern Regional Highway Safety Program in the City of Beckley in 2008. In October 2007, an elderly woman was returning home from church when her vehicle was struck on the driver's side door by a vehicle that ran a red light. She sustained life-threatening injuries and was in a coma for several months. She recovered, but still suffers lingering effects from the crash. Following the crash, members of her church made it their mission to bring awareness to the community about the seriousness and ever-growing problem of red light running. They contacted Sgt. Paul Blume of the Beckley Police Department and Coordinator of the Southern Regional Highway Safety Program, and the GHSP to seek their assistance. *Target Red* became a statewide program in 2009 and is administered by the Safe Community Coordinators. GHSP provides funding for enforcement and media (television, radio, and billboards). The annual campaign takes place the first two weeks in August.

Programs and Projects

Target: 1 and 2

Project Numbers: F15-HS-02 through F15-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*, *Sustained DUI Enforcement Plan*, *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	\$155,000
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
Region 6 – City of Martinsburg	\$125,000
Region 7 – City of Beckley	\$140,000
Region 8 – City of Beckley (Coalfields Program)	\$110,000
Total	\$1,130,000

3.2 OCCUPANT PROTECTION

Overview

The West Virginia Governor's Highway Safety Program has committed itself to improving the seat belt use rate in the State in FY 15 and beyond. After reaching our highest seat belt use rate ever in 2007 and 2008 (89 percent), the trend has been on a downward spiral since then. 2011 and 2012 each had a seat belt use rate of 85 percent, and 2013 dropped even lower to 82 percent. The 2014 Annual Seat Belt Survey has been conducted, however the results have not yet been determined. Our short term goal is to attain an 90 percent rate by September 30, 2014, and 92 percent by September 30, 2015.

In the report titled “Safety Belt Use in West Virginia, 2013,” prepared by Dr. Stephen M. Haas of the Mountain State Criminal Justice Research Services, and based on West Virginia’s annual scientific seat belt survey conducted in June 2013, 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 (2009 to 2013), there has been an average of 336 motor vehicle fatalities on the State’s roadways. The yearly average number of these fatalities ejected from the vehicle is 113, almost 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.

West Virginia Governor’s Highway Safety Program has developed a comprehensive *FFY 2015 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 have been included in this plan. Occupant protection related data are available in Table 3.3.

Table 3.4 Occupant Protection Fatalities and Seat Belt Usage

Core Performance Measure	Actual				
	2008	2009	2010	2011	2012
Unrestrained Passenger Vehicle Occupant Fatalities in All Seating Positions	156	152	131	132	137
Statewide Observed Seat Belt Use (front seat outboard occupants)	89.5%	87%	82%	85%	84%
Seat Belt Citations Issued ^a				4,075	4,077
Child Safety Seat Citations Issued				235	243

^a “Citations issued” during grant-funded enforcement activities only.

Performance Targets

1. Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 10.9 percent from the 2008 to 2012 calendar base-year average of 142 to 126 by December 31, 2015.
2. Increase observed belt use from 82 percent in 2013 to 92 percent in 2015.

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 2015 Strategic Occupant Protection Plan* under the leadership of the Occupant Protection Coordinator, Barbara Lobert, 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 occur in, or serve, 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.

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	2010 Census Population
1	Metro Valley Highway Safety Program	Boone, Clay, Kanawha, and Logan	263,821
2	Safe Traffic Operations Highway Safety Program	Cabell, Lincoln, Mason, Mingo, Putnam, and Wayne	270,169
3	Mid-Ohio Valley Regional Highway Safety Program	Calhoun, Doddridge, Gilmer, Jackson, Pleasants, Ritchie, Roane, Wirt, and Wood	179,386
4	Northern Regional Highway Safety Office	Brooke, Hancock, Marshall, Ohio, Tyler, and Wetzel	158,086
5	High-Technology Corridor Regional Highway Safety Program	Barbour, Harrison, Lewis, Marion, Monongalia, Preston, Taylor, and Upshur	329,336
6	Eastern Panhandle Community Traffic Safety Program	Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, Pendleton, Randolph, and Tucker	297,587
7	Southern Regional Highway Safety Program	Braxton, Fayette, Greenbrier, Nicholas, Pocahontas, Raleigh, and Webster	219,007
8	WV Coalfields Highway Safety Program	McDowell, Mercer, Monroe, Summers, and Wyoming	135,602
Total State Population			1,852,994

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 2015 sustained seat belt enforcement plan. These departments participated in the FFY 2014 CIOT and will participate again in FFY 2015.

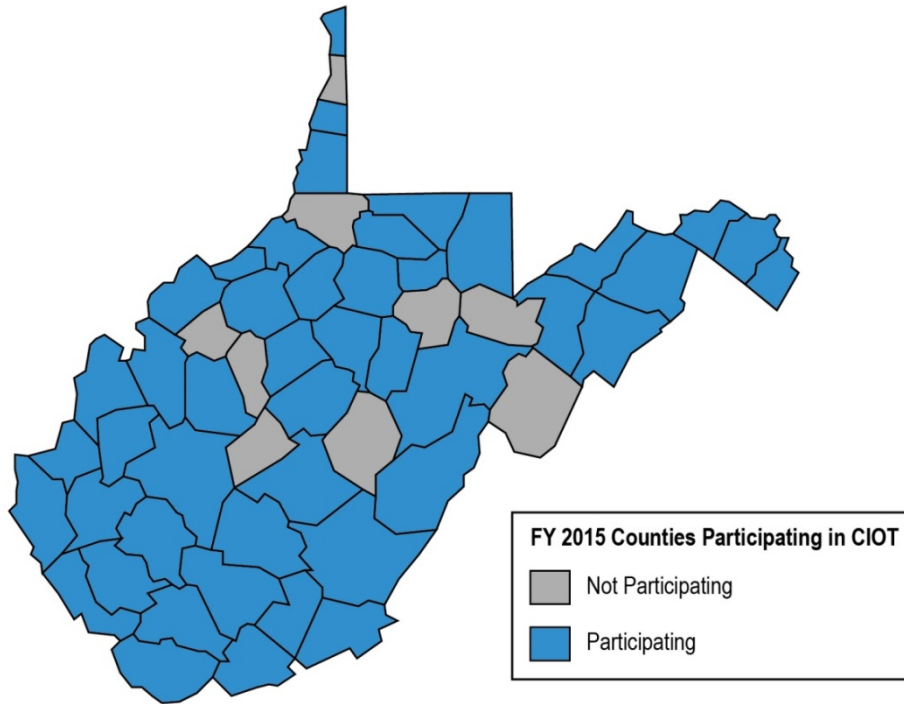
Table 3.6 Law Enforcement Agencies by County Participating in FY 2015 CIOT

WV Counties	2010 Census Population	FFY 2015 Counties Participating in CIOT	Targeted Population
Barbour County	16,589		
Berkeley County	104,169	X	104,169
Boone County	24,629	X	24,629

WV Counties	2010 Census Population	FFY 2015 Counties Participating in CIOT	Targeted Population
Braxton County	14,523	X	14,253
Brooke County	24,069		
Cabell County	96,319	X	96,319
Calhoun County	7,627		
Clay County	9,386		
Doddridge County	8,202	X	8,202
Fayette County	46,039	X	46,039
Gilmer County	8,693	X	8,693
Grant County	11,937	X	11,937
Greenbrier County	35,480	X	35,480
Hampshire County	23,964	X	23,964
Hancock County	30,676	X	30,676
Hardy County	14,025	X	14,025
Harrison County	69,099	X	69,099
Jackson County	29,211	X	29,211
Jefferson County	53,498	X	53,498
Kanawha County	193,063	X	193,063
Lewis County	16,372	X	16,372
Lincoln County	21,720	X	21,720
Logan County	36,743	X	36,743
McDowell County	22,113	X	22,113
Marion County	56,418	X	56,418
Marshall County	33,107	X	33,107
Mason County	27,324	X	27,324
Mercer County	62,264	X	62,264
Mineral County	28,212	X	28,212
Mingo County	26,839	X	26,839
Monongalia County	96,189	X	96,189
Monroe County	13,502	X	13,502
Morgan County	17,541	X	17,541
Nicholas County	26,233	X	26,233
Ohio County	44,443	X	44,443
Pendleton County	7,695		
Pleasants County	7,605	X	7,605
Pocahontas County	8,719	X	8,719

