



2024 ANNUAL REPORT

U.S. VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

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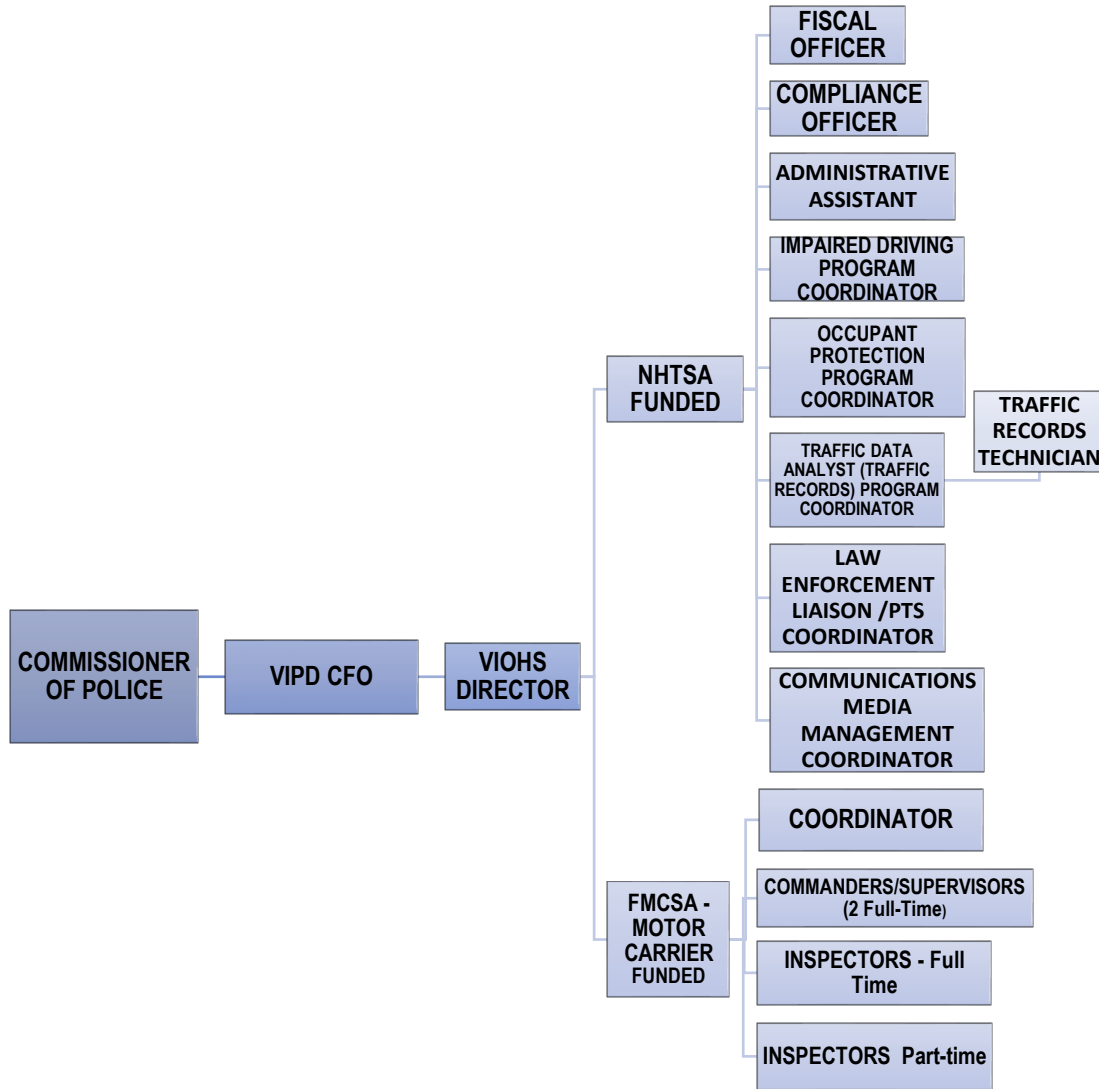
Introduction

Established by the Government of the Virgin Islands (GVI) in accordance with the Highway Safety Act of 1966, the Virgin Islands Office of Highway Safety (VIOHS) is a division within the *Virgin Islands Police Department* responsible for the reduction of traffic crashes, injuries, and fatalities on roadways throughout the U.S. Virgin Islands.

The U. S. Virgin Islands is comprised of three main islands and surrounding islets and cays with a population of 87,416 (as per the 2020 census) and a land area of 133 square miles. The three main islands are St. Thomas, St. John, and St. Croix. The U.S. Virgin Islands is the only U.S. jurisdiction that drives on the left side of the road. As most cars being imported from the mainland United States are left-hand drive, the driver sits to the outside of the road, raising traffic safety issues especially to visitors who rent vehicles. With few exceptions, most roadways are only one-lane per direction making roads relatively small in width.

The VIOHS is mandated to promote and fund methods to implement traffic safety in the territory. The office is primarily funded by grants from the U.S. Department of Transportation National Highway Traffic Safety Administration (NHTSA) and the Federal Motor Carrier Safety Agency (FMCSA). The GVI provides the overhead funding for the physical office and leadership staffers. Highway safety programs are developed and implemented in partnership with public and private entities to reduce traffic crashes, injuries, property damage and subsequent deaths. These programs include strategies associated with traffic enforcement, public education and awareness, media campaign, and community engagement.

Virgin Islands Police Department- VIOHS Organization Chart



The Motor Carrier inspectors were placed under the leadership of the Chief of Police for each district. Only the Motor Carrier Coordinator reports directly to the VIOHS Director.

A Year in Review

FY 2023 Virgin Islands Office of Highway Safety

Through its FY2023 HSP, the VIOHS applied for **\$3,141,374** in new funding, of which **\$2,813,374** was for 402 funded projects and **\$328,000** for 405b funded projects. The VIOHS was awarded **\$963,713.75** in Bipartisan Infrastructure Law (BIL) 402 funds, and **\$116,395.34** in BIL 405(b) funds to augment the FY2022 carried forward funds to fulfill the FY2023 HSP. Supplemental funds of **\$53,685.00** from BIL 402, and **\$7,390.18** from BIL 405(b) were also awarded to the USVI.

FY2023 Key Accomplishments

- ❖ Successful submission and approval of a complete Highway Safety Plan for FY2024.
- ❖ The successful hosting of the USVI Traffic Safety Symposium in May 2023 for a full day at the VI Port Authority conference room at the Cyril E. King Airport on St. Thomas. The symposium included representatives from NHTSA, FMCSA, and GVI entities.
- ❖ The completion and successful submission of the Traffic Records Strategic Plan for the USVI by the VIOHS contractor Cambridge Systematics, Inc.
- ❖ Distribution of 455 child safety seats throughout the territory while continuing the car seat loaner program.

Executive Summary

The Virgin Islands Senate legislated that the Virgin Islands Office of Highway Safety develop and implement a highway safety program to achieve its mission of reducing the risks of traffic crashes, fatalities, and serious injuries on the roadways throughout the U.S. Virgin Islands. As per 20 VIC §479, – a) *The Bureau shall carry out a highway safety program in accordance with the Federal Highway Safety Act of 1973 and all other applicable highway safety laws. The Bureau shall have all the powers and duties of the Office of Highway Safety established by Executive Order No. 188–1974, as amended; b) The Bureau is designated as the state agency for receipt of all federal highway safety funds. The Governor shall confirm the Bureau, as may be necessary, to meet the requirements for federal funding.*

Throughout FY2023 the VIOHS continued to work towards accomplishing this mission.

The February 2020 NHTSA Region 2 MR report and the Corrective Action Plan (CAP) developed and agreed on by GR and the VIOHS continued to be key components in the development of the HSP for the USVI. The CAP included the timelines to be met by VIOHS to show its functionality as a highway safety office. The key components and progress of the CAP during FY2023 were:

- a) improved development of the HSP to include input from key GVI agencies involved in the promotion of traffic safety in the territory – *Involvement from other key GVI agencies continues to be a challenge because of data collection and reporting inconsistencies.*
- b) distribution of 60% of its HSP to external agencies and contractors outside of VIPD and VIOHS – *The external agencies and contractors are reluctant to engage in projects because many lacked the capacity to draft the application and if approved, the dedication to complete the project. VIOHS full participation is a necessity for project development, but the agencies and contractors follow through is challenging.*
- c) improved sub-recipient and project evaluations and assessments – *VIOHS continues to meet this requirement.*
- d) improved equipment inventory oversight – *VIOHS is challenged with the tracking of equipment purchased for information technology (IT) purposes as this is controlled by the VIPD IT Unit. That unit is challenged to adhere to the GVI equipment mandates. VIOHS continues to diligently work with the IT unit to obtain full inventory accountability.*
- e) production of a Policy & Procedures Manual for operational guidance – *VIOHS completed this requirement.*

Performance Report on Core Measures

U.S. VIRGIN ISLANDS FY 2023 ANNUAL REPORT PERFORMANCE MEASURE TARGET CHART

Core Performance Measures	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source/ FY23 Results	Met FY23 Target?
Core Performance Measures					
C-1) Traffic Fatalities	5-Year	2019 – 2023	12	State 13	No
C-2) Serious Injuries in Traffic Crashes	5-Year	2019 – 2023	14	State 16	No
C-4) Unrestrained Vehicle Occupant Fatalities	5-Year	2019 – 2023	4	State 5	No
C-5) Alcohol-Impaired Driving Fatalities	5-Year	2019 – 2023	1	State 1	Yes
C-6) Speeding Related Fatalities	5-Year	2019 – 2023	3	State 3	Yes
C-7) Motorcyclist Fatalities	5-Year	2019 – 2023	2	State 3	No
C-8) Un-helmeted Motorcyclist Fatalities Drivers	5-Year	2019 – 2023	0	State 1	No
C-9) Drivers Aged 20 or Younger involved in fatal crashes	5-Year	2019 – 2023	0	State 0	Yes
C-10) Pedestrian Fatalities	5-Year	2019 – 2023	2	State 2	Yes
C-11) Bicyclist Fatalities	5-Year	2019 – 2023	0	State 0	Yes
Behavioral Study					

B-1) Observed Seat Belt Rate for Passenger Vehicles, Front Seat Outboard Occupants	Annual	2023	78.6%	State Survey 68.2%	No
Traffic Records Performance Measures					
T-1) Average Days Between the Crash Date and the Crash Report Submission Date	Annual	2023	5	State 13	No
T-2) Percentage of Crash Reports with No Missing Critical Location Data	Annual	2023	90%	State 99.3%	Yes
OP-1) Unrestrained Vehicle Occupant Serious Injuries	Annual	2023	16	State 7	Yes
OP-2) Number of Active Fitting Stations within the USVI	Annual	2023	10	State 5	No

* - Currently, the U.S. Virgin Islands does not report crash data to FARS and Vehicle Miles Travelled (VMT) to FHWA. Therefore, C1 - C2 are based off the Territory's crash data and the C3 is not applicable to the USVI.

The U.S. Virgin Islands reported a total of **5,080** crashes in FY2023, an 8.8% increase from FY 2022. A total of **3,124** crashes occurred on the island of St. Thomas (up by 10.1% compared to FY 2022), **1,711** crashes occurred on St. Croix (up by 8.1% compared to FY2022) and on St. John there were **245** crashes (decrease of 7.2% compared to FY2022). Of these reported crashes, **13** resulted in fatalities. A categorical listing of all reported crashes has been outlined in the table below.

FISCAL YEAR 2023 CRASH STATISTICS			
ST. THOMAS			
	<i>Total Crashes</i>	<i>Injuries</i>	<i>Fatalities</i>
Passenger Vehicles Only	2,908	501	3
Pedestrians	46	39	2
Bicycles	2	1	0
Motorcycles	30	18	2
CMV's	138	1	0
Total	3,124	560	7
ST. CROIX			
Passenger Vehicles Only	1,618	405	5
Pedestrians	17	11	0
Bicycles	6	4	0
Motorcycles	11	8	1
CMV's	59	2	0
Total	1,711	430	6
ST. JOHN			
Passenger Vehicle	231	24	0
Pedestrians	2	1	0
Bicycles	0	0	0
Motorcycles	1	1	0
CMV's	11	0	0
Total	245	26	0

USVI CORE PERFORMANCE MEASURES	2019	2020	2021	2022	2023	5-Year Average
Number of Seatbelt Citations Issued During Grant Funded Enforcements	0	544	54	0	654	250.4
Number of DUI Arrests Made During Grant Funded Enforcements	0	7	6	0	4	3.4
Number of Speeding Citations Issued During Grant Funded Enforcements	0	0	0	0	Data not available	

- In fiscal years 2019 and 2022, there were no grant funded enforcement activities were conducted by the VIPD.

VIOHS Performance Measures

The VIOHS selected countermeasures and projects that were best suited to address the territory's traffic safety issues and deliver improvements in highway safety while remaining in compliance with FAST ACT requirements.

The VIOHS targets that were established in the FY 2023 Highway Safety Plan were derived from the ten (10) core performance measures, one (1) behavioral survey, and three (3) traffic records specific performance measures. Seven (7) out of the fourteen (14) performance targets were successfully met with six (6) unmet and one (1) pending access to related data. Throughout the fiscal year, the VIOHS utilized Report Beam as the sole statistical source to gather data relevant to these performance measures, which was then cross-referenced to data received through formed alliances with fellow GVI partners to include the Department of Health, the Superior Court, the Bureau of Motor Vehicles, and the Virgin Islands Police Department.

For the upcoming fiscal year, the targets for the ten (10) core performance measures were set based on their current trends and 5-year rolling averages while the behavioral study and traffic records program targets are based on their current trends and previous calendar year results. The VIOHS has also established two (2) additional performance measures for FY 2023 that are related to its Occupant Protection program. These targets were established using the same method as the traffic records program targets.

Performance Plan

FY 2023 HSP Performance Plan		Period	Base Years (FY)				
			2019	2020	2021	2022	2023
C-1	Total Traffic Fatalities To reduce the incline of the trendline the target is set at 12 for the 2023 5-year average.	Annual	18	14	13	13	13
		5-Year Rolling Avg.	13.2	13.6	14	14.	14.2
C-2	Serious Injuries in Traffic Crashes To further increase the decline of the trendline the target is set at 14 for the 2023 5-year average.	Annual	18	10	18	17	17
		5-Year Rolling Avg.	16.2	15	15.4	15.6	16
C-3	Fatalities/VMT	Annual	N/A				
		5-Year Rolling					
		Avg.					
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions To increase the rate of decline in this category to target is set at 4 for the 2023 5year average.	Annual	7	4	3	1	5
		5-Year Rolling Avg.	4.4	4.6	4.8	4.2	4
C-5	Alcohol-Impaired Driving Fatalities To reduce the slope of the trendline the target is set at 1 for the 2023 5-year average.	Annual	3	1	1	1	1
		5-Year Rolling Avg.	2	2	2	1.8	1.4
C-6	Speeding-Related Fatalities To further increase the decline of the trendline the target is set at 3 for the 2023 5-year average.	Annual	3	7	1	7	3
		5-Year Rolling Avg.	2.8	3.8	3.2	4	4.2
C-7	Motorcyclist Fatalities To shift the slope of the trendline to a decline the target is set at 2 for the 2023 5year average.	Annual	2	5	2	1	3
		5-Year Rolling Avg.	1.6	2.2	2	2.2	2.2
FY 2023 HSP Performance Plan (Cont.)		Period	Base Years (FY)				
			2019	2020	2021	2022	2023
C-8	Unhelmeted Motorcyclist Fatalities	Annual	0	0	0	1	1

	To maintain the constant trend of 0 in this category for the 2023 5-year average.	5-Year Rolling Avg.	0	0	0	.2	.4
C-9	Drivers Aged 20 or Younger Involved in Fatal Crashes Reduce the 5-year average to 0 for this category by 2023.	Annual	1	1	1	0	0
		5-Year Rolling Avg.	.8	.6	.6	.6	.6
C-10	Pedestrian Fatalities Reduce the 5-year average to 2 for this category by 2023.	Annual	1	3	4	5	2
		5-Year Rolling Avg.	1.4	1.6	2.2	2.8	3
C-11	Bicyclist Fatalities To maintain the constant trend of 0 in this category for 2023.	Annual	0	0	0	0	0
		5-Year Rolling Avg.	0.2	0.2	0.2	0.2	0
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants Increase the seat belt usage rate to 78.6% for calendar year 2023.	Annual (Calendar Year)	71.1%	68.2%	72.3%	67%	68.2%
T-1	Average days between the crash date and the crash report submission date To reduce this measure to 5 or less days for calendar year 2022	Annual (Calendar Year)	16	15	13	15	13
T-2	Percentage of crash reports with no missing critical location data To increase this measure to 90% or more for calendar year 2023	Annual (Calendar Year)	38.4%	38.2%	37.7%	37.2%	99.3%
OP-1	Unrestrained Vehicle Occupant Injuries To shift the slope of the trendline to a decline the target is set at 16 for the CY 2023	Annual (Calendar Year)	18	22	17	18	7
OP-2	Number of active CPS Fitting Stations within the USVI To establish 10 active CPS Fitting Stations within the Territory for CY 2022	Annual (Calendar Year)	0	0	0	5	5

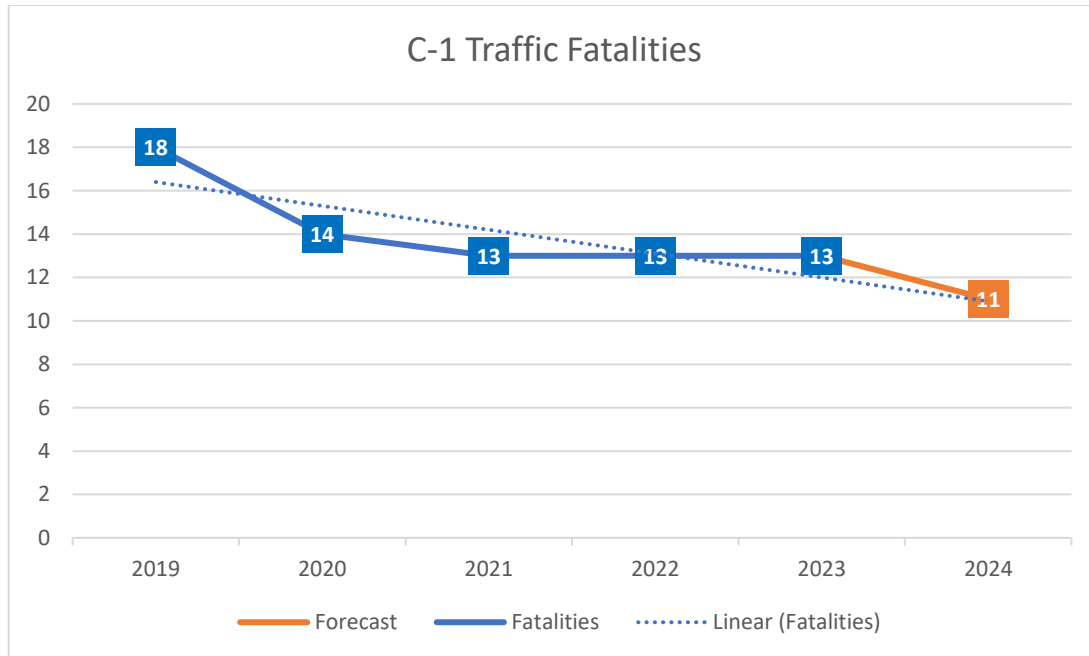
The following charts display the outcome of the efforts of the Virgin Islands Office of Highway Safety for fiscal year 2023.

C-1. Number of traffic fatalities.

Goal: To reduce the number of traffic fatalities to 12 or below for the Territory.

Number of traffic fatalities in FY 2023: 13

Status: This performance target for FY 2023 was not met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: **12**

Target Period: 5 Year

Target Start Year: 2019

Performance Measure Justification

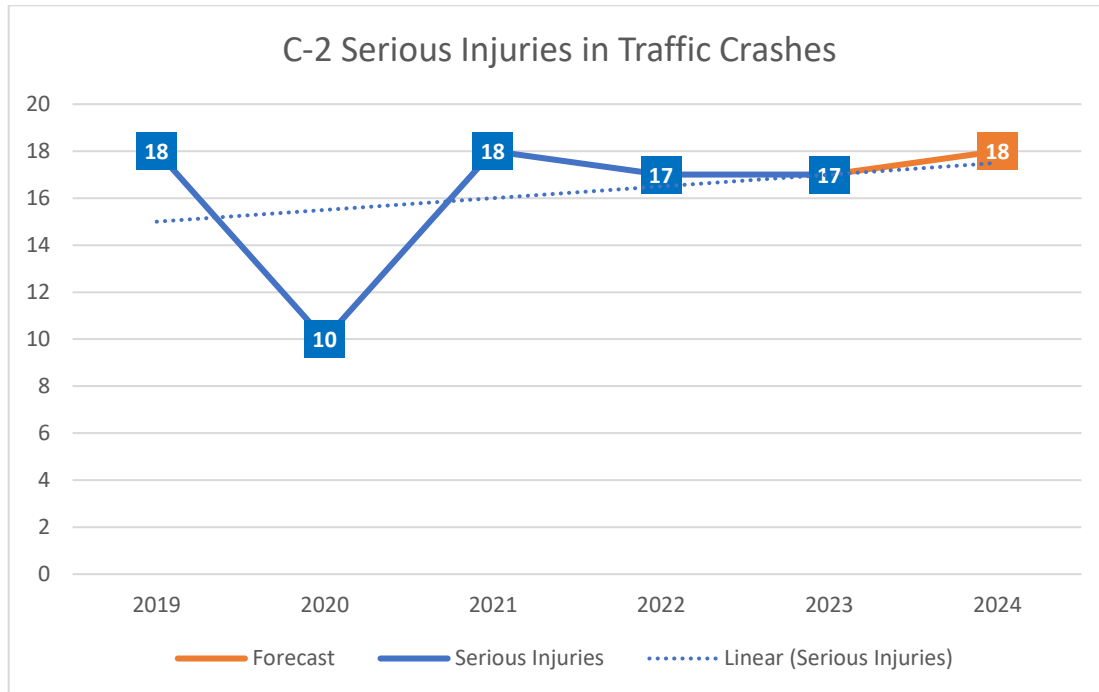
The target was not met for 2023. Thus, the target will remain the same (12) for 2024.

C-2.Number of serious injuries in traffic crashes.

Goal: To reduce the number of serious injuries in traffic crashes to 14 or below for the Territory.

Number of serious injuries in traffic crashes in FY 2023: 17

Status: This performance target for FY 2023 was not met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 14

Target Period: 5 Year

Target Start Year: 2019

Performance Measure Justification

The target was not met for 2023. Thus, the target will remain the same (14) for 2024.

C-3. Fatalities/Vehicle Miles Travelled.

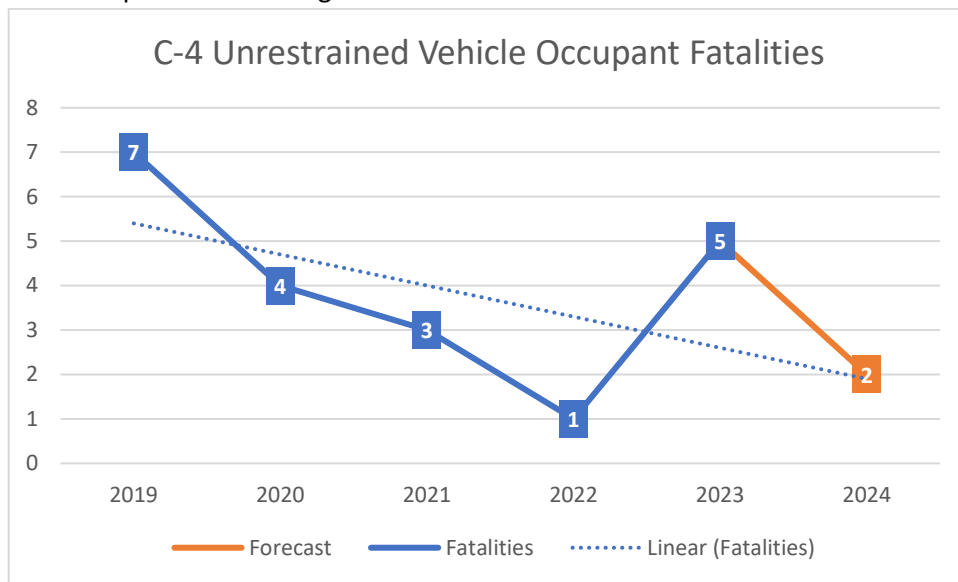
This performance measure is not applicable to the U.S. Virgin Islands.

C-4. Number of unrestrained passenger vehicle occupant fatalities. (All seat positions).

Goal: To reduce the number of unrestrained passenger vehicle occupant fatalities to 4 or below for the Territory.

Number of unrestrained passenger vehicle occupant fatalities in FY 2023: 5

Status: This performance target for FY 2023 was not met.



Traffic Records Measure: No

Target Metric Type: Numeric

Target Value: 4

Target Period: 5 Year

Target Start Year: 2019

Performance Measure Justification

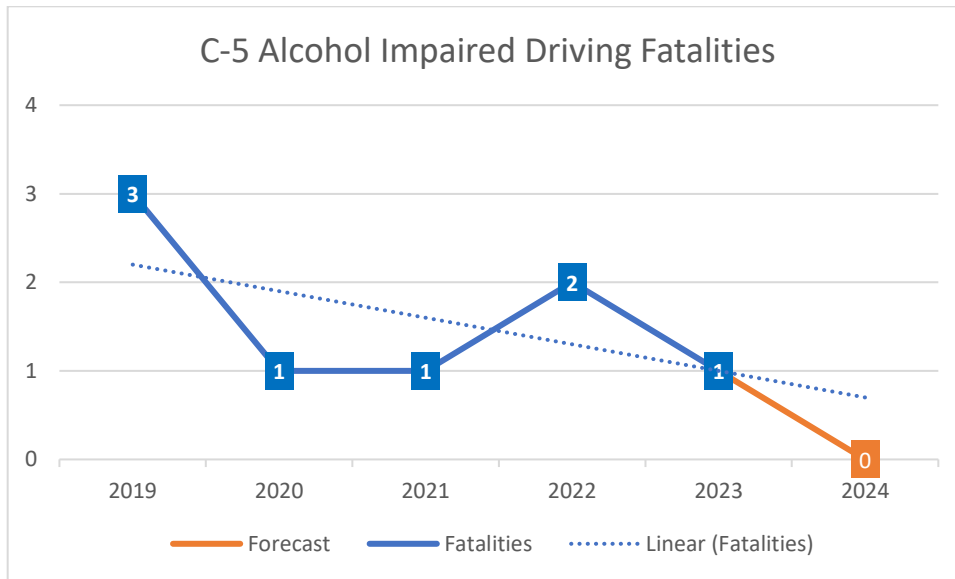
Based on FY 2023 crash data the target for this category was not met. Thus, the target is remain at 4 for FY 2024.

C-5.Number of alcohol impaired fatalities

Goal: To reduce the number of alcohol impaired fatalities to 1 or below for the Territory.

Number of alcohol impaired fatalities in FY 2023: 1

Status: This performance measure for FY 2023 was met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 1

Target Period: 5 Year

Target Start Year: 2019

Performance Measure Justification

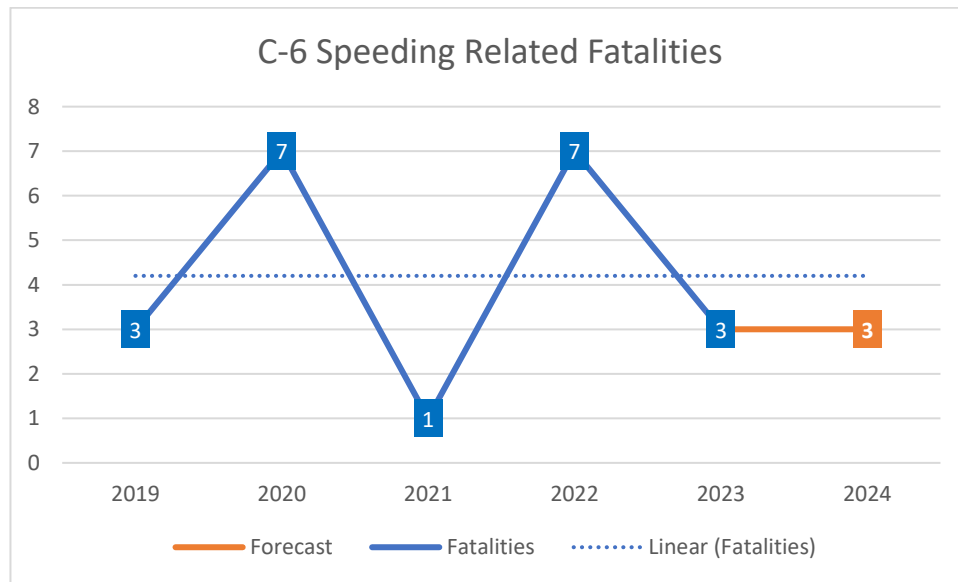
The target was not met for 2023. The trendline shows a decline in alcohol-impaired driving fatalities, thus the target will be set to 0 for FY 2024.