WV Counties	2010 Census Population	FFY 2015 Counties Participating in CIOT	Targeted Population
Preston County	33,520	X	33,520
Putnam County	55,486	X	55,486
Raleigh County	78,859	X	78,859
Randolph County	29,405	X	29,405
Ritchie County	10,449	X	10,449
Roane County	14,926	X	14,926
Summers County	13,927	X	13,927
Taylor County	16,895	X	16,895
Tucker County	7,141		
Tyler County	9,208	X	9,208
Upshur County	24,254	X	24,254
Wayne County	42,481	X	42,481
Webster County	9,154		
Wetzel County	16,583		
Wirt County	5,717		
Wood County	86,956	X	86,956
Wyoming County	23,796	X	23,796
West Virginia	1,852,994		1,548,180
		<i>Population Served</i>	<i>83.55%</i>

Figure 3.2 Counties Participating in FY 2015 CIOT



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 en 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 8 to June 1, 2015. An enforcement plan will be developed by the eight regional Safe Community Coordinators, law enforcement agencies and local law enforcement liaisons in the region, and the GHSP Law Enforcement Liaison. Funds provided to the Safe Community Coordinators will be granted to law enforcement agencies based on the established regional plan. Enforcement activities in each region will occur on a daily basis during all daylight hours, and include nighttime enforcement in some areas. Funds will be provided directly to the West Virginia State Police to be divided among the seven troop areas. The State Police 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 14 to November 30, 2014;
- March 6 to March 22, 2015; and
- September 4 to September 20, 2015.

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 will be 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.

LifeSavers Program. Developed in FFY 2005 to provide incentives to individual law enforcement officers to become involved in the GHSP's occupant protection efforts, the LifeSavers Program currently boasts 1,061 participating officers. The GHSP will continue to support this program, and efforts to increase individual participation are ongoing by the Coordinator of this program. Added incentives will be provided for participating officers during the CIOT Mobilization and the three additional enforcement waves.

State-Mandated Blitzes

The Governor's Highway Safety Program has designated the following periods as State-Mandated DUI Blitz Periods: Thanksgiving, Christmas, New Years, West Virginia Day, the Fourth of July weekend, as well as the entire month of August. During these designated DUI blitz periods, the Safe Community Coordinators, county and city law enforcement agencies, and the West Virginia State Police shall utilize the opportunity to also enforce the seat belt law.

Public Information and Education Activities

Each Safe Community 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

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 shall receive a report of each media event which shall include the coverage area or circulation of the media used and the amount of money it would have cost us to purchase the media time/space.

Enforcement Waves

During these periods, the Governor's Highway Safety Program will conduct a statewide media campaign to coordinate with the enforcement waves. Earned media activities as described above will be conducted by the Safe Community Coordinators.

Target Audience

The primary target audience is:

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

The Public Affairs Coordinator for the Governor's Highway Safety Program shall work very closely with the media vendors to ensure that the media is reaching the target audiences. The Public Affairs Coordinator shall coordinate the media program and is responsible for arranging the media purchases and reporting.

Region 2 awards funding to a number of police departments. Among these, the Ceredo Police Department certified CPS Technicians conduct programs at local events, car shows, street festivals, and day care centers.

Strategies and Countermeasures for Rural Residents/Road Users

The State of West Virginia is 85 to 90 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 192,000 residents. The second largest city in West Virginia is Huntington, with approximately 49,000 residents.

The West Virginia Highway Safety Office 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 these 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, and the appropriate law also 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 program will continue in FY 15.

Public Information and Education. In most rural areas, most residents receive medical treatment through county/community health centers. The Safe Community Coordinators will provide public information and education to these centers through brochures and pamphlets and through the numerous “health fairs” which are so common to these centers. Coordinators also will conduct Child Safety Seat clinics at these facilities, in which the participants not only learn about safe child safety seat practices, but also receive information on seat belt use by adults as well. Coordinators also will set up booths at town/county fairs that are held in rural communities to promote all aspects of highway safety. The Coordinators also will provide educational classes/programs/assemblies to schools in their areas regarding seat belt safety. In many counties in West Virginia, there may only be one high school in the entire county. Educational programs also will be provided through Driver’s Education Programs and SADD.

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 FY 15. A statewide billboard campaign also runs at the same time, and the State is saturated with *Click It or Ticket* billboards... and many of these are located in rural areas of the State. The Coordinators also will conduct earned media activities in their respective areas, which include television and radio public service announcements, media talk shows, and newspaper articles. Again, all the Coordinators provide services to rural areas in their region.

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 Safe Community Program 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

Safe Community Program 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 non-seat belt use. Information regarding West Virginia’s Graduated Driver Licensing law also will be a main focus (non-seat belt use is forbidden).

Grade School and Middle School Programs. Visits to these schools to educate students regarding the dangers of non-seat belt use.

High School Seat Belt Challenge. An annual event conducted by Safe Community Program Coordinators in their areas to encourage seat belt use by students.

High School Students Against Destructive Decisions (SADD) Groups. Highway Safety Regional Coordinators work with the SADD group within their regions to assist them in their activities and to assist in the Statewide SADD Program.

College Project. This project, in its sixth year, works with 23 state college and university campus teams to reduce underage drinking on college campuses. In alternating years a statewide conference brings the colleges together to discuss campus issues and showcase successful programs. In the off year, statewide 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. 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.

St. Mary's Medical Center in Huntington, in Region 2, conducts a program called "Transportation Injury Prevention and Safety Program (TIPS) which provides classroom presentations in elementary, middle, and some high school classes in Cabell, Wayne, Mason, Lincoln, and Putnam Counties. Over 9,700 students participated in the past year. St. Mary's Medical Center also participates in Health Fair style programs such as:

- Tour de Pass Health Fair in Cabell County;
- FitFest in Cabell County;
- Brain Expo in Cabell County;
- One For All - Special Needs Kids in Huntington;
- Health Fair for Kids and Families - YMCA in Huntington; and
- Community Baby Shower at Lincoln Co. Head Start.

Child Passenger Safety (CPS)

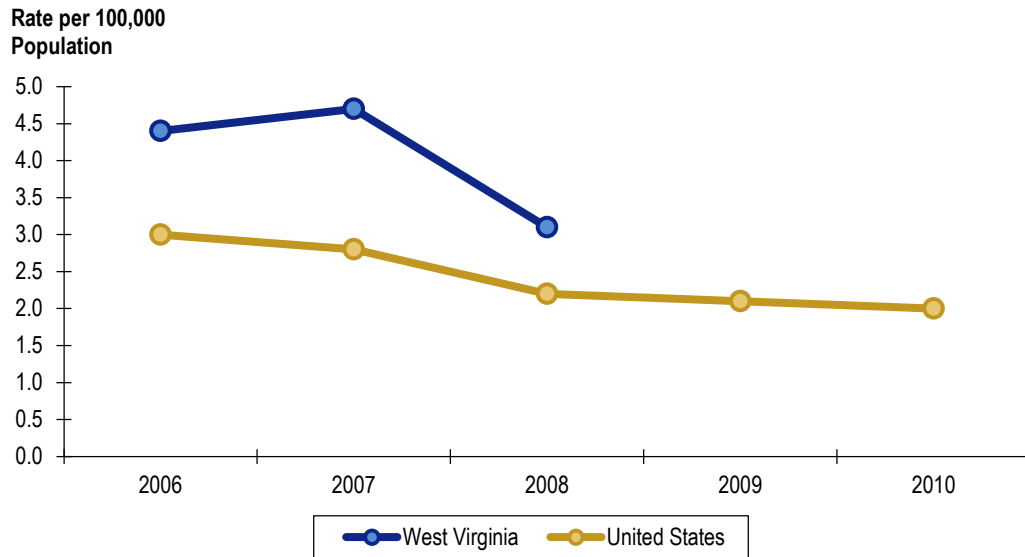
In 2012, West Virginia has 13 fatalities among children 14 and younger. The national total was 1,168. West Virginia fatalities among children 14 and younger represented approximately one percent of total fatalities whereas West Virginia represents only 0.6 percent of the national population.