C-6.Number of speeding related fatalities

Goal: To reduce the number of speeding fatalities to 3 or below for the Territory.

Number of speeding fatalities in FY 2023: 3

Status: This performance measure for FY 2023 was met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 3

Target Period: 5 Year

Target Start Year: 2019

Performance Measure Justification

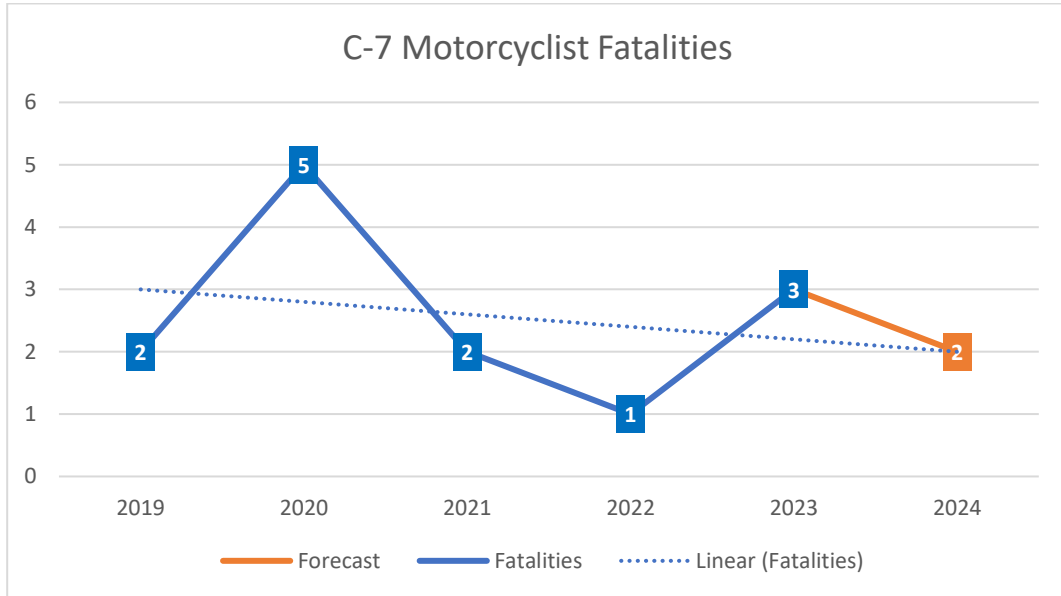
The target was met for 2023. However, the trendline shows that the number of speeding fatalities will be higher. Therefore, the target will remain at **3** for FY2024.

C-7.Number of motorcyclist fatalities.

Goal: To reduce the number of motorcyclist fatalities to 2 for the Territory.

Number of motorcyclist fatalities in FFY 2023: 3

Status: This performance measure for FY 2023 was not met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 2

Target Period: 5 Year

Target Start Year: 2019

Performance Measure Justification

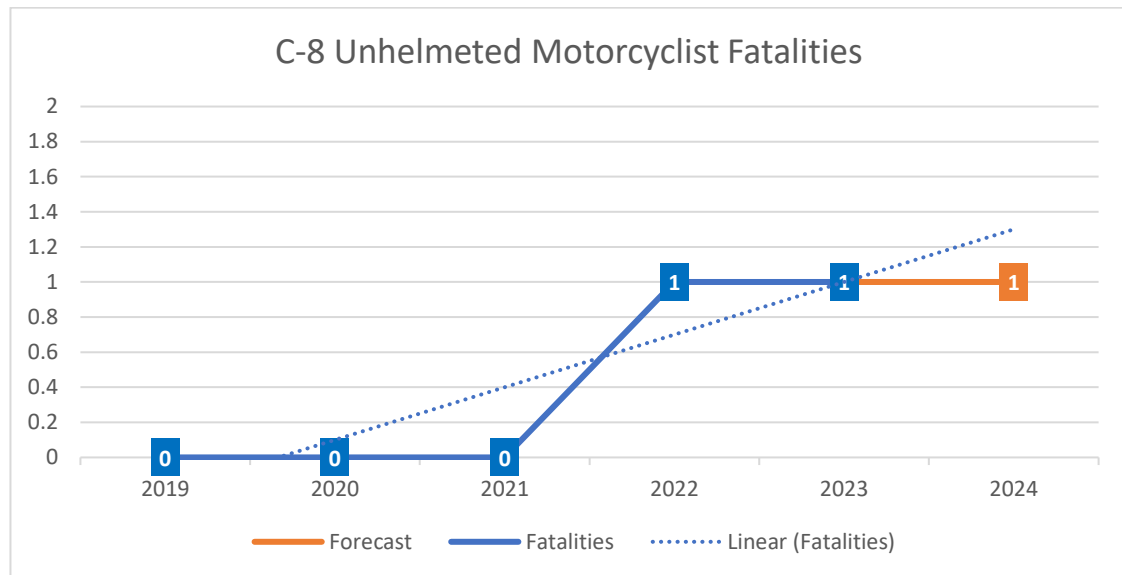
The target was not met for 2023. Thus, the target will remain the same (2) for 2024.

C-8.Number of un-helmeted motorcyclist fatalities

Goal: To reduce the number of un-helmeted motorcyclist fatalities to 0 for the Territory.

Number of un-helmeted motorcyclist fatalities in FY 2023: 1

Status: This performance measure for FY 2023 was not met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 0

Target Period: 5 Year

Target Start Year: 2019

Performance Measure Justification

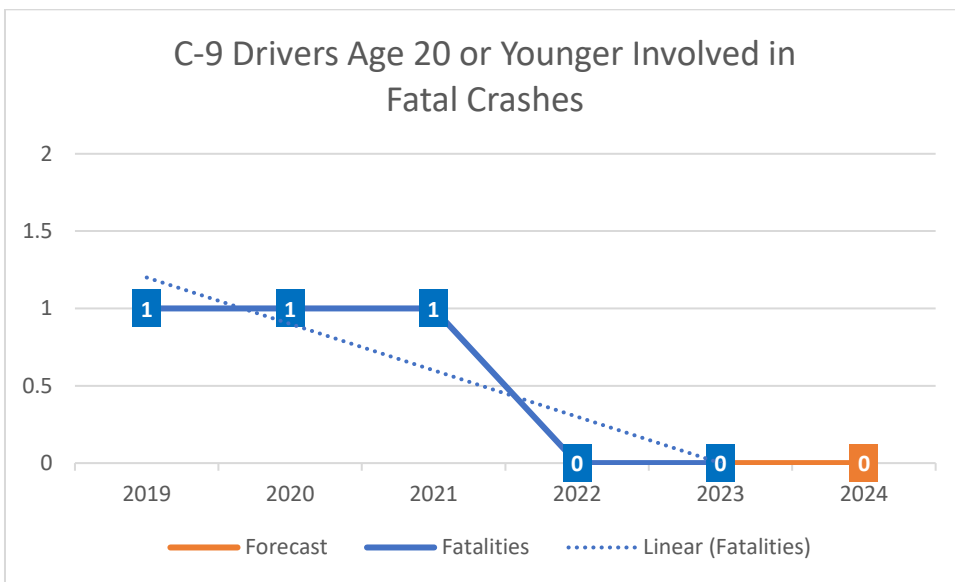
From 2019 to 2021, this category has met its target of 0. The target will remain at 0 for the 2024 (2020 – 2024) 5-year average.

C-9. Number of drivers aged 20 or younger involved in fatal crashes.

Goal: To reduce the number of drivers aged 20 or younger involved in fatal crashes to 0 for the Territory.

Number of drivers 20 or younger involved in fatal crashes in FY 2023: 0

Status: This performance measure for FY 2023 was met.



Traffic Records Performance Measure: No

Target Metric Type: Numeric

Target Value: 0

Target Period: 5 Year

Target Start Year: 2019

Performance Measure Justification

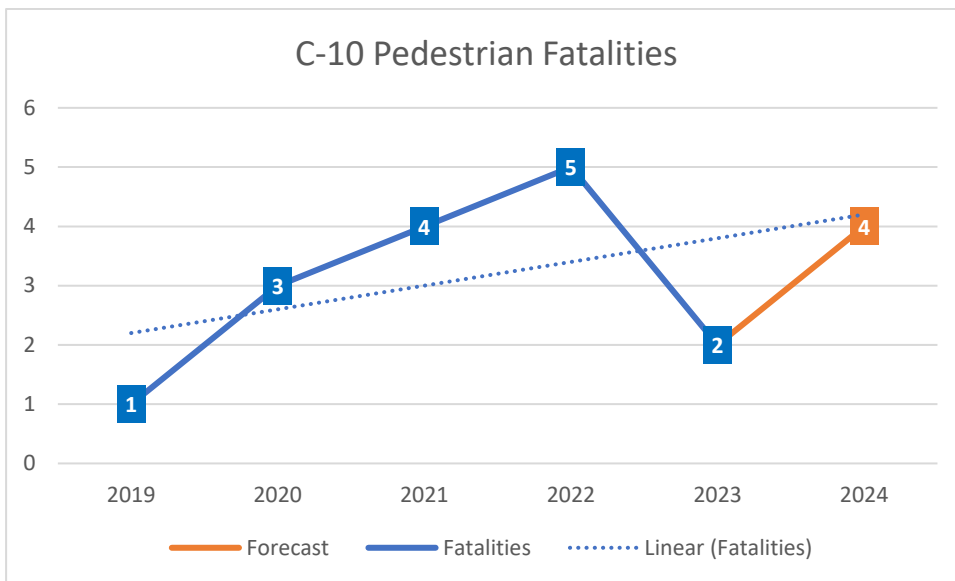
For the past two years, this category has met its target of 0. The target will remain as 0 for 2024.

C-10. Number of pedestrian fatalities.

Goal: To reduce the number of pedestrian fatalities to 2 or below for the Territory.

Number of pedestrian fatalities in FY 2023: 2

Status: This performance measure for FY 2023 was met.



Target Metric Type: Numeric

Target Value: 2

Target Period: 5 Year

Target Start Year: 2019

Performance Measure Justification

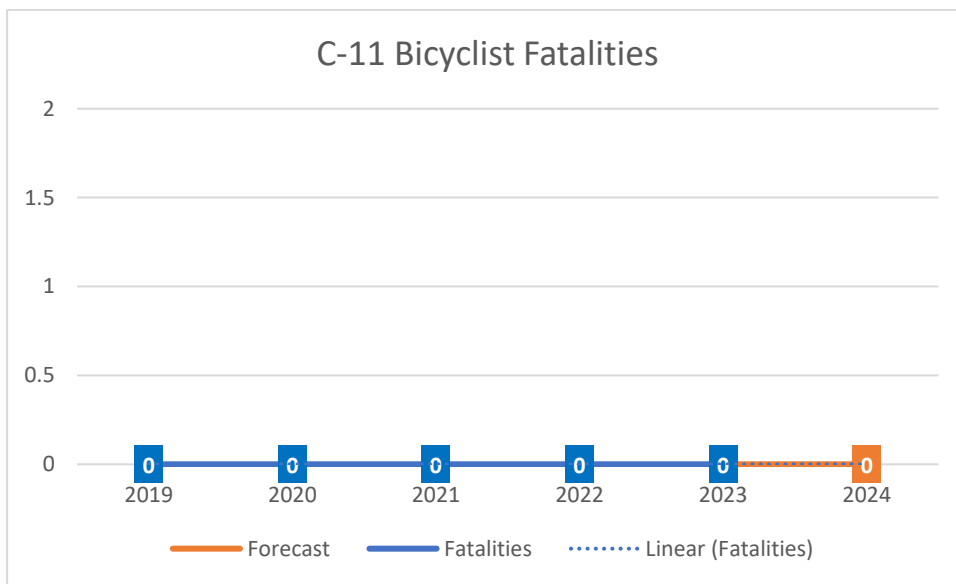
The number of pedestrian fatalities increased from 2019 to 2022, so the linear trend forecast shows that the target for 2024 should be 4. The VIOHS will continue increasing awareness about pedestrian safety and reminding drivers and walkers that staying safe is a shared responsibility; the target for 2024 will remain at 2.

C-11. Number of bicyclist fatalities.

Goal: To reduce the number of bicyclist fatalities to 0 for the Territory.

Number of bicyclist fatalities in FY 2023: 0

Status: This performance measure for FY 2023 was met.



Traffic Records Performance Measures: No

Target Metric Type: Numeric

Target Value: 0

Target Period: 5 Year

Target Start Year: 2019

Performance Measure Justification

Since Bicyclist Fatalities have been almost 0 for the past 5 years, the target is set at 0 for 2024.

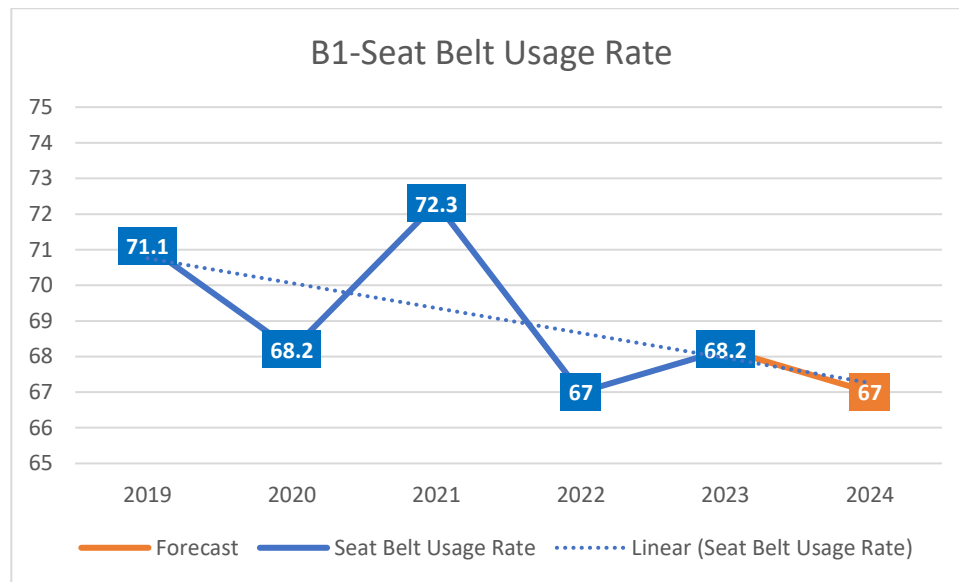
B-1. Observed Seat Belt Rate for Passenger Vehicles, Front Outboard Occupants.

Goal: To increase seat belt usage rate to 78.6% for the Territory.

Seat belt usage rate in FY 2023: 68.2%

Status: This performance target for FY 2023 was not met.

Future HSP Adjustments: To address the lagging territorial seat belt rate, VIOHS plans to execute a NHTSA-recommended plan of high-visibility enforcement coupled with community outreach and education. Collaborative planning efforts with the VIPD have begun. The media efforts – radio and online – launched in FY 2022 will continue to remind the community of the critical importance of the correct and consistent use of safety restraints.



Traffic Records Performance Measure: No

Target Metric Type: Percentage

Target Value: 78.6%

Target Period: Annual

Target Start Year: 2023

Performance Measure Justification

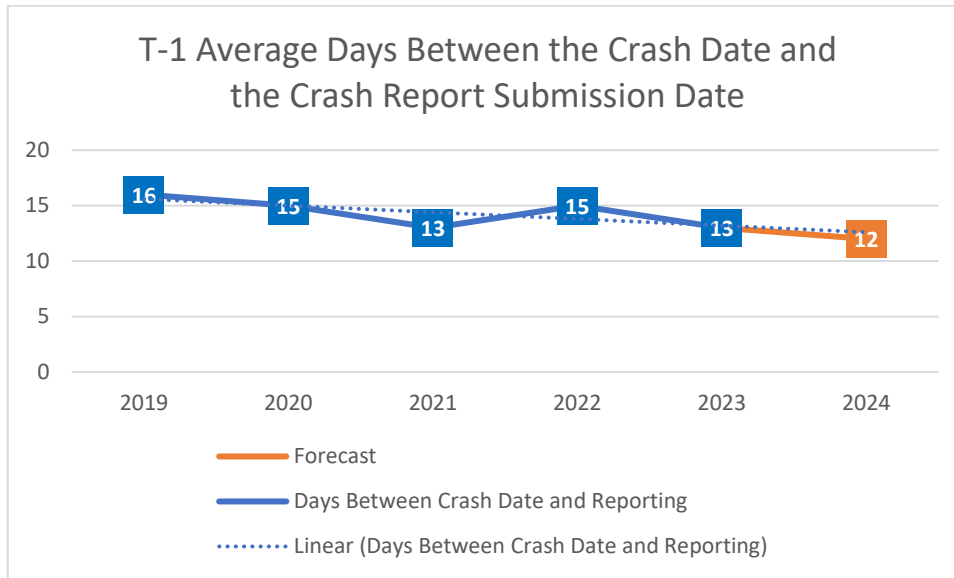
Linear trend analysis forecasts a decrease in the Seatbelt Usage Rate for FY2024. Therefore, the target for this measure will be the same at **78.6%** for FY 2024.

T-1. Average Days Between the Crash Date and the Crash Report Submission Date.

Goal: To reduce the average days between the crash date and the crash report submission date to 5 days for the Territory.

Average day between crash date and crash report submission in FY 2023: 13

Status: This performance target for FY 2023 was not met.



Traffic records performance measure: Yes

Primary performance measure attribute: Timeliness

Core traffic records data system to be affected: Crash

Target Metric Type: Numeric

Target Value: 5

Target Period: Annual

Target Start Year: 2023

Performance Measure Justification

The target value was set based on the standard of the VIPD to submit all crash reports into Report Beam within 5 days of the crash. With the implementation of the TraCS system, the Virgin Islands will be moving towards electronic submission of crash reports. The VIOHS is anticipating, with the new software, upgraded hardware and specialized training, a boost in the timeliness of the crash reports.

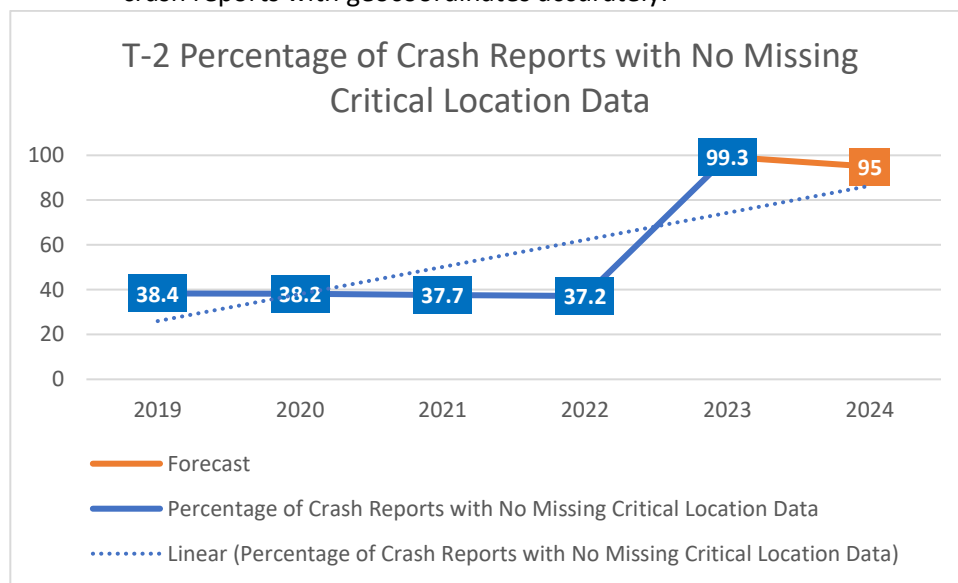
T-2. Percentage of Crash Reports with No Missing Critical Location Data.

Goal: To reduce the percentage of crash reports with no missing critical location data to 90% for the Territory.

Percentage of crash reports with no missing critical location data in FY 2023:
99.3%

Status: This performance measure for FY 2023 was met.

Future HSP Adjustment: The new e-Citation/e-Crash software, TraCS, that the VIPD is currently working on implementing will be utilizing the LGO-GIS Division's mapping files to tag crash reports with geocoordinates accurately.



Traffic Records Measure: No

Target Metric Type: Numeric

Target Value: 90%

Target Period: Annual

Target Start Year: 2023

Performance Measure Justification

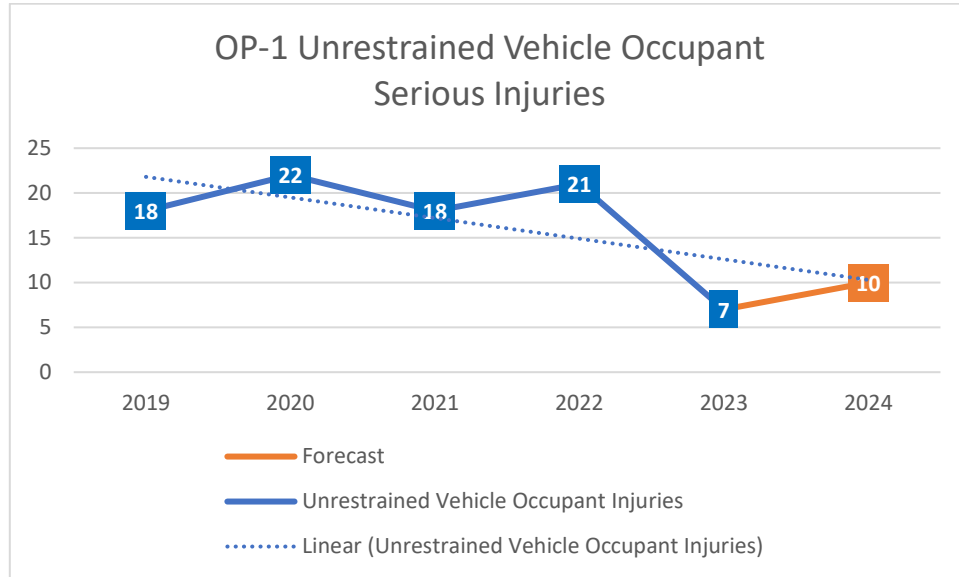
With the implementation of the USVI's new e-crash/e-Citation system, this measure will continue to improve greatly because of the updated business and validation rules included in the electronic forms. Therefore, the target will remain at 90% for the FY2024.

OP-1) Unrestrained Vehicle Occupant Injuries

Goal: To reduce the percentage of unrestrained vehicle Occupant Serious Injuries by 56% for the Territory.

To reduce unrestrained vehicle Occupant Serious Injuries to 16.

Status: This performance measure for FY 2023 was met.



Primary performance measure attribute:

Core traffic records data system to be affected: Crash

Target Metric Type: Numeric

Target Value: 16

Target Period: Annual

Target Start Year: 2023

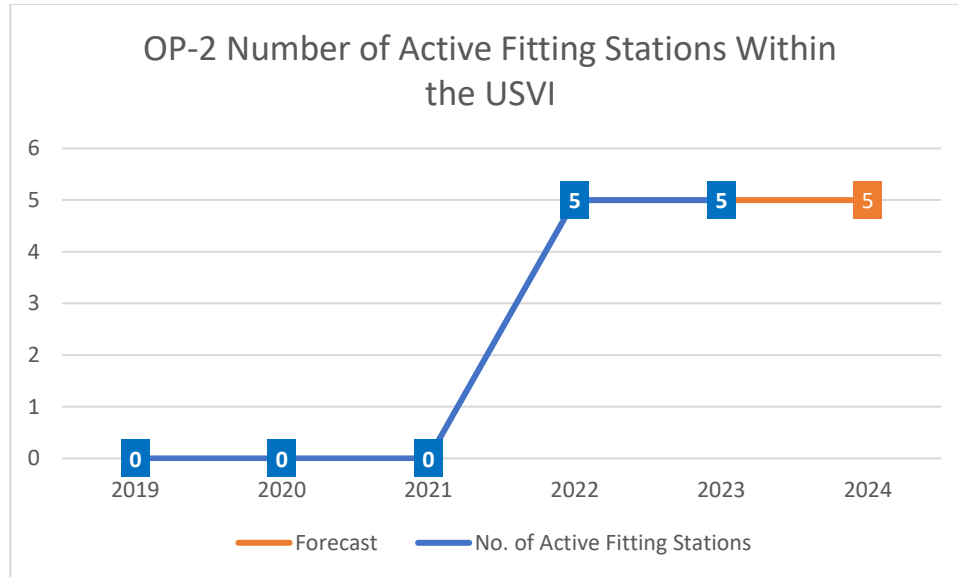
Performance Measure Justification

There was a drastic decline in the number of unrestrained vehicle occupants who sustained serious injuries. The target will be set at 10 for FY2024 based on the trendline.

OP-2) Number of Active Fitting Stations Within the USVI

Goal: To increase the Number of Active Fitting Stations Within the USVI to ten territory wide.

Status: This performance measure for FY 2023 was not met.



This measure is not related to any core traffic records data systems, but a human element and community outreach measure.

Target Metric Type: Numeric

Target Value: 10

Target Period: Annual

Target Start Year: 2023

Performance Measure Justification:

Community demand for the services provided by CPS fitting Station has not warranted an increase in locations. Additionally, low CPS Technician participation rates do not support the growth at this time.

Planning and Administration Agreement

Awarded: \$410,128

Expended: \$201,524

\$402

In fiscal year 2023, the Planning and Administration project funded under VIOHS administered approved projects from sections 402 and 405b. The goal of the agreement is to provide management, supervision, and support services for the activities necessary to operate the traffic safety strategic plan and programs in the territory. When necessary, VIOHS will provide assistance to the necessary government entities to propose traffic safety legislation aimed at increasing awareness of the dangers of risky traffic safety behaviors to reduce traffic fatalities and increase seat belt usage.

Objectives

- To provide leadership and resources for the development and implementation of the traffic safety programs during Fiscal Year 2023
- To attend trainings, conferences, and webinars during Fiscal Year 2023 that would enhance the overall job performance of the VIOHS as stipulated by the National Highway Traffic Safety Administration (NHTSA)
- To publicize all local and national grant funded and non-grant funded enforcement initiatives
- To prepare financial vouchers, the FY 2024 Highway Safety Plan (HSP) and FY 2023 Annual Report before the designated due dates.
- Facilitate grant management workshops for the respective program throughout the fiscal year.
- Adherence to VIOHS Policies and Procedures manual
- Close monitoring of e-Citation project FY2022.
- Adherence to the 2019 MR Corrective Action plans

Results

Staffing: VIOHS Compliance Officer transferred to another GVI entity at the beginning of the 2nd quarter of the fiscal year. The Media Communication Coordinator, the Police Traffic Services Coordinator/Law Enforcement Liaison (PTS/LEL), and the Traffic Records Analyst/Traffic Records Management Coordinator positions remained vacant until the 3rd quarter when the PTS/LEL and the Compliance Officer positions were filled by directive of the Governor. The search for a Traffic Records Management Coordinator and the Administrative Specialist continued through the end of the fiscal year.

Enforcement Initiatives: The lack of manpower at VIPD resulted in minimized project funded enforcement activities during FY2023.

2019 Management Review & Corrective Action Plans (CAP): As a result of the 2019 Management Review, a Corrective Plan (CAP) was developed and agreed upon by the USVI. The VIOHS was mandated to ensure all aspect of the CAP are established, implemented, and adhered to on a continuing basis. The CAP listed improvements still targeted for adherence are:

- Highway Safety Planning to include viable data to build the plan
- Diversity in the allocation of funds to sub-recipients other than VIOHS and VIPD with a minimum of 60% distribution to outside sources
- Improved adherence and tracking of equipment as per both local and federal mandates.

Diversity in programs sub-recipients: The VIOHS solicited requests for project proposals from outside agencies, private contractors and non-profit organizations for the Traffic Records, Occupant Protection, and Impaired Driving programs. The VIOHS continues to work with potential sub-recipients to ensure that all projects are viable, meets programs requirements and will benefit the Territory by promoting improved traffic safety.

Improved adherence and tracking of equipment as per both local and federal mandates: Any equipment purchased by other agencies and private contractors as sub-recipients are processed through VIOHS. It is then the responsibility of said agencies or contractors to track the equipment location and use as per the approved project and report to VIOHS. This continues to be challenging due to frequent absences of key personnel who are responsible for equipment tracking.