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 2011 data. Children represent 4%, or \$15 million, and teens represent 16%, or \$55 million of these costs.⁶ 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 3.3.⁷

⁶ Center for Disease Control. <http://www.cdc.gov/Motorvehiclesafety/statecosts/wv.html>

⁷ Children's Safety Network. <http://www.childrensafetynetwork.org/state/west-virginia/2014>

Figure 3.3 Rate of Deaths Cause by Motor Vehicle Crashes, Children Aged 0 through 14, West Virginia and U.S., 2006-2010

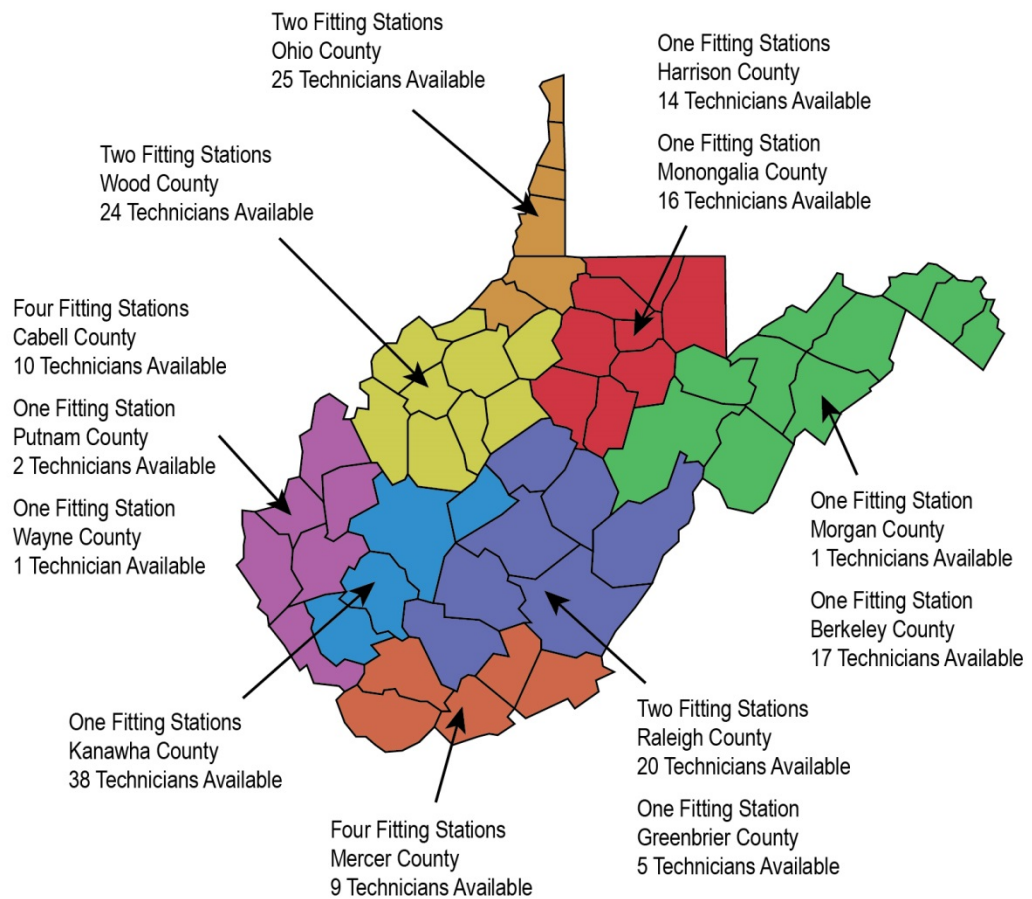


Source: Children’s Safety Network, West Virginia 2014 State Fact Sheet.

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 24 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 3.2. West Virginia’s CPS program serves 85.88 percent of the State’s population.

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 over 214 certified CPS technicians and seven 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 Occupant Protection Program Manager;
- Trish Anderson, GHSP Child Passenger Safety Coordinator;
- Natalie Harvey, DMV Public Affairs Coordinator;
- Donna Hardy, 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.

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 2015 Strategic Occupant Protection Plan using the following performance measures:

- Decrease in unrestrained passenger vehicle occupant fatalities in all seating positions; and
- Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles.

Programs and Projects

Target: 1

Project Number: F15-HS-10

Project Title: West Virginia State Police – Occupant Protection

Description: West Virginia's lead law enforcement agency supports the *FFY 2015 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

Target: 1

Project Number: F15-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: F15-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 2015 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: F15-HS-02, F15-HS-03, F15-HS-04, F15-HS-05, F15-HS-06, F15-HS-07, F15-HS-08, and F15-HS-14

Project Title: Regional Safe Community Programs – Occupant Protection

Description: The eight Regional Safe Community Program Coordinators implement the *FFY 2015 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: F15-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 2015 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: F15-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 2015 Strategic Occupant Protection Plan*.

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

Target: 1

Project Numbers: F15-HS-02, F15-HS-03, F15-HS-04, F15-HS-05, F15-HS-06, F15-HS-07, F15-HS-08, and F15-HS-14

Project Title: Regional Safe Community Programs – CPS Program

Description: The eight Regional Safe Community Programs Coordinators implement the *FFY 2015 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: F15-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 2015 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: F15-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 2015 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
West Virginia State Police		\$30,000	\$65,000
City of Beckley (LifeSavers Program)	\$60,000		–
Law Enforcement Liaison Office		\$85,000	\$10,000
City of Charleston		\$1,500	\$30,000
City of Huntington		\$12,500	\$30,000
Wood County		\$2,000	\$30,000
City of Wheeling		\$2,000	\$30,000
City of Clarksburg		\$2,000	\$30,000
City of Martinsburg		\$2,000	\$10,000
City of Beckley		\$2,000	\$30,000
City of Beckley (Coalfields)		\$2,000	\$20,000
Monongalia County		\$3,000	\$10,000
City of Morgantown		–	\$10,000
Total	\$60,000	\$144,000	\$305,000

Table 3.8 Child Passenger Safety Program and Budget Summary*

Project	Section 2011 Funds	Section 405b Funds
City of Charleston	\$18,000	
City of Huntington	\$12,000	
Wood County Commission	\$15,000	
City of Wheeling	\$10,000	
City of Clarksburg	\$12,000	
City of Martinsburg	\$12,000	
City of Beckley	\$15,000	
City of Beckley (Coalfields Program)	\$13,000	
GHSP		\$45,823
Law Enforcement Liaison Office	\$18,000	
Total	\$125,000	\$45,823

* NOTE: 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

Of the 95 impaired driving fatalities in 2012, eight involved drivers under 21 years of age. According to data from the Foundation for Advancing Alcohol Responsibility, there were 5.1 impaired driving fatalities per 100,000 people in West Virginia in 2012. This is 55% higher than the national average of 3.3 per 100,000 people.⁸ 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 2012.