Fiscal Year 2024 Corrective Measures

- 1) An active and fully engaged LEL is critical to the VIOHS success of enforcement projects. The development and use of approved enforcement plans, facilitation of planned trainings (lidar/radar and At Scene) and workshops must be revived to recreate the enforcement aspect of VIOHS programs. The Police Traffic Services Program area must be more aggressive with the involvement with the law enforcement agencies and community stakeholders to accomplish program objectives.
- 2) To increase effectiveness of the VIOHS, a cross cultural approach towards problem identification, management and monitoring has been implemented. As a result, the program now has Highway Safety Coordinators who work together to accomplish VIOHS' objectives.

- 3) To ensure efficient use of resources, internal control measures such as creating and being held accountable for achieving the deliverables in monthly action plans among the staff will continue. The coordinators will work jointly to be responsible for planning/scheduling outreach efforts territory wide and creating alliances with other GVI and outside agencies.
- 4) The identification of a marketing contractor will facilitate the needed community outreach activities and enforcement initiatives. The VIOHS will embark on a strategic approach to disseminate traffic safety communications. The Virgin Islands comprises three islands with various nationalities and individuals from numerous regions of the world; therefore, diversity marketing strategies are being deployed to capture and relay traffic safety messages.

Exceptional GVI Circumstance

- Payments to Vendors: During the final quarter of FY2023, the USVI Department of Finance (DOF) informed all departments of a cash flow problem in the GVI. Each department is required to submit to DOF a list of 10 critical vendors to be paid, and a list of 10 discretionary vendors to be paid. The VIOHS submitted the entire list of outstanding vendor payments to DOF and indicated that everyone was critical. VIOHS currently has vendors awaiting payment on invoices submitted from April 2023, and our programs/projects are compromised as vendors are frustrated and reluctant to continue to conduct business with the GVI.

Traffic Records Management Project, USVI

Awarded: \$403,813 Expended: \$149,579 §FAST Act 402

The Traffic Records Management project is responsible for improving and maintaining the efficiency of the traffic records system (TRS) and the data it collects. This done through a collaborative effort between the agencies that are members of the Traffic Records Coordinating Committee (TRCC). The VI TRCC is composed of agencies representing the interests of traffic safety data collectors, managers, and users. It serves as the medium for which these agencies can communicate and collaborate efforts to improve the TRS and the quality of its data. The TRS is made up of 6 databases – Crash, Driver, Vehicle, Roadway, Citation & Adjudication, and EMS.

Currently, VI TRCC members are:

- Virgin Islands Police Department (VIPD)
- Virgin Islands Office of Highway Safety (VIOHS)
- Virgin Island Department of Health (DOH)
- Virgin Islands Bureau of Motor Vehicles (BMV)
- Virgin Islands Department of Public Works (DPW)
- Virgin Islands Lieutenant Governor's Office (LGO)
- Superior Court of the Virgin Islands

With the help of the TRCC, the traffic records coordinator's goal is to collect, manage, and analyze traffic records data to provide data-driven evidence for countermeasures aimed at promoting traffic safety.

Objectives

- 1) To manage and monitor Traffic Records and other activities funded through VIOHS to ensure compliance with local and federal regulations
- 2) To analyze traffic record data to provide data-driven evidence of traffic record deficiencies
- 3) To provide technical assistance in project development and performance measures development to traffic records stakeholders where necessary
- 4) To create and maintain an official annual VIOHS Traffic Records statistics book
- 5) To coordinate the 2022 Traffic Records assessment to meet the NHTSA standards and deadline
- 6) To manage and provide any necessary training to the Traffic Records Technician
- 7) To ensure all procurements are expended by FY2022 1st Quarter

Results

For fiscal year 2023, the TR Program produced four projects. Two of the projects were extended from FY2022 - TR Strategic Plan Development, and the e-Citation Project.

The Traffic Records Strategic Plan for the USVI was completed, reviewed, and accepted for use with updates as needed.

A Traffic Records Data Analyst was identified for hire at the beginning of FY2024. However, the Traffic Records Technician resigned in December. Due to austerity measures currently required in the GVI, VIOHS will not attempt to fill the Technician position in FY2024 or FY2025.

Fiscal Year 2024 Corrective Measures

- 1) Closely adhere to the recommendations of the approved Traffic Records Strategic Plan.
- 2) Utilize the upcoming the traffic records program assessment to identify problems within the TRS and aid the TRCC with the prioritization of its improvement
- 3) Begin recording meeting minutes for ad-hoc/project focused TRCC meetings in addition to the executive meeting minutes which are currently documented.
- 4) Assist the TRS data custodians with developing performance measures for measuring their respective data quality using the 6 data attributes (Accuracy, Completeness, Timeliness, Uniformity, Accessibility, and Integration).
- 5) Continue providing technical assistance to current and potential sub-recipients of the TR program.

Traffic Records e-Citation Project, USVI

Awarded: \$1,116,354 Expenditures: \$967,687

Encumbered: \$614,131 §FAST Act 402

The implementation of an electronic crash and citation system (Traffic and Criminal Software (TraCS)) which utilizes handheld devices to gather and disseminate crash and citation data electronically will increase the data quality in timeliness, accuracy, uniformity, and completeness. Utilizing a handheld device as notation tool will decrease errors, as collected data is immediately reviewed by the system and made readily available for planning, reporting and data analysis. Improving the data of crashes and citations will result in more efficient data analysis which will aid with the development of effective traffic safety improvements as it relates to the roadways, enforcement activities and community outreach campaigns aimed at saving lives in the Territory.

Utilization of TraCS will allow for data integration and seamless sharing across the following agencies within the Government of the Virgin Islands (GVI): VIPD, DOH, Superior Court of the Virgin Islands, LGO, BMV and DOJ. An improvement of data quality will better support the analyses of crash reports and improve the coordination and usability of data for planning, resource allocation and policy decisions throughout the U.S. Virgin Islands.

Objectives

- To finalize the MOA between the GVI and Iowa DOT for the license for TraCS
- To provide a minimum of 3 weeks of training for law enforcement officers to effectively utilize TraCS for crash reporting and issuing citations
- To identify project management for the fulfillment of the project
- To migrate all historical crash data from Report Beam to TraCS
- To development performance measures to track to crash and citation data quality
- To purchase a cloud-based server to act as a backup to the physical server
- To develop a plan for the integration of the core databases of the TRS

Results

The Memorandum of Agreement (MOA) with the Iowa Department of Transportation was executed for the amount of \$424,190.00. The MOA has a termination date of December 31, 2024, with an option to renew for one additional year. Although the MOA will require the vendor to provide “train the trainer” training to VIPD, the contracted project manager will be responsible for ensuring all necessary law enforcement officers are also trained.

The GHSA was selected to perform the e-Citation integration Plan for the USVI in response to the RFP. The contractual agreement was executed in March 2022 for the amount of \$189,941.00 for 180 days with an option to renew for an additional 180 days. The option was executed with additional necessary hours and travel expenses valuing \$100,570.00.

The fiscal activity for the project to date is reflected below.

Fiscal Years	Expenditures	Obligations
2019	\$427,057	\$0.00
2020	\$311,189	\$0.00
2021	\$0.00	\$0.00
2022	83,607	\$631,094
2023	\$145,834	\$485,260
	\$967,687	\$485,690

Fiscal Year 2024 Continuation Measures

- 1) Request further extension of the project to reflect adjusted timelines due to the delay of vendor payments and some contractors halting work on the project.
- 2) Ensure execution of the MOA is facilitated to ensure progressive movement meeting the contractual and adjusted timelines during FY2024.
- 3) Draft required new contract for the e-Citation Integration Plan.
- 4) Develop and track of data quality performance measures for the crash and citations
- 5) Collaborate with the LGO-GIS Division for the importation of the USVI’s mapping files into TraCS if deemed necessary.

Emergency Medical Services Data Support Project, USVI

Awarded: \$49,347 Expenses: \$15,821.46 § Fast Act 402

The Department of Health Office of Emergency Medical Services (VIEMS) provides out of hospital emergency care to patients with traumatic injuries and medical emergencies from initial 911 call to dispatch, field response, transport, and transfer to the Emergency Room. The VIEMS continuously aims to improve their operational procedures, process flows, medical charting system and the quality of injury surveillance data that they gather.

Objectives

- To improve the accuracy, completeness, and timeliness of the Electronic Patient Care Reports (ePCR)
- To provide the VIOHS with key data elements gathered from the ePCR for analysis
- To provide re-certification training to the VIEMS staffers
- To maintain the licensure and update the validation rules of the VIEMS reporting system, EMS Charts

Results

The Data Manager consistently provided the VIOHS with the agreed EMS run data monthly.

This vendor provided the necessary training as per the project. However, they have encountered an issue with Sam.gov and thus payment using project funds is delayed.

The equipment included in the project was purchased, but delivery did not occur until the first quarter of FY2023. All equipment has been tagged and delivered to the EMS units in both districts.

Fiscal Year 2024 Corrective Measures

- 1) Assist DOH-EMS in the preparation and submission of the FY2023 project to continue the partnership.
- 2) Effective monitoring of the use of the equipment purchased using the program funds.
- 3) Continue to submit the monthly EMS run data to the VIOHS.

Traffic Records Strategic Plan Development, USVI

Awarded: **\$92,960**

Encumbered: **\$92,960**

§402

The USVI is overdue for a reinvigoration of strategic planning and thinking strategically for the future. Therefore, the TRCC received funds to contract a vendor that specializes in transportation planning and design to develop an updated Traffic Records Strategic Plan (TRSP) for the Territory. The updated TRSP will cover multiple years and will be updated annually with the purpose of the providing a blueprint for measuring progress towards advancing the accessibility, accuracy, completeness, timeliness, and uniformity of the Virgin Islands TRS and strengthening the TRCC program. It will also aim to provide agencies with a common basis for moving ahead with TRS upgrades, integration, and data analysis required to conduct highway safety analyses in the Territory. The completed TRSP will be based on the recommendations of the latest Traffic Records Assessment and will also adhere to the description and criteria outlined in the latest edition of the Traffic Records Program Assessment Advisory.

Objective

- To develop a strategic plan to guide the improvement of the VI TRS and assist with the prioritization of these improvements

Results

The Strategic Plan was developed Cambridge Systematic, Inc.; reviewed and accepted by the VIOHS and the TRCC membership.

Occupant Protection Program Management

Awarded: **\$226,361**

Expended: **\$213,943**

\$402

The VIOHS Occupant Protection Program aims to reduce crash-related injuries and fatalities experienced by unrestrained occupants by providing education, resources and enforcement activities designed to shift risk-taking behaviors and increase seat belt compliance. With a CY2023 seat belt compliance rate of 68.2%, the territory continues to struggle with a poor safety culture. However, the program remains committed to improving crash outcomes through projects and increased community engagement opportunities.

Objectives:

- Increase seat belt compliance rate by 8.71% to the FY2022 goal rate of 78.6% by December 31, 2023
- Research and establish up to five active program subrecipients territorially by June 30, 2023
- Increase public education regarding seat belt safety through the release of three print and three audio/video community ads by June 30th
- Launch active CPS projects - Seatbelts: Conserving Lives of Infants and Children through Compliance (CLICC) Network and New Life Project - by February 2023
- Complete CY 2022 Seat Belt Survey report by December 31st - 23-OPSSBS-405b
- Complete observation phase of CY 2023 Seat Belt Survey by September 30th - 23-OPSSBS-405b
- Coordinate USVI's attendance at the National Child Passenger Safety Technician Conference - 23-OPCPSTr-402
- Coordinate the Child Passenger Safety Technician workshops for twenty participants in each district by May 30th - 23-OPCPSTr-402
- Establish two additional Child Passenger Fitting Stations in each district by May 30th - 23-OPCPS-FIT-405(c)

Results

According to the CY2023 Observational Seatbelt Survey (SBS), compliance in the territory remains low. A compliance rate of 68.2% was recorded in 2023 for drivers and front seat passengers. This was a statistically insignificant increase from the territory's 2022 compliance rate of 67% and a substantial contrast from the mainland average compliance rate of 91.6%. Nevertheless, the OP Program continues its efforts to shift community behaviors to improve crash outcomes for all occupants.

The OP Coordinator and 2 other Child Passenger Safety Technicians (CPSTs) participated in the Annual Kidz In Motion conference in Oklahoma City, OK in August 2023. Vincent Joseph, St. Croix Firefighter, and Dianne Morales, from the St. Thomas East End Medical Center were selected to attend the conference based on their commitment to the program and their expressed interest in becoming CPS instructors. Both were very impressed by the conference's offerings and returned with several ideas to enhance CPS services in the territory. The team earned Continuing Education Units (CEUs) toward recertification requirements.

The Seatbelts: Conserving Lives of Infants and Children through Compliance (CLICC) Network and New Life Project planned for FY2023 were not completed. However, a Memorandum of Understanding between the VIOHS and the Juan F. Luis Hospital and Medical Center on St. Croix was drafted to formalize a relationship between the program and the hospital's pediatric wards. The CLICC Network and New Life Projects will follow during FY2024.

Although Child Passenger Safety Technician (CPST) Training was conducted as planned in FY2023, the participation rates were low. The plan to train 20 CPSTs in each district yielded 9 new CPSTs in St. Thomas/St. John and 3 in St. Croix. Additionally, a majority of CPSTs from the previous cohort remained inactive throughout the year making community support difficult. The five CPS Fitting Stations established throughout the territory were generally inactive. Establishing additional CPS Fitting Stations requires committed technician participation and increased community demand for the services. However, the program coordinated community car seat safety checks which supported caregivers in the community.

OP Booster Seat Drive and Car Seat Distribution Efforts

In response to an informal CPS observational survey conducted during the 2022 Child Passenger Safety Month in public elementary schools which reported approximately 73% of children leaving schools in private schools without appropriate restraints, the OP Program launched a booster seat drive. Since local retail outlets have no inventory of car and booster seats since the COVID-19 supply chain interruption, local businesses and individuals in the community were asked to order and donate booster seats to the program for distribution, at no cost, within the schools. The community responded and contributed 365 booster seats and \$3,100.00 toward the effort. Seats received through the effort were distributed territory wide at no cost to 4- to 7-year-olds in need of a car safety restraint.



In addition to the donated seats received, the OP Program received a shipment of car seats for all ages (birth to booster) in September 2023. The coordinator immediately planned car

seat distribution events in each district as a pre-CPS Week opportunity. Events were held on both St. Croix (09/15/2023 – 09/16/2023) at VIOHS and St. Thomas (09/19/23 - 09/20/2023) at the Tutu Park Mall. During these events free booster seats were distributed first, while the seats procured by VIOHS were distributed at \$20.00 to caregivers in need. As a component of the application process, caregivers watched a 30-minute training video and completed a short assessment to demonstrate their understanding of safe car seat installation and use. CPS Technicians were also on hand to coach caregivers through the safe installation of the safety devices. In FY2023, 455 child safety seats were issued.