Table 3.9 Alcohol Impaired Driving Fatalities, Citations, and Arrests

Core Performance Measure	Actual				
	2008	2009	2010	2011	2012
Alcohol-Impaired Fatalities (driver or motorcycle operator with a 0.08 BAC or greater)	126	112	87	90	95
Impaired Driving Citations Issued and Arrests Made ^a				2,833	3,513

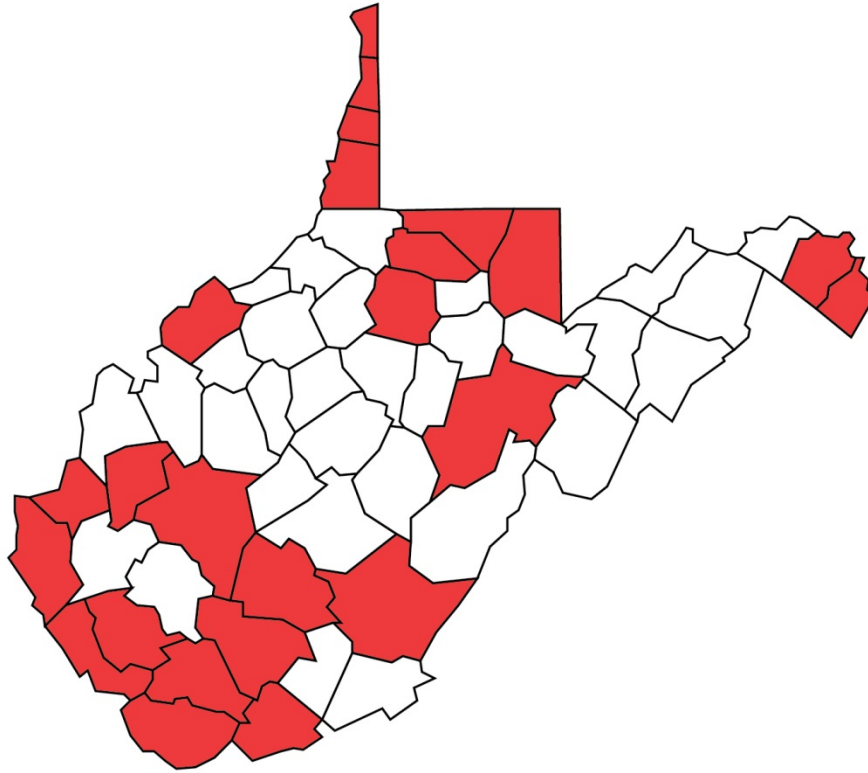
^a “Citations Issued/Arrests Made” during grant-funded enforcement activities only.

Additional demographic information related to impaired driving is included in the *FFY 2015 West Virginia Governor’s Highway Safety Program Sustained DUI Enforcement Plan* 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 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.

⁸ Foundation for Advancing Alcohol Responsibility. <http://responsibility.org/state-facts/west-virginia>

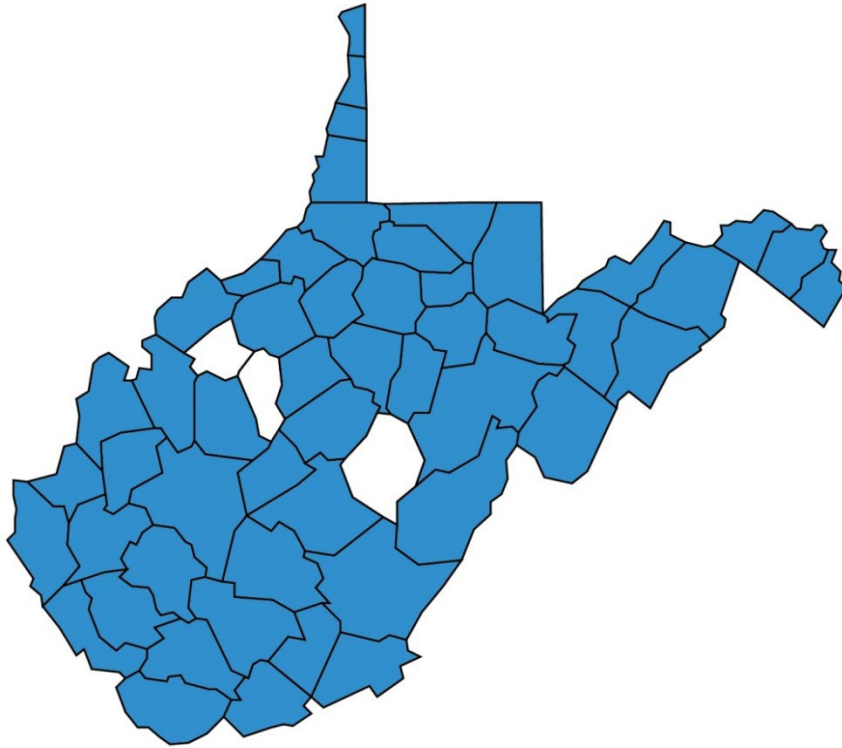
Figure 3.5 DUI Plan Enforcement Effort by County



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 and illustrates the counties where either the major community within the county or the county Sheriff's Office is participating in the *FFY 2015 West Virginia Governor's Highway Safety Program Sustained DUI Enforcement Plan*. 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. Decrease alcohol impaired driving fatalities 10.9 percent from the 2008 to 2012 calendar base-year average of 103 to 91 by December 31, 2015.
2. Reduce the DUI fatality rate in West Virginia from 0.45 in 2010, to 0.43 in 2015 as reported by FARS.
3. Reduce the number of DUI/alcohol-related crashes in West Virginia from 90 in 2011 to 88 in 2015 as reported by FARS.
4. 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.
5. Increase the number of DUI arrests in GHSP-supported enforcement from 3,496 in 2012 to 3,565 in 2015 as reported by the GHSP Law Enforcement Database.

Strategies

The *FFY 2015 West Virginia Governor's Highway Safety Program Sustained DUI Enforcement Plan* 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 "Governor's Highway Safety Programs, 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).

West Virginia’s 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 2015 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

Counties	2010 Census	ABCA License				Fatal Crashes	Targeted
	Population	On Premise	% On	Off Premise	% Off	>.08 BAC	Population
Barbour County	16,589	19	54%	16	46%	0	
Berkeley County	104,169	140	64%	80	36%	7	104,169
Boone County	24,629	17	38%	28	62%	3	24,629
Braxton County	14,523	18	36%	32	64%	0	
Brooke County	24,069	89	77%	27	23%	0	
Cabell County	96,319	200	64%	111	36%	6	96,319
Calhoun County	7,627	2	20%	8	80%	0	
Clay County	9,386	6	38%	10	63%	0	
Doddridge County	8,202	5	42%	7	58%	0	
Fayette County	46,039	69	50%	69	50%	3	46,039
Gilmer County	8,693	6	46%	7	54%	0	
Grant County	11,937	11	37%	19	63%	2	
Greenbrier County	35,480	77	55%	64	45%	5	35,480
Hampshire County	23,964	20	45%	24	55%	5	23,964
Hancock County	30,676	102	69%	45	31%	1	30,676
Hardy County	14,025	20	53%	18	47%	1	
Harrison County	69,099	134	61%	85	39%	0	69,099
Jackson County	29,211	27	44%	35	56%	2	29,211
Jefferson County	53,498	77	56%	60	44%	1	53,498
Kanawha County	193,063	284	57%	218	43%	7	193,063
Lewis County	16,372	28	48%	30	52%	3	

Counties	2010 Census	ABCA License				Fatal Crashes	Targeted
	Population	On Premise	% On	Off Premise	% Off	>.08 BAC	Population
Lincoln County	21,720	12	40%	18	60%	0	
Logan County	36,743	45	53%	40	47%	1	36,743
McDowell County	22,113	12	24%	39	76%	2	22,113
Marion County	56,418	101	59%	71	41%	1	56,418
Marshall County	33,107	85	74%	30	26%	0	33,107
Mason County	27,324	42	61%	27	39%	3	
Mercer County	62,264	87	55%	71	45%	4	62,264
Mineral County	28,212	44	64%	25	36%	2	
Mingo County	26,839	25	42%	35	58%	3	26,839
Monongalia County	96,189	222	70%	93	30%	2	96,189
Monroe County	13,502	6	40%	9	60%	1	
Morgan County	17,541	29	60%	19	40%	0	
Nicholas County	26,233	27	39%	43	61%	1	
Ohio County	44,443	143	73%	54	27%	2	44,443
Pendleton County	7,695	5	28%	13	72%	0	
Pleasants County	7,605	6	46%	7	54%	1	
Pocahontas County	8,719	33	59%	23	41%	0	
Preston County	33,520	52	57%	39	43%	1	33,520
Putnam County	55,486	55	50%	54	50%	3	55,486
Raleigh County	78,859	129	55%	104	45%	3	78,859
Randolph County	29,405	45	54%	39	46%	1	
Ritchie County	10,449	6	25%	18	75%	2	
Roane County	14,926	9	33%	18	67%	1	
Summers County	13,927	18	53%	16	47%	0	
Taylor County	16,895	15	54%	13	46%	0	
Tucker County	7,141	26	67%	13	33%	3	
Tyler County	9,208	9	47%	10	53%	0	
Upshur County	24,254	29	53%	26	47%	0	
Wayne County	42,481	45	58%	33	42%	2	42,481
Webster County	9,154	4	22%	14	78%	0	
Wetzel County	16,583	34	54%	29	46%	2	
Wirt County	5,717	4	31%	9	69%	1	
Wood County	86,956	157	62%	95	38%	3	86,956
Wyoming County	23,796	18	37%	31	63%	2	23,796
West Virginia	1,852,994	2,930	57%	2,171	43%	95 ^a	1,381,565

Population	Licenses	Licenses	Priority for DUI	1,852,994
> 30,000	> 50	> 50	Enforcement	1,381,565
< 50,000	< 100	< 100		
> 50,000	> 100	> 100	Third	74.55%
< 100,000	< 200	< 200	Second	% Population Served
> 100,000	> 200	> 200	First	

Source: Governor's Highway Safety Program. FARS, 2012.

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 75.82 percent of the State's population and 70 percent of the DUI fatal crash locations.

State-Mandated Blitzes

The GHSP hereby designates the following period as State-mandated blitz periods: Thanksgiving, Christmas, New Years, West Virginia Day, and the Fourth of July weekend. Also, the State shall enhance 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 shall endeavor to get as many law enforcement agencies as possible to conduct DUI enforcement activities.

Public Education and Information Activities

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

- Presenting impaired driving prevention information to a group such as school classes, civic groups, and church groups, in a face-to-face setting or in a public forum.
- Presenting impaired driving prevention information through a media outlet such as TV, radio, newspaper, magazine article, or at a local fair or festival.
- *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 2015 Impaired Driving National Enforcement will be determined by the National Highway Traffic Safety Administration.

State-Mandated Blitizes

Thanksgiving, Christmas, New Years, West Virginia Day, and the Fourth of July weekend are the periods established for the State-mandated blitizes. During these periods, the Governor's Highway Safety Program shall conduct a media campaign to coordinate with the enforcement efforts. The media campaign shall include an enforcement message.

Advertising Period

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

Budget

The State of West Virginia shall budget \$1,000,000 of 154 transfer funds or old 410 funds to fund this program.

Target Profile

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

1. Socially Accountable Drinkers;
2. Responsible Drinkers;
3. Inexperienced Social Drinkers;
4. Binge Drinkers;
5. Middle-Class Risk Takers;
6. Discontented Blue Collars;
7. Midlife Motorcyclists; and
8. 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 shall go to West Virginia advertising only. This campaign shall complement the national media plan during the national blitz and go toward the State-mandated blitz periods as well.

Media to be Considered

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

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

Other creative media advertising shall be used 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 Public Affairs Coordinator for the Governor’s Highway Safety Program shall work very closely with the media vendors to ensure that the media is reaching the target audiences. The Public Affairs Coordinator shall coordinate the media program and is responsible for arranging the media purchases and reporting.

Earned and Other Media Efforts

The public affairs coordinator for the Governor’s Highway Safety Program shall work with the Division of Highways to air the “Highways or Die-ways” Program during the “National Impaired Driving Law Enforcement Campaign.” The Division of Highways shall pay to have the program aired, and the Public Affairs Coordinator of the Governor’s Highway Safety Program shall do the media buy. This media effort shall target 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 up-coming enforcement event (i.e., media notification of the sobriety checkpoint). The Governor's Highway Safety Program shall receive a report of each media event. This report shall include the coverage area or circulation of the media used and the amount of money it would have cost us to purchase the media time/space.

Training Activities

The Governor's Highway Safety Program has developed and the Law Enforcement Training Subcommittee has certified for law enforcement in-service credit several training classes focusing on DUI issues. A training cadre consisting of 10 instructors to instruct these classes shall be maintained by the GHSP. All classes offered by the GHSP are free of charge to any member of law enforcement agencies. The training allows the officers to better implement enforcement strategies that can reduce DUI crashes. The following classes are available:

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

- **Statewide DUI Conference.** The Governor’s Highway Safety Program shall conduct the statewide DUI/Training Conference to enhance the enforcement efforts of the police who are effective in DUI enforcement and to both train and acknowledge those officers.
- **Advance Roadside Impaired Driving Enforcement (ARIDE) Program.** The GHSP will train police officers throughout the State in the ARIDE program and support through appropriate funding the training of DRE officers.

The State recently 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 Drug Recognition Expert (DRE) state. The GHSP formed an 11 member committee to serve on the newly formed DEC/DRE Technical Advisory Committee (TAC). Members will oversee the DRE Program’s implementation, expansion, and 3-17 accreditation process. Representatives of the TAC board include members from the West Virginia Highway Safety Office, 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). This application was approved by the IACP in October 2013. The GHSP then devised a plan to train police officers throughout the State in the A-Ride program. The GHSP will support the training of DRE officers through appropriate funding.

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

“Officer Incentive Program”

The Governor’s Highway Safety Program shall 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 two “age group”-specific activities per year in their troop area. This totals 30 “age group”-specific activities throughout the State. In addition, each Traffic Safety Coordinator will conduct one 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, we conduct statewide training for selected teams from each participating college to enhance their programs and prepare them for the biannual alcohol and drug abuse requirements from the United States Department of Education. This year the Colleges are forming a formal independent organization to carry on this program.
- **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 shall conduct a minimum of one coordinated statewide enforcement effort and eight other local underage activities during the year in addition to the High-Visibility Enforcement Activities previously cited.

- The GHSP shall 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 shall 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. Officers conduct this patrol during their regular duty focusing their activities on impaired drivers. This activity does not replace the required weekly activity. Traffic Safety Coordinators and 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 2015 West Virginia Governor's Highway Safety Program Sustained DUI Enforcement Plan* using the following performance measures:

1. Reduce the DUI fatality rate.
2. Reduce the number of DUI alcohol-related crashes.
3. Reduce the time to arrest a DUI in a GHSP Grant supported activity.
4. Increase the number of DUI Arrests in GHSP supported enforcement.