Community Outreach and Education



In addition to online activity on VIOHS and VI Police Department’s social media platforms, the OP program conducted 13 outreach events which engaged both adult and child audiences. Caregiver venues included Early Head Start, St. Croix Christian Academy PTA meeting, VI Waste Management Authority employees. Presentations to children included Week of the Young Child activities at the Lew Muckle Elementary and the Eulalie Rivera K9 Schools, Head Start Career Day, and the VI National Guard’s summer program students from the Youth About Face Program. Community outreach activities included the St. Croix Agriculture and Food Fair and the Back-to-School Outreach held at the Tutu Park Mall.

The program also distributed 12 news releases on topics such as Teen Driver Safety Week, Back to School CPS Awareness, seatbelt compliance rates in the territory, and announcement and outcomes of the booster seat drive launched through the program.

Child Passenger Safety Month Activities

The 2023 Child Passenger Safety Month included the following activities:

- Week 1 – the program collaborated with VIPD and VI Fire Services to erect banners at the exit gate of all public elementary schools which outlined USVI CPS laws for caregivers. These sites were selected because over 80% of the territory’s elementary-aged students attend these schools.
- Week 2 – VIPD Traffic Officers joined CPS Technicians at the public elementary schools to interact with and educate caregivers observed leaving campuses with improperly restrained children. Caregivers were provided with a flyer inviting them to apply for the free booster seat. The outreach was educational only; no citations were issued.
- Week 3 – VIOHS launched a booster seat distribution event on all three islands to provide donated seats to caregivers in need.

- Week 4 – VIPD was scheduled to return to the schools to cite non-compliant caregivers.



Fiscal Year 2024 Corrective Measures

The OP Coordinator will

- 1) Work to form additional partnerships with community groups and organizations to increase opportunities for information distribution.
- 2) Maintain a strong media and roadside presence to make OP safety a community priority.
- 3) Increase number of active CPSTs
- 4) Increase car seat safety checks to at least one per quarter.
- 5) Increase the number of infant car seats procured to meet an increased demand.
- 6) Plan at least one OP public participation and engagement event.

Occupant Protection Teen Drivers Outreach Project

Awarded: **\$92,383**

Expended: **\$69,421**

§405(b)

The VIOHS strengthened its partnership with the EZ Driving School to provide a rich and age-relevant occupant protection media campaign designed to encourage teens to comply with USVI seat belt laws. The initiative also engages caregivers of this population to impart strategies that support compliance and suggest impactful consequences for noncompliance. The initiative's ads are culturally relevant and feature local personalities.

Objectives

- Increase seat belt safety awareness for teens engaged through this initiative as depicted by pre—and post-surveys survey data comparisons.
- Reduce number of crashes involving unrestrained teen occupants by 10% for FY 2023.
- Increase parent awareness of the problems and risks related to teens' noncompliance with seat belt use and increase feelings of empowerment by understanding their role in increasing teen compliance as indicated by pre- and post-initiative survey data.
- Assess, through pre- and post-surveys, the shift in perceptions and behaviors of teens' seat belt use.
- Saturate the media with messages of seat belt safety for teens through social media, radio, billboards/banners, and newspapers.
- Complete and submit reports and program related documents by established deadlines.

Results

The EZ Driving Team conducted the annual web-based pre- and post-initiative surveys to measure change in community perception resulting from their efforts. The team utilized a QR code for survey distribution in addition to online platforms, which significantly improved response rates.

In addition to the media products launched during previous project years, the team created two versions of a new video asset: "Why Do You Wear Your Seat Belt?" (video links: <https://youtu.be/vISXC9a9hJg>, <https://youtu.be/4VekA-pjaIU>). Additionally, to reach the territory's large Spanish speaking population, the team also released the Spanish version of the Parent-to-Parent commercial produced in FY2022 (video link: <https://youtu.be/e6qSYbLNl2w>). Media assets created throughout the initiative target aim to convince teens and their parents to consistently utilize seat belts when traversing the roadways.



Roadside campaigns conducted by teens from local high schools were conducted on each island to encourage seat belt compliance with passersby. While holding placards and shouting safety chants, the teens handed out brochures explaining VI laws, fines for non-compliance and the avoidable physical traumas experienced by unrestrained occupants. The team exercised strict safety precautions to ensure the safety of the youngsters.

Roadside banners were strategically placed throughout the territory as a tangible reminder to motorists and their passengers. Additionally, the team created a new teen driver safety print ad utilizing both online platforms and newspapers for distribution. The ad featured a novice teen driver riding with an older, supportive occupant. The message asked teens to protect their futures by buckling up.



Roadside Banners

The project also engaged local high school students through the Deck-a-Wreck project. With the assistance of an adult art facilitator, the teens were challenged to decorate a wrecked vehicle featuring safety messages. The completed wrecks were featured on the schools' fence lines, then moved to prominent locations in the community as a visible, tangible, and creative reminder to motorists and their passengers to buckle up.

Parent informational group sessions were also held to provide parents with practical consequences to be imposed for teens' failure to comply with seat belt compliance expectations. Parents learned the importance of having these potentially life-saving conversations with their teens. These sessions provided a platform for parents to voice their concerns and share safety practices. Parents inspired and supported each other as they took responsibility for their teens' safety behind the wheel.



FY2023 Teen Drivers print ad.



Deck-a-Wreck vehicles

2023

ARRIVE ALIVE VI

ART PROJECT

High school students volunteered their time to take part in a student led art project for the Arrive Alive VI campaign. Students were given the opportunity to use their creativity to paint a wreck car to display a positive outlook on seat belt use and safety.



St. Croix St. Joseph Catholic High School



St. Thomas Ivanna Eudora Kean High School

Fiscal Year 2024 Corrective Measures

- 1) Extend invitation to other driving schools in the territory to provide direct intervention to their teen students and their parents.
- 2) Increase parent engagement efforts to build their confidence as change agents for their teen's driving behaviors.
- 3) Produce and/or translate existing assets to reach the growing Haitian Creole and Spanish populations.

Occupant Protection Child Passenger Safety (CPS) Training

Awarded: **\$33,988**

Expended: **\$33,180**

§405(b)

The VIOHS provides annual Child Passenger Safety (CPS) Training for police officers, fire fighters, health care workers, and other community partners. Trained personnel become certified CPS Technicians with the most current industry knowledge for safe and effective use of child car restraint systems. Placed strategically throughout the community, these Technicians provide life-saving counsel and assistance to resident and visiting motorists with child passengers.

Objectives

- Identify and procure the professional services and related travel costs for certified CPS Instructors to conduct sessions for trainees in both districts.
- Certify at least 40 CPS technicians, territory wide, by August 30, 2023.
- Establish and publicize at least five (5) additional CPS Fitting Stations in each district by September 30, 2023
- Provide accessible and expert car seat fitting advice and installation assistance for motorists with children.

Results

The OP Program partnered with four (4) nationally acclaimed certified Child Passenger Safety Instructors to conduct CPS certification training in the territory. The instructors – Robert Wall (DC), Allan Buchanan (NC), Vera Fullaway (CO), and Lorrie Walker (FL) provided hands-on interactive sessions in each district using the national CPS curriculum approved by the National Child Passenger Safety Board (NCPSB).

Twelve (12) CPS Certifications were earned by personnel across agencies and organizations as follows:

St. Thomas/St. John – 9 Certifications

- VI Office of Highway Safety (2)
- VI Department of Human Services (2)
- VI Department of Health (1)
- VI Fire Service (2)
- VI Police Department (2)

St. Croix – 3 Certifications

- Frederiksted Health Care Center (2)



- Early Head Start (1)

This new cohort increased the number of technicians in the territory to 45 – 26 in the St. Thomas/St. John district and 19 on St. Croix. However, only 22% are actively engaged in child passenger safety efforts in the territory.

Although no new CPS Inspection Stations were established in FY 2023, trained technicians provided CPS services both in their lines of work and during planned community outreach, ensuring that child passengers in the territory ride safely.

Fiscal Year 2024 Corrective Measures

- 1) Announce training opportunities during first quarter of FY2023 to increase opportunities for community wide CPS support.
- 2) Utilize active CPS Technicians as recruiters for new cohort members/
- 3) Plan quarterly community outreach opportunities for CPSTs to maintain their skills and to meet the CPS needs of community members unable to visit CPS Fitting Stations.
- 4) Increase advertisement in the community for car seat fitting advice and installation assistance.
- 5) Identify online CEU opportunities for Technicians in the VI to maintain certification status.

Occupant Protection Child Passenger Safety (CPS) Fitting Stations

Awarded: **\$43,611**

Expended: **\$21,999**

§405(b)

CPS Fitting Stations are locations throughout the community where motorists can receive car seat fitting advice and installation assistance from certified CPS Technicians. During FY2022, 5 strategically located CPS Fitting Stations were established across the territory affording resident and visiting motorists with convenient opportunities to ensure that the children in their care ride safely.

Objectives

- Increase and facilitate access to CPS technician assistance for at-risk motorists through the establishment of five (5) additional CPS Fitting Stations territory wide.
- Conduct mobile CPS Fitting Stations in key locations throughout the community where CPS Technicians will contribute at least 4 hours to assist motorists with children.
- Reduce the percentage of crashes involving unrestrained children ages 8 and under by 14.5% in 2023.
- Increase access for motorists with children to available and expert car seat fitting and installation advice.
- Identify and correct (through driver/parent education and seat replacement, when necessary) incorrectly installed safety seats, reducing the risk of injuries and fatalities for children on the roadways.
- Provide current CPS best practice information to the public through the VIPD/VIOHS website, informational handouts, social media, and other outreach opportunities.
- Maintain an electronic database (NDCF) to improve seat check data processes and integrity.

Results

To support resident and visiting motorists with children – a VIOHS data-identified at-risk group - the OP program has established CPS Fitting Stations throughout the territory. These sites are the worksites of Certified CPS Technicians and were advertised as community centers where residents can receive fitting advice, child positioning assistance, and have their seats checked for safe installation. Through this service, the program actively reduces risks of injuries and fatalities caused by incorrectly installed car seats.

Five (5) community-based CPS Fitting Stations were established during FY2022. By appointment, motorists with children can have expert assistance with ensuring the safe

installation of their children's safety seats. Although plans were to increase the number of sites in the territory, lack of committed Technician support combined with insufficient community participation prevented the program from achieving this goal.

The following strategically located CPS Fitting Stations remain active throughout the territory:

St. Croix

- VI Office of Highway Safety, Frederiksted
- Herbert L. Canegata Fire Station, Christiansted

St. Thomas

- St. Thomas East End Medical Center, Tutu Park Mall
- Omar Brown Sr. Fire Station, Charlotte Amalie

St. John

- VI Fire Service Admin/Prevention Office, Cruz Bay

Although radio and online ads informed the community of the services offered at local fitting stations, a cultural shift is required to make child passenger safety a community priority. These fitting stations received very little activity throughout the year. To counteract this inactivity, the program organized community outreach events, taking the services into the communities that need it most.

Fiscal Year 2024 Corrective Measures

The lack of initiatives requires strong and swift action to include but not limited to the following:

- 1) Increase activity at the 5 Fitting Station established territory wide through an active media campaign.
- 2) Coordinate opportunities for CPS Technicians to take these life-saving services into housing communities, schools, and other places with high concentrations of parents with young children.

CY 2023-2024 Observational Seat Belt Survey, USVI

Awarded: **\$200,224**

Expended: **\$98,861**

\$402

In accordance with federal requirements established by the Secretary of Transportation, the Annual Scientific Seat Belt Survey is required in adherence to mandated guidelines for maintaining federal funds for the promotion of occupant safety throughout the territory. The VIOHS secured a two-year contract for CY2023 and CY2024 survey administrations with a reputable contractor with previous experience in the territory. Sustaining this relationship ensures accuracy, uniformity, and continuity in data reported over time.

Objectives

- To release the RFP for the 2023 survey by December 2022.
- To complete survey field work/data collection by September of each respective calendar year.
- To complete survey data analysis by October of the respective calendar year.
- Draft of survey report by November of the respective calendar year.
- Final submission of deliverables by December of the respective calendar year.
- Submission of the completed and certified 2023 survey results by February 19, 2024, and the certified 2024 survey results by February 19, 2025.

Results

The CY2023 Observational Seat Belt Survey (SBS) was launched on time with observations taking place on each island during August 2023. Data show a slight increase in seat belt compliance from 67.0% in 2022 to 68.2% in 2023. According to the data, seat belt compliance was lowest on the island of St. Croix and among males.



Data-identified at-risk groups included drivers of light trucks, men, and occupants on local roads. The following at risk groups, continue to be the focus of VIOHS Occupant Protection projects:

- Motorists with children
- Male occupants
- Teenage drivers
- Nighttime drivers

Although, for the third year, the SBS included a rear-seat observational study, data for this component has yet to be released to VIOHS (pending DOF release of funds). Upon receipt, to encourage support and buy-in, a presentation of the SBS data will be shared with the Traffic Commanders and VIOHS staff to help plan ongoing enforcement and intervention strategies.

Fiscal Year 2024 Corrective Measures

Complete data collection and contractor reporting before December 27, 2024.

- 1) Submit 2023 survey report by March 15, 2024.
- 2) Conduct CY 2024 data collection and reporting activities on schedule.

Impaired Driving Program Management

Awarded: \$145,444.00 Expended: \$141,083 \$402

The effective execution of highway safety initiatives is essential to achieving the objectives and vision of the Virgin Islands Office of Highway Safety (VIOHS). The Coordinator assigned to the Impaired Driving Highway Safety program will hold a pivotal role as the primary statewide resource, overseeing grants and activities related to impaired driving. This encompasses managing efforts targeting alcohol and drug impairments, drowsiness, and distracted driving. Additionally, the program manager will work towards expanding community-based sub-recipients and oversee planning, grant development, and budget management.

Objectives

- Increase public education related to impaired, distracted, and fatigued/drowsy driving on social media utilizing infographics and PSAs.
- Assess training and technical assistance needs of sub-recipients and to provide the necessary guidance.
- Ensure procurement of budgeted and approved expenses.
- Conduct at least four (4) educational outreach events each quarter, a total of sixteen (16) in FY 2023, to promote adherence to traffic safety laws.
- Increase the number of monitoring activities related to impaired, distracted driving, and traffic records per quarter, determined by the number of approved projects (one (1) monitoring and evaluation each quarter).
- Assist with the Traffic Records Coordinating Committee (TRCC) and Traffic Records Strategic Plan (TRSP) to all projects and initiatives are data-driven.