Programs and Projects

Target: 1, 2, 3, and 5

Project Numbers: F15-HS-02, F15-HS-03, F15-HS-04, F15-HS-05, F15-HS-06, F15-HS-07, F15-HS-08, and F15-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 2015 West Virginia Governor's Highway Safety Program Sustained DUI Enforcement Plan* 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

Target: 1, 2, 3, and 5

Project Number: F15-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 2015 West Virginia Governor's Highway Safety Program Sustained DUI Enforcement Plan*.

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

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

Project Number: F15-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 the *FFY 2015 Strategic Impaired Driving Plan* CPS activities.

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

Target: 1, 2, 3, and 5

Project Number: F15-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

Target: 1, 2, 3, and 5

Project Number: F15-HS-10

Project Title: West Virginia State Police - Impaired Driving

Description: The lead law enforcement agency in the State supports the *FFY 2015 West Virginia Governor's Highway Safety Program Sustained DUI Enforcement Plan* 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

Target: 1, 2, and 3

Project Number: F15-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

Target: 1, 2, 3, and 4

Project Number: F15-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

Target: 1, 2, 3, and 5

Project Number: F15-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 2015 West Virginia Governor’s Highway Safety Program Sustained DUI Enforcement Plan*. 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: F15-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 2015 West Virginia Governor’s Highway Safety Program Sustained DUI Enforcement Plan*.

Evidence of Effectiveness: CTW, Chapter 1: Section 2

Table 3.11 Impaired Driving Program and Budget Summary

Program	154 Funds	410 Funds	410 HVE Funds	410 HFR Funds	405(d) Impaired Driving Funds
Region 1 – City of Charleston	\$245,000	\$80,000	\$20,000	\$20,000	\$100,000
Region 2 – City of Huntington	\$230,000	\$85,000	\$40,000	\$30,000	\$200,000
Region 3 – Wood County Commission	\$195,000	\$20,000	\$40,000	\$30,000	\$100,000
Region 4 – City of Wheeling	\$150,000	\$50,000	\$40,000	\$30,000	\$100,000
Region 5 – City of Clarksburg	\$265,000	\$25,000	\$40,000	\$30,000	\$150,000
Region 6 – City of Martinsburg	\$200,000	\$20,000	\$20,000	\$20,000	\$100,000
Region 7 – City of Beckley	\$235,000	\$33,000	\$40,000	\$30,000	\$100,000
Region 8 – City of Beckley (Coalfields)	\$165,000	\$25,000	\$20,000	\$20,000	\$75,000
Governor’s Highway Safety Program	1,100,000	\$600,000	–	–	–
Law Enforcement Liaison Office	\$150,000	\$75,000	–	–	\$75,000

Program	154 Funds	410 Funds	410 HVE Funds	410 HFR Funds	405(d) Impaired Driving Funds
Lifesavers Office	\$170,000	–	–	–	–
West Virginia State Police	\$50,000	\$240,000	\$100,000	\$100,000	\$500,000
West Virginia Alcohol Beverage Control Administration		\$75,000	–	–	–
West Virginia Prosecuting Attorney's Office	–	\$175,000	–	–	–
Monongalia County		–	\$100,000	\$50,000	–
City of Morgantown		–	\$30,000	\$70,000	–
Total	\$3,155,000	\$1,503,000	\$490,000	\$430,000	\$1,500,000

3.4 MOTORCYCLE SAFETY

Overview

In 2012, West Virginia experienced a sharp increase in the proportion of motorcyclist fatalities involving unhelmeted riders, increasing from 22 percent to 45 percent of overall motorcyclist fatalities. West Virginia experienced 31 motorcyclist fatalities in 2012, 14 of which involved riders that were not wearing a helmet. Data on motorcyclist fatalities is provided in Table 3.9

Table 3.12 Motorcyclist Fatalities

Core Performance Measure	Actual				
	2008	2009	2010	2011	2012
Motorcyclist Fatalities	52	26	33	27	31
Unhelmeted Motorcyclist Fatalities	11	5	10	6	14

In 2012, West Virginia represented 0.6 percent of national motorcyclist fatalities (31 out of 4,957),⁹ roughly proportional to their percentage of 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 55 percent

⁹ NHTSA Traffic Safety Facts, 2012 Data. April 2014. <http://www-nrd.nhtsa.dot.gov/Pubs/812035.pdf>

from 2001 to 2008 nationally, from 1.12 per 100,000 persons in 2001 to 1.74 per 100,000 persons in 2008.¹⁰

The Division of Motor Vehicles (DMV) currently funds and administers the West Virginia Motorcycle Safety Program. The Motorcycle Safety Program was transferred to the Governor's Highway Safety Program (GHSP) in October 2006. West Virginia qualified for FFY 2006 to FFY 2011 funding under the Section 2010 Motorcyclist Safety Program. Section 2010 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. Decrease motorcyclist fatalities 10.9 percent from the 2008 to 2012 calendar base-year average of 34 to 30 by December 31, 2015.
2. Decrease unhelmeted motorcyclist fatalities 10.9 percent from the 2008 to 2012 calendar base-year average of nine to eight by December 31, 2015.

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 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.

¹⁰ Center for Disease Control. <http://www.cdc.gov/features/dsMotorcycleSafety/>.

Programs and Projects

Target: 1 and 2

Project Numbers: F15-HS-02, F15-HS-03, F15-HS-04, F15-HS-05, F15-HS-06, F15-HS-07, F15-HS-08, and F15-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: F15-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 3.13 Motorcycle Safety Program and Budget Summary

Program	Section 2010 Funds
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
City of Martinsburg	\$5,000
City of Beckley	\$5,000
City of Beckley (Coalfields)	\$2,000
Law Enforcement Liaison Office	\$6,000
Total	\$50,000

3.5 SPEED ENFORCEMENT

Overview

Of the 10,219 speeding-related fatalities in the U.S. in 2012, 144 (1.4 percent) of them were in West Virginia. 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 have been steadily rising, from 76 to 144 fatalities between 2007 and 2012. Following a decline between 2010 and 2011, speeding increased 25 percent in 2012. Speeding-related fatalities and citations are listed below.

Table 3.14 Speeding-Related Fatalities and Citations

Core Performance Measure	Actual				
	2008	2009	2010	2011	2012
Speeding-Related Fatalities	97	121	133	114	144
Speeding Citations Issued ^a				8,832	10,709

^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 2015.

Performance Targets

1. Decrease speeding-related fatalities 10.9 percent from the 2008 to 2012 calendar base-year average of 122 to 109 by December 31, 2015.
2. Number of speeding citations issued and arrests made during grant-funded enforcement activities.

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

Target: 1 and 2

Project Numbers: F15-HS-02, F15-HS-03, F15-HS-04, F15-HS-05, F15-HS-06, F15-HS-07, F15-HS-08, and F15-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

Target: 1 and 2

Project Number: F15-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: F15-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 3.15 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

Program	402 Funds
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

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 Traffic Records Coordinator left in FFY 2014 and the GHSP is in the process of filling this important position. 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.

Performance Goal and Objectives

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.

Objectives by which progress will be measured have been adopted by the TRCC and stakeholder agencies. The objectives include:

1. Build 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.
2. Implement a law enforcement-friendly electronic, statewide data collection and reporting system for data to be captured accurately, efficiently, and timely.
3. Provide 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.
4. Foster support and long-term commitments from key decision-makers from stakeholder agencies.
5. 2006 priorities to be accomplished.
6. Support 100 percent implementation of electronic reporting.