Results

The VIOHS Impaired Driving Coordinator exceeded the target of conducting sixteen outreach events for FY2023 by organizing, planning, and participating in eighteen community outreach activities. This effort also exceeded the quarterly target and demonstrated a strong commitment to community engagement and promoting traffic safety awareness throughout the fiscal year. This accomplishment includes collaborating with the Occupant Protection Coordinator and the Law Enforcement Liaison (LEL). Educational pamphlets and surveys were distributed during each outreach activity, targeting the prevention of Driving Under the Influence (DUI)-related behaviors. Listed below are some of the community outreach efforts:

- St. Croix Crucian Festival - displayed two crashed vehicles- one in and one in Frederiksted.

- Driving In-person Outreach/presentation with Diageo USVI - Captain Morgan Rum Distillery
- Impaired Driving In-person Outreach/presentation with Joseph Catholic School, approximately 25 students split into two sessions.
- VIPD Trunk or Treat/Interactive Display
- Human Services Head Start Outreach/Presentation - Pedestrian & Bicycle Safety to Preschoolers ages 3 and 4.
- Crucian Coconut Festival Community Engagement at the Bethlehem Sugar Plantation
- Lutheran Social Services Parents Workshop on Impaired Driving - In-person Presentation.
- Participated in the Pre-Valentines Car Seat Safety in the community, assisting the OP Coordinator in the Wendy's Parking Lot.
- Good Hope Country Day School Impaired Driving Outreach in the auditorium & SIDNE hands-on experience.
- VI Waste Management Authority (STX & STTJ district) on Traffic Safety in-person presentation to the staff in collaboration with the OP Coordinator.
- 51st Annual Agriculture & Food Fair Outreach (2 days) with an interactive display.
- St. Thomas/St. John Carnival – Displayed a crashed vehicle in St. Thomas.
- Impaired Driving ARCH Institute Youth Health Symposium at Carambola Resort (2 days)
- University of the Virgin Islands Resource Day, impaired driving presentation.
- Week of the Young Child Activities in-person at Eulalie Rivera K-8 & Lew Muckle School Pre-K through 3rd in collaboration with the OP Coordinator.
- VI Waste Management Authority in the St. Thomas & St. John district, collaborating with the OP Coordinator & LEL.
- Rotary Club of St. Thomas Traffic Safety Outreach Presentation on impaired driving.
- Community Health & Wellness Day at Kirwan Terrace Community in the St. Thomas district.
- University of the Virgin Islands (UVI) Civics Day Outreach.
- VI National Guard- Youth About Face “at risk” youth ages 10-18.



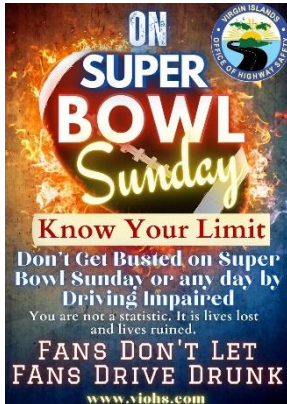
Traffic Records- 25%

The Coordinator participated in key initiatives of the Traffic Records Coordinating Committee (TRCC) and Traffic Records Strategic Plan (TRSP) and assisted in collecting data on impaired driving crashes, injuries, fatalities, and arrests across both districts. The Coordinator also attended various meetings to further the building of the Traffic Records Program in the territory.²

- VI Traffic Records Coordinating Committee Meeting @ VITEMA

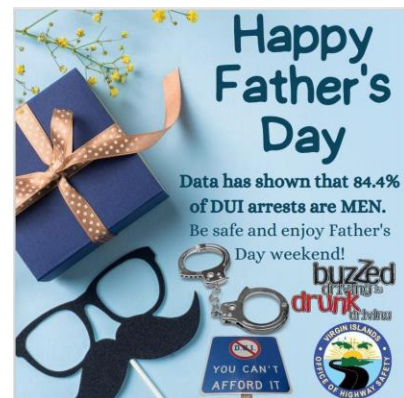
- USDOT/Virgin Islands Office of Highway Safety SSA Roundtable (Part One)
- e-Citation Project Monitoring e-Citation Project Meeting
- USDOT/Virgin Islands Office of Highway Safety SSA Roundtable (Part Two)
- Assist the Traffic Records Analyst by collecting impaired driving data.

Public Education on social media utilizing Infographics and PSAs



The program manager continued to educate the public and deter alcohol-impaired driving through PSAs, social media, and the radio. The campaigns were intensified for Thanksgiving, December National Drunk & Drugged Driving Prevention Month, Super Bowl LVII, St. Patrick’s Day, 4th of July (St. John Celebration), and Labor Day. The ID Traffic Safety Manager provided educational activities throughout the St. Thomas St. Carnival, displaying a crash vehicle to deter drinking & driving, <https://stthomassource.com/content/2023/04/25/carnival-revelers-reminded-to-fete-with-a-plan-and-not-drive-drunk/viohs-crash-display-1-2/>. The VIOHS ensured that signage

with the preventative message: “**Buzzed Driving is Drunk Driving, VI; Designate a Sober Driver**” was emphasized on every village booth. The Traffic Safety Manager delivered live radio interviews with 107.9, 95.1, 107.9, & 103.5 & Rumba 98.3 to engage with the community at several events, including the Annual Food Fair, Village, and J’ouvert to educate and encourage motorists to drive safely. Banners displaying crashes emphasizing the dangers of driving impaired were strategically placed along the Carnival activity routes. Education awareness was placed on Facebook & Instagram social media platforms throughout the fiscal year to connect with audiences working to achieve VIOHS’s mission and goals relative to impaired, distracted, and fatigued/drowsy driving.



Virtual Conference, Meetings, & Webinars

The Impaired Driving Program Manager attended virtual webinars, conferences, and training ranging from the 2022 NAWHSL Virtual Conference- Moving Mountains for Unity; One for the Road? Using Data to Prevent Impaired Driving; Wrong Side of the Road Program Launch (Virtual) webinar. Professional development, such as Effective Speaking and Presenting & Skill Up! Writing Government Grants provided by UVI to enhance the growth and familiarity with impaired driving. The meetings, webinars, & conference are as follows:

- VIOHS SWOT Analysis
- NTSB Most Wanted List Virtual Roundtable: .05 BAC, Part 2: Legislative Primer
- Region 2 State HSO monthly call on behalf of the VIOHS Director.
- NCPSB CEU Webinar - 15-Passenger Vans: What You Need to Know Before You Go

- VIOHS General Staff Meetings each quarter.
- Breaking Down Barriers to Mobility Safety
- NTSB Board Meeting: Report on Alcohol and Other Drug Use in Drivers (Dec. 13, 2022)
- Drive Sober Holiday Kickoff Event
- HOLD MY CLIPBOARD: NDCF Discussion Series
- Created PSAs for Thanksgiving, Christmas, and National Drugged & Driving
- NCPSB CEU + Community Education Webinar: NDCF x CPST 2023
- NTSB Webinar: Alcohol, Other Drugs, and Multiple Drug Use Among Drivers
- Public Participation and Engagement Part 1: Bipartisan Infrastructure Law
- GHSA/Responsibility.org Impaired Driving SHSO Grants Webinar
- A series of Working Sessions with the USVI Walkability Institute.
- Expanding Our Reach: The Role of State Highway Safety Offices in the Safe System Approach
- NCPSB CEU Webinar Series: Child Safety in the Skies
- Bipartisan Infrastructure Law: Uniform Procedures for State Highway Safety Grant Programs
- Distracted Driving Prevalence Data: Sources, Challenges & Technological Solutions Webinar.
- Mindful Mixology - A Conversation with Derek Brown
- Increasing Outreach and Engagement in Highway Safety Planning
- Drugs, Alcohol and Mental Health: Testing Positive Does Not Need to Result in a Negative Outcome
- NDDC: Seeking Solutions to Eliminate Distracted Driving (Virtual Event) Shifting Our Thinking: Mode Shift for Safer Streets
- 20 Years of Underage Drinking Prevention with Friends of Ask, Listen, Learn
- Traffic Records Strategic Draft Plan Presentation to the TRCC
- What is the "Secret Sauce" States are Using to Help Eliminate Alcohol-Related Crashes and Recidivism?
- Crafting the Public Participation and Engagement Section of a Triennial Highway Safety Plan
- Region 2 State HSO May 11th call
- Directing Drivers' Attention: A State Highway Safety Office Roadmap for Combating Distracted Driving
- Aging & Driving Symposium: Driver Rehabilitation (two-day webinar)
- Radio Opportunities-Traffic Safety
- NTSB Webinar: Communicating and Connecting Safety Messages to Hispanic Communities (June 8)
- USDOT/Virgin Islands Office of Highway Safety SSA Roundtable (Part One) NCPSB CEU Webinar: Tech Guide 2.0 - A Deeper Dive into the "Why"
- Putting it to Work: Strategies and Interventions in Traditionally Underserved and Vulnerable Communities.
- Munis ERP Basic Training
- E-Civis Full Utilization Training

- VIPD Traffic Calming Devices - Northside Road 2+2 Bar and Restaurant.

Professional Development - Certification Received & Mainland Travel

- Instructor Development for Virtual Live Training
- Introduction to Impaired Driving Program Management
- Basics of Data-Driven Highway Safety Planning
- Distracted Driving Program Management
- GVI 02 – Information Security in the Workplace
- The NHTSA Website: An Interactive Tour Virtual Live Training
- Region 2 SHSO Leadership Workshop- White Plains, NY
- PrevCon Safe Kids- National Harbor, MD
- Lifesavers Conference- Seattle, WA
- GHSA Annual Meeting- New York, New York.

Fiscal Year 2024 Corrective Measures

The ID Program Coordinator will:

- 1) Increase and strengthen partnerships with sub-recipients with the aim of reducing impaired driving and fostering community awareness.
- 2) Participate in all approved virtual and in-person training, conferences, and webinars each quarter to ensure continuous education and career development.
- 3) Elevate public awareness about impaired, distracted, and drowsy driving through strategic social media campaigns. Utilize engaging infographics, impactful PSAs, and radio broadcasts to coordinate events at local and national levels. The goal is to decrease the DUI percentage, particularly among men who are statistically more likely to be arrested for such offenses.

Impaired Driving Youth Awareness

HSP Apportionment: \$75,000.00

Expended: \$0.00

§402

This project is to create a peer leadership after-school program to help students, especially those who might not otherwise be in a leadership role, gain skills to become role models in their schools and community. To accomplish this, The Traffic Safety Manager for the Impaired Driving Highway Safety program, in collaboration with the VI Department of Education (VIDE), will formulate a peer leadership after-school program instructing students between the ages of 15 to 21 on the dangers of driving impaired through a tiered approach to transforming a culture ingrained in traditions of celebrating alcohol-themed events involving youths. This planned activity aims to combat the percentage of crashes involving adolescent drivers and mitigate future risks of impaired driving. The selected countermeasure intends to address behavioral challenges and promote traffic safety within the targeted population. The program will propose 10-15 students per district in after-school workshops and virtual activities, preparing them to serve as peer leaders to promote traffic safety awareness that prevents teen driver crashes, resulting in injuries and fatalities. The students will design a program with a tiered approach towards changing a culture steeped in celebrations surrounding alcohol-themed events and create media content and presentations to share with their peers and the community.

Fiscal Year 2024 Corrective Measures

- 1) Explore other options as the VIDE is challenged to move this project forward.

Drive Safe with Centerline Car Rentals Outreach (DSCCRO)

Awarded: \$64,241

Expended: \$36,458

\$402

"Drive Safe with Centerline Car Rentals" is a newly funded project in FY 2023, bringing Centerline, VIOHS, and Vivid Productions together to create impactful content. This initiative focuses on producing educational videos to raise awareness about driving on the correct (left) side of the road, the dangers of distracted driving, and the risks associated with impaired driving. The campaign's overarching goal is to transform public attitudes and behaviors concerning traffic safety. This comprehensive campaign goal included 18 videos, comprising nine 15-second and nine 30-second spots, tailored for diverse platforms. The videos were shot from the driver's perspective; each video highlights specific themes, incorporating facts, statistics, motivational messaging, positivity, and practical tips. These videos strategically deploy messages to maximize community engagement and deliver effective preventative messaging.

The three main themes of "Drive Safe with Centerline" are encapsulated in the slogans: *Keep Left*, *Eliminate Distractions*, and *Drive Sober*. The ultimate objective is to minimize crashes resulting from driving on the wrong side of the road, distracted driving, and impaired driving. To achieve this goal, the project employs a multifaceted strategy involving the creation of a video series and distribution through social media, email marketing, and monitors across the territory.

Objectives

- Decrease the number of crashes caused by driving on the wrong side of the road, distracted driving, and impaired driving.
- Increase distracted, impaired, and risky driving awareness engaged through this initiative as described by pre-and post-survey. A survey will be sent prior to releasing the video campaign to gauge awareness of current habits and USVI laws. Centerline sends a Customer Satisfaction Survey to all customers after their rental. The survey will include questions about customer engagement with the videos and assess the usefulness of the content.
- Saturate the media with "Drive Safe" messages of distracted, impaired, and risky driving behaviors by placing preventative messaging at strategic locations such as airports, supermarkets, and social media.
- Measure the reach and effectiveness of the campaign by tracking viewer metrics and comments on online platforms.
- Measure the understanding of driving laws before and after the campaign.
- Assess, through the media campaign and pre- and post-survey, highlighting the shift in perceptions and behaviors of drivers in the community.
- Prepare tourists for driving on the left side of the road.
- Keep residents safe while sharing the roads with those unfamiliar with driving on the left.

- To determine if renters watch the videos and solicit constructive feedback from them about the effectiveness of the campaign.
- To demonstrate what distracted and impaired drivers experience while driving (vs. their perceived experiences).

Results

The project faced a delayed start due to the absence of immediate funding and the need to secure a new videographer to comply with SAMS requirements. Despite these challenges, the campaign initiated a soft launch in April, and the professionally produced videos were successfully introduced in June. The primary goal was to decrease distracted driving, impaired driving, and discourage motorists from driving on the wrong side of the road, contributing to a decrease in overall crashes. In FY 2023, *Failed to Maintain a Safe Distance* total crashes decreased from 1,040 to 1029, a 1.06% reduction. Unfortunately, impaired driving crashes increased from 70 to 81, a 15.71% increase; *Drove on the Wrong Side of the Road* crashes increased by 12.2% from 82 to 92; and *Failure to Keep Proper Lane/Run Off Road* crashes increased by 14.22%. While there is a small decrease in *Failed to Maintain a Safe Distance*, the data underscores the ongoing work required. However, the positivity highlighted below indicates that the campaign was well-received.