Performance Measures

The Traffic Records Coordinating Committee will continue to act as the primary advisory committee for traffic records-related activities and projects. 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

Target: 3 and 6

Project Numbers: F15-HS-02, F15-HS-03, F15-HS-04, F15-HS-05, F15-HS-06, F15-HS-07, F15-HS-08, and F15-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

Target: 2, 3, and 6

Project Number: F15-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

Target: 3 and 6

Project Number: F15-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

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

Project Number: F15-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 3.16 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 are currently not available, the GHSP has survey and citation data which support the need to address distracted driving.

The GHSP 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, 2012: Selected Results*¹¹ compared survey results from 2010, 2011 and 2012. Respondents were asked to self-report how often they talk on a cell phone and text when driving their vehicles. Just over 50 percent of the respondents indicated they talk on the cell phone some, most, or all of the time, while 37 - 40 percent reported texting while driving some, most, or all of the time. It should be noted that “some of the time” was by far the most prevalent answer among these three responses. In FFY 2014 to date, citation data reported under grant funded activities include 3,924 cell phone citations and 1,641 warning in addition to 249 texting citations and 182 warnings.

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

Performance Targets

1. Reduce the five-year rolling average of traffic fatalities by 6.7 percent from 336 (2009 to 2013 calendar five-year average) to 314 (2011 to 2015 calendar five-year average) by December 31, 2015.
2. Reduce serious injuries by 7.4 percent from 1,962 (2009 to 2013 calendar five-year average) to 1,817 (2011 to 2015 calendar five-year average) by December 31, 2015.

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

¹¹ Haas, Stephen M. (2012, November). West Virginia’s Driver Attitudes and Awareness Survey, 2012: Selected Results. Charleston, WV: Mountain State Criminal Justice Research Services

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

Target: 1 and 2

Project Numbers: F15-HS-02, F15-HS-03, F15-HS-04, F15-HS-05, F15-HS-06, F15-HS-07, F15-HS-08, and F15-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

Target: 1 and 2

Project Number: F15-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

Target: 1 and 2

Project Number: F15-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: F15-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

Target: 1 and 2

Project Number: F15-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 3.17 Distracted Driving Budget Summary

Program	405e Funds	DOH DD Funds
GHSP		\$200,000
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	\$44,000	
West Virginia State Police		\$100,000
Monongalia Co. Sheriff’s Dept.		\$15,000
Morgantown Police Dept.		\$10,000
Total	\$44,000	\$725,000

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 2012 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 2014. 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 2015 - \$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 2014 Annual Report by December 31, 2014.
2. Gather input for development of the FFY 2016 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 2016 Highway Safety Plan by July 1, 2015.

Strategies

1. Administer the statewide traffic safety program:
 - a. Implement the FFY 2015 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: F15-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 3.18 Planning and Administration Program and Budget Summary

Project Number	Project Title	Budget	Funding Source
F15-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 2015, the GHSP anticipates producing radio spots to promote the use of child safety seats/booster seats, as well as purchasing air time. New television spots also will be produced for the *Click It or Ticket* and DUI campaigns. Campaigns regarding West Virginia's new primary seat belt law and ban on cell phone use and texting for drivers also will be developed. All of these media spots will all be part of a combined enforcement and media campaign. A 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, and the GHSP currently maintains a Facebook page (<https://www.facebook.com/wvghsp>).

- FFY 2015 – \$1,000,000 – Section 405(d) Impaired Driving (DUI Campaigns);
- FFY 2015 – \$450,000 – Section 405(b) Occupant Protection (CIOT Campaigns);
- FFY 2015 – \$75,000 – Section 402 (Cell Phones and Texting Campaign);
- FFY 2015 – \$25,000 – Section 402 (Child Passenger Safety Campaign); and
- FFY 2015 – \$35,000 – Section 2010 (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 2011 Survey revealed that over 73 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 79 percent had read, seen, or heard a message about drunk driving enforcement. Results have not been completed for the 2014 survey. This survey will continue to be used to assess message recognition.

3.12 154 TRANSFER FUNDS

West Virginia has not passed an open container law which meets U.S. DOT criteria, therefore the Section 154 sanction remain in place. 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 it continues to track \$16,471,113 in 154 Hazard Elimination funds received prior to 2013; all of which has been obligated. In 2013, the GHSP received and allocated \$3,615,561 to Alcohol Programs. The GHSP did not request 154 funds in 2014 and will not request the funds for 2015 due to the amount of funding available for alcohol programming from other funding sources.

3.13 WORK ZONE SAFETY FUNDS

The Division of Highways is providing \$1,000,000 to the GHSP in FFY 2015 to provide awareness and enforcement programs which address work zone safety. The funding will be 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. The GHSP will provide statewide support of the effort through awareness materials and messaging.

Table 3.19 Work Zone Safety Budget Summary

Program	DOH WZ Funds
GHSP	\$100,000
Region 1 – City of Charleston	\$30,000
Region 2 – City of Huntington	\$20,000
Region 3 – Wood County Commission	\$20,000
Region 4 – City of Wheeling	\$20,000
Region 5 – City of Clarksburg	\$20,000
Region 6 – City of Martinsburg	\$20,000
Region 7 – City of Beckley	\$20,000
Region 8 – City of Beckley (Coalfields Program)	\$20,000
West Virginia State Police	\$300,000
Total	\$570,000

4.0 Performance Report

West Virginia’s progress in meeting the State’s core performance measures identified in the FFY 2014 HSP is shown in Table 4.1. The performance targets, shown in the column titled “2014 HSP,” use 2009 through 2011 as the three-year average base with the overall goal of achieving a 50 percent reduction in fatalities by 2030. Since final 2013 data were not available, 2012 data is used to show progress in meeting the baseline goals. Targets that exceeded the baseline are shown in blue although they may not have exceeded the FFY 2014 goal.

Table 4.1 Performance Targets and Measures

Core Performance Measure	Actual						Goal
	2008	2009	2010	2011	2012	2009-2011 Average	2014 HSP
Traffic Fatalities	378	357	315	337	338	336	301
Serious Traffic Injuries	8,641	7,137	6,500	5,997	5,610	6,545	5,866
Fatalities/VMT	1.82	1.82	1.64	N/A	1.76	1.76	1.58
Unrestrained Passenger Vehicle Occupant Fatalities in All Seating Positions	156	152	131	132	137	138	124
Alcohol-Impaired Fatalities (driver or motorcycle operator with a 0.08 BAC or greater)	126	112	87	90	95	96	86
Speeding-Related Fatalities	97	121	133	114	144	123	110
Motorcyclist Fatalities	52	26	33	27	31	29	26
Unhelmeted Motorcyclist Fatalities	11	5	10	6	14	7	6
Drivers Age 20 or Younger Involved in Fatal Crashes	43	54	40	49	32	48	43
Pedestrian Fatalities	13	21	13	20	31	18	16
Behavioral Measure	2008	2009	2010	2011	2012	2013	2014
Statewide Observed Seat Belt Use (front seat outboard occupants)	89.5%	87%	82%	85%	84%	82%	92%
Activity Measures (by Federal Fiscal Year)			2010	2011	2012	2013	2014*
Seat Belt Citations Issued			3,309	3,741	5,190	9,099	11,164
Child Safety Seat Citations Issued			297	293	317	411	246
Impaired Driving Citations Issued and Arrests Made			1,965	2,714	3,577	3,676	2,330
Speeding Citations Issued			7,132	9,892	11,537	14,229	11,164

Note: Citations issued and arrests made were during grant-funded enforcement activities only.

* FFY 2014 numbers reflect partial year of grant-funded enforcement activities.

Lessons Learned

When comparing 2012 fatality data against the fatality averages for 2009 to 2011 we have seen improvement in the 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. Comparisons against the actual fatality numbers for 2010, 2011 and 2012, however, show increases in all fatality core performance measures in 2012 except for drivers age 20 or younger. Serious injuries have dropped almost 43 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 will also actively participate in the Strategic Highway Safety Plan (SHSP) update to be led by the Division of Highways in FFY 2015 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



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

O.M.B. No. 2127-0003
(Expires 9/30/01)

HIGHWAY SAFETY PROGRAM
COST SUMMARY

State: West Virginia Number: FY15-01

Date September 30, 2015

Program Area	Approved Program Costs	State/Local Funds	Current Balance	Federal Share to Local
402 Planning and Administrative	300,000	300,000	150,000	0
402 Alcohol	200,000	50,000	150,000	100,000
402 Police Traffic Services	550,000	150,000	550,000	250,000
402 Traffic Records	10,000	3,000	5,000	5,000
402 Safe Communities	3,500,000	1,000,000	3,000,000	1,500,000
402 Paid Media	300,000	100,000	300,000	100,000
406 Safety Belts Paid Media	150,000	0	150,000	0
406 Occupant Protection	75,000	0	75,000	0
406 Speed Enforcement	50,000	0	50,000	0
408 Data Program Incentive	2,000,000	500,000	2,000,000	0
410 Alcohol SAFETEA-LU	1,000,000	3,000,000	1,000,000	0
410 Paid Media	700,000	2,100,000	700,000	0
410 High-Fatality Roads	1,200,000	3,600,000	1,200,000	0
410 High Visibility	800,000	2,400,000	800,000	0
2010 Motorcycle Safety Incentive	175,000	0	175,000	0
2011 Child Seat Incentive	150,000	100,000	150,000	0
154 Alcohol Transfer	3,500,000	0	3,500,000	1,500,000
154 Paid Media	1,500,000	0	1,500,000	600,000
154 Hazard Elimination	16,500,000	0	16,500,000	7,000,000
MAP-21 405 b) Occupant Protection	1,500,000	500,000	1,500,000	600,000
MAP-21 405 c) Traffic Safety Info System	800,000	250,000	800,000	400,000
MAP-21 405 d) Impaired Driving	3,000,000	800,000	3,000,000	1,200,000
MAP-21 405 e) Distracted Driving	900,000	250,000	900,000	400,000
MAP-21 405 f) Motorcycle Safety	150,000	50,000	150,000	100,000
NHTSA Totals	39,110,000	15,203,000	38,405,000	13,805,000

Program Area	Approved Program Costs	State/ Local Funds	Current Balance	Federal Share to Local
Other Funding Sources – DOH MOU Annual State Radio Media Buy	300,000	N/A	300,000	N/A
Other Funding Sources – DOH MOU Construction Zones/Dist Driving	2,000,000	N/A	1,500,000	N/A
GRAND TOTAL – All Sources	41,410,000	15,203,000	40,205,000	13,805,000

State Official Authorized Signature:

NAME: 

TITLE: Commissioner, Motor Vehicles

DATE: June 19, 2014

Federal Official Authorized Signature:

NHTSA: _____

TITLE: _____

DATE: _____

Table 5.2 West Virginia FFY 2015 Project List

Following are the expected Subgrantees for FFY 2015 and the estimated amount of the subgrant award.

Project Number	Agency	Estimated Subgrant Award
F15-HS-01	Division of Motor Vehicles/Governor's Highway Safety Program	\$3,000,000
F15-HS-02	City of Huntington (Region 2 Safe Traffic Operations Program) ^a	\$ 855,000
F15-HS-03	Wood County Commission (Region 3 Mid-Ohio Valley Regional Highway Safety Program) ^a	\$ 575,000
F15-HS-04	City of Wheeling (Region 4 Northern Regional Highway Safety Office) ^a	\$ 625,000
F15-HS-05	City of Clarksburg (Region 5 High-Technology Corridor Regional Highway Safety Program) ^a	\$ 650,000
F15-HS-06	City of Martinsburg (Region 6 Eastern Panhandle Community Traffic Safety Program) ^a	\$ 550,000
F15-HS-07	City of Beckley (Region 7 Southern Regional Highway Safety Program) ^a	\$ 655,000
F15-HS-08	City of Charleston (Region 1 Metro Valley Highway Safety Program) ^a	\$ 720,000
F15-HS-09	City of Beckley (LEL Office)	\$ 550,000
F15-HS-10	West Virginia State Police	\$1,000,000
F15-HS-11	West Virginia Prosecuting Attorneys Institute	\$ 185,000
F15-HS-12	ABCA (Alcohol Beverage Control Administration)	\$ 125,000
F15-HS-13	<i>Not Assigned</i>	-
F15-HS-14	City of Beckley (Region 9 West Coalfields Highway Safety Program) ^a	\$ 490,000
F15-HS-15	City of Beckley (LifeSavers)	\$ 230,000
F15-HS-17	Monongalia County	\$ 160,000
F15-HS-18	City of Morgantown	\$ 130,000

^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	\$ 130,000
WV State Police Enforcement Exps.	General/Special	\$ 0
ABCA Enforcement Expenditures	Liquor Sales/Fines	\$ 0
Interlock Program Expenditures	Application Fees	\$ 180,000
Fund 8212 Motorcycle Safety Program Expenditures		\$ 501,699
WV Mobilizations & Sustained Enforcement Mileage		\$ 750,000
Commission on Drunk Driving Prevention (CDDP) Total	Tax On Liquor Sales	\$ 850,000
In-Kind Match, PR, etc. /Charleston Region 1	Grantee Tracks	\$ 25,000
In-Kind Match, PR, etc. /Huntington Region 2	Grantee Tracks	\$ 800,000
Lamar Advertising/WV Outdoor Advertising Huntington Region 2	Vendor/Grantee	\$ 90,000
Kindred Communication/WV Outdoor Advertising Huntington Region 2	Vendor/Grantee	\$ 5,000
In-Kind Match, PR, etc. /Wood County Com Region 3	Grantee Tracks	\$ 120,000
In-Kind Match, PR, etc. /Wheeling Region 4	Grantee Tracks	\$ 260,000
In-Kind Match, PR, etc. /Clarksburg Region 5	Grantee Tracks	\$ 185,000
In-Kind Match, PR, etc. /Martinsburg Region 6	Grantee Tracks	\$ 215,000
In-Kind Match, PR, etc. /Beckley Region 7	Grantee Tracks	\$ 155,000
In-Kind Match, PR, etc. /Beckley Region 8	Grantee Tracks	\$ 210,000

6.0 State Certifications and Assurances

The Federal Fiscal Year 2015 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: 2015

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 Subaward 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 sub-grant 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 sub-award 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 web site 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 web site 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 crashes 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 re-evaluation 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))

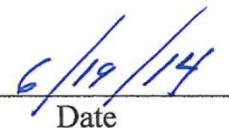
The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

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.



Signature Governor's Representative for Highway Safety



Date

Steven O. Dale

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**

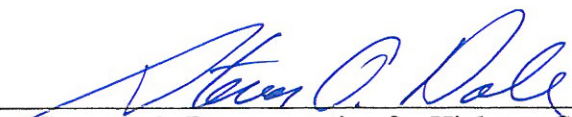
Fiscal Year: **2015**

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) 48-49 and 67-69 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.



Signature Governor’s Representative for Highway Safety

6/19/14

Date

Steven O. Dale

Printed name of Governor’s Representative for Highway Safety

8.0 Section 405 Grant Application

For FFY 2015, West Virginia is applying for the following 405 incentive grants programs:

- Part 1 - Occupant Protection (23 CFR 1200.21);
- Part 3 - Impaired Driving Countermeasures (23 CFR 1200.23);
- Part 4 - Distracted Driving (23 CFR 1200.24); and
- Part 5 - Motorcyclist Safety (23 CFR 1200.25).

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 sent separately to NHTSA.