Advertising at Baggage Claim in the districts of St. Croix and St. Thomas.

The Keep Left videos are showcased on monitors at the baggage claim areas in both the St. Croix and St. Thomas airports. St. Croix, with **391,268** visitors annually, and St. Thomas, with **1,239,458** annual visitors, host many individuals who may not be accustomed to driving on the left side of the road. The purpose of the baggage claim video is to gently remind passengers to Keep Left as they enter traffic upon leaving the airport. Additionally, it provides a brief demonstration of what it looks like to drive in the left lane. Since its inception, the Keep Left baggage claim video has been played 72,160 times at the St. Thomas airport. Unfortunately, a final report for St. Croix is currently unavailable due to challenges with the Department of Finance in processing invoices, resulting in the report being withheld. Nonetheless, a customer posted the following Google Review, serving as a testament to the effectiveness of the videos. *“Centerline had one of the best rates for a compact car rental of the available options, but I chose them over a national competitor because I wanted a local company. Once I arrived, I’m really glad I chose to rent with them primarily because of the help they provided on driving in USVI. I’d forgotten that they drive on the left and was struggling to make sense of it just thinking/imagining the differences. They had a video playing on a loop at their counter that demonstrated driving on the left, including aerial shots of making turns. Watching that loop a couple times while waiting to pick up my car helped me SO MUCH! I drove off feeling comfortable with what to do, and I was able to get myself around the safely.”*

In April, professional video production was initiated through a contracted videography company. The professionally crafted videos were received in May and June. Then the

subsequent phases of the campaign were launched, beginning with social media and YouTube.

Social Media

The Drive Safe videos are prominently showcased on Centerline's Facebook and Instagram pages in a rotating schedule. These posts are strategically boosted to specific audiences based on content themes. For instance, Keep Left videos target individuals interested in visiting the USVI, while Distracted Driving and Impaired Driving videos focus on engaging individuals residing in the USVI. To date, Facebook posts have **115,000** impressions and have reached **61,000** accounts. On Instagram, the assets reached **4,600** accounts.

Cyril E. King Airport

Client : Centerline Car Rentals Llc-Centerline Car Rentals Llc			
Account Executive:	Lori Kressler	Flight StartDate:	6/5/2023
Campaign ID:	STT057739	Flight End Date:	11/19/2023
Flight Reporting Period:	6/5/2023 - 11/19/2023	Reporting Days:	168

Campaign Details

	Case Code	Campaign Posting Date	Loop Time (seconds)	Esitmated Plays Per Day*	Reported Plays per Day	Estimated Plays for Reporting Period*	Reported Plays for Reporting Period	% of Target
1	PK4LCD-1-21	6/5/2023	210	342	410	57,456	68,880	119.96%



Cyril E. King Airport

Client : Virgin Islands Police Department-Virgin Islands Police Department			
Account Executive:	Lori Kressler	Flight StartDate:	11/20/2023
Campaign ID:	STT060534	Flight End Date:	12/31/2023
Flight Reporting Period:	11/20/2023 - 11/27/2023	Reporting Days:	8

Campaign Details

	Case Code	Campaign Posting Date	Loop Time (seconds)	Esitmated Plays Per Day*	Reported Plays per Day	Estimated Plays for Reporting Period*	Reported Plays for Reporting Period	% of Target
1	PK4LCD-1-21		210	342	410	2,736	3,280	119.96%



YouTube

Centerline Car Rentals currently has 12 Drive Safe videos available on YouTube, distributed through advertising, email marketing, and their website. As of the present, these videos have garnered **84,520** views, boasting an average view time of 25 seconds and a total watch time of **635.65** hours. A comprehensive breakdown of views, view time, and total watch time by video is detailed below. For easy access, the main Drive Safe playlist can be viewed <https://stxrentalcar.com/drive-sober/>.

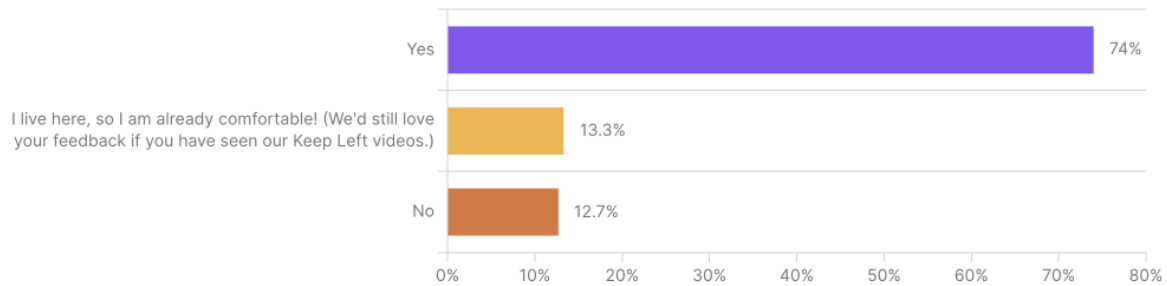
Video title	Views	Average view duration	Watch time (hours)
Drive Safe: Don't Text and Drive	30,070	0:00:30	252.1032
Keep Left With Centerline	24,561	0:00:10	68.4108
Be a Safe & Respectful Driver in the VI!	18,587	0:00:41	215.9549
Don't Text and Drive	5,506	0:00:30	46.3688
Eliminate Distractions While Driving	2,788	0:00:41	32.5119
Don't Drink While or After Drinking	2,652	0:00:23	17.309
Keep Left in the USVI - Tips For Your Arrival	211	0:00:35	2.0954
Keep Left With Centerline on the East End	40	0:00:23	0.2558
Keep Left With Centerline in Frederiksted	36	0:00:24	0.2481
Keep Left With Centerline	35	0:00:19	0.1916
Drive Safe: Eliminate Distractions	18	0:00:26	0.133
Don't Text and Drive VI!	16	0:00:15	0.068

Email

In August, Centerline Car Rentals introduced the Keep Left videos into their pre-arrival checklist email, generating **88** clicks on the associated video link. To gauge the effectiveness of their videos, which were distributed through email marketing, social media, and baggage claim monitors, they incorporated two questions into their post-reservation survey:

1. Did you see our Keep Left videos prior to arrival on St. Croix?
 - **154** customers responded affirmatively.
2. Did our Keep Left videos help you feel more prepared to drive on the left side of the road?
 - **74%** indicated yes, while **13.3%** mentioned that they reside here and already feel comfortable.

Did our KEEP LEFT video(s) help you feel more prepared to drive on the left side of the road? Please provide any feedback you may have.



Below is an overview of comments provided by Centerline’s customers regarding the usefulness of the Keep Left video:

- “Yes, the video was great, and a very smart idea to offer it to drivers ahead of arrival.”
- “It was extremely helpful.”
- “Everything on the video helped me stay on the left.”
- “While we’ve been to the island before, it’s always a nice refresher to have being that we drive on the right side every day!”
- “I appreciated seeing what it looks like to exit the airport. Even more examples would have been great. Making a right turn into a left lane was always very scary. Also, I was never certain if it was permitted to turn left into a left lane at an intersection with a red light. (On the continental US, you can turn right on red into a right lane unless there is a specific sign saying No Right on Red.) – inspiration for future videos.

Movie Theaters

In September, Distracted Driving videos commenced airing at Caribbean Cinemas in both St. Croix and St. Thomas. Furthermore, a banner ad is prominently displayed on the Caribbean Cinemas website, along with an ad loop featured on the concession stand monitor. As of November 7, 2023, the videos have been showcased **1,344** times, reaching a total of **27,424** people across the two islands (final statistics are pending and not yet received).

REACH Media Network

Additionally, in September, Distracted Driving videos were introduced on five screens in the REACH Media Network (four on St. Croix and one on St. John). It has been reported that these videos have been played **148,690** times since their inception.

Below is an image of the "Keep Left" video being shown at the baggage claim areas in both St. Croix and St. Thomas, encouraging residents and visitors to adhere to the "Keep Left" while traversing the roads.



Fiscal Year 2024 Corrective Measures

In the upcoming fiscal year, Drive Safe with Centerline Car Rentals will embark on initiatives such as expanding the Drive Safe content library and directly participating in local events where alcohol is consumed, which represents a commendable strategy to amplify their reach and impact.

- 1) Increase distracted, impaired, and risky driving awareness by empowering and mobilizing students to engage in positive behaviors.
- 2) Saturate the media with “Drive Safe” messages of distracted, impaired, and risky driving behaviors by placing preventative messaging at strategic locations such as airports, theaters, and social media.
- 3) Prepare tourists for driving on the left side of the road, measured by pre-rental surveys, and evaluate if the videos were found to be informative by soliciting feedback from them about the effectiveness of the campaign.
- 4) Demonstrate what distracted and impaired drivers experience while driving (vs. their perceived experiences).
- 5) Assist a minimum of 25 impaired persons from driving after a minimum of three events by providing alternative means of transportation to their destination.

Police Traffic Services Program Management Project

Awarded: \$164,071

Expended: \$96,221

\$402

The Police Traffic Services (PTS) program is developed and implemented based on the evaluation of highway safety problem identification and data trends within the US Virgin Islands for impaired and distracted driving, occupant protection, and speed enforcement. PTS is based upon thorough evaluation of data, trends, population, and high-risk areas with high crashes, injuries, and fatalities. The key objective of PTS is to promote highway safety compliance, education, awareness, and reduction in fatalities, injuries, crashes, and traffic violations in high-risk areas through data-driven high visibility enforcement in accordance with the Highway Safety Plan.

The Fiscal Year 2023 goals were geared towards building and fostering better working relationships with the Traffic Bureaus and law enforcement agencies in the territory and the partnership with the USVI Walkability Institute; to help promote and enhance local and national highway safety programs, initiatives, and campaigns; work with other VIOHS coordinators to be more visible in VIPD and the community, and ensure productivity, efficiency, and effectiveness throughout the program through assessing training needs and coordinating trainings. The objectives of the PTS Management project are outlined below:

Objectives

- To coordinate and attend one (1) or more meeting(s) per quarter with the VIPD Traffic Bureau, Training Bureau, and other Law Enforcement Agencies to build relationships, plan enforcement initiatives, and provide training opportunities.
- To monitor at least two (2) approved PTS projects and correlated enforcement initiatives per quarter.
- To attend approved virtual and in-person trainings and conferences for Law Enforcement Liaison (LEL) growth and development.
- To work with the Media Communications Coordinator and/or VIPD Director of Communications to issue at least one (1) press release per quarter and social media messaging via VIOHS platforms relative to the PTS program and respective traffic safety issue that is recognized by NHTSA, to bring awareness to the community.
- To build a partnership with USVI Walkability Institute to educate and engage territory residents about pedestrian safety programs, laws, safe walking routes, and promoting and achieving walkability through community outreach and awareness projects.
- To reduce time between the crash and report submission by 18% from 11 days in 2021 to 9 days in 2023 by educating on the importance of enforcement and capturing data timely through the onboarding of TRaCS.

Results

The LEL developed personal knowledge, skills, and abilities to become a more versed LEL by participating in virtual and in-person professional development opportunities. These opportunities included webinars and live classes on the Foundations of Highway Safety and Introduction to Pedestrian and Bicycle Safety Program Management. The LEL attended the 2023 Governors Highway Safety Association's (GHSA) Annual Conference, where the 2023 theme was Connecting Communities: Putting Vision Zero into Action. The in-person meeting affirmed the importance of involving communities of all sizes in implementing proven and innovative solutions for improving traffic safety.

The LEL was certified as a Child Passenger Safety (CPS) Technician in June 2023 and worked with the local team of CPS Technicians during car seat initiatives to improve crash outcomes for children within the territory. The primary goal of these initiatives was to enhance child safety by providing families in the community access to affordable and properly fitted car seats, coupled with educational resources on proper installation and usage. In addition, the LEL hosted a roundtable discussion that focused on building the Safe System Approach. The roundtable involved bringing together stakeholders from various sectors to collaboratively design strategies and actions to enhance safety in a comprehensive manner. The discussion's framework ensured a comprehensive exploration of the Safe System Approach and facilitated the development of a practical and collaborative Action Plan.

Outreach initiatives were essential for PTS and included a series of presentations with the Virgin Islands Waste Management Authority and the National Guard's Youth About Face Program. The VIOHS team, including the PTS program, also took part in the Community Health and Wellness Day hosted by the Virgin Islands Housing Authority.

Engaging with coworkers and senior leadership is a critical part of the PTS program. In-person and telephonic meetings were held with the Traffic Commanders to discuss training opportunities, enforcement projects and initiatives, issues, and challenges. Additionally, safety messaging relative to speeding, motorcycle safety, bicycle safety, and pedestrian safety were submitted for social media and radio ads.

Fiscal Year 2024 Corrective Measures

The LEL has a vital role in building bridges between law enforcement agencies, engaging and encouraging local law enforcement participation in national and local traffic safety mobilizations, continuously working towards a culture of sustained and effective traffic enforcement programs, and fostering a unified approach to law enforcement efforts.

The planning and monitoring of program activities, initiatives, and enforcement, coupled with engaging and educating the traffic bureau staff, will also promote productivity and program effectiveness and efficiency. Improving the convenience for officers to issue citations will encourage enforcement initiatives. The LEL must:

- 1) Develop stronger relationships with the Traffic Bureaus and the Training Bureaus through regularly scheduled meetings, presentations of data obtained from ReportBeam outreach events, and enforcement initiatives.
- 2) Schedule, organize and fully execute a minimum of two trainings for law enforcement officers which must be completed before the end FY2024.
- 3) Utilize specifically trained officers and equipment to create data-driven enforcement plans to enforce traffic laws and reduce crashes.
- 4) Work with the Director and the Traffic Records/Data Analyst to launch, implement, and train officers with the new e-citation system.
- 5) Review all enforcement documents thoroughly: citations, overtime timesheets, after-action reports, progress reports, miscellaneous reports, operational plan, enforcement reporting summary, and performance measures before submitting them to the Director.
- 6) Effectively and efficiently promote the implementation of a high visibility enforcement campaign by working with the VIPD Director of Communications, Media Communication Coordinator, contractors, and coordinators to deter impaired driving, distracted driving, speeding, and promoting occupant, pedestrian, motorcycle, and bicycle safety.
- 7) Become acquainted and trained with the TraCS system software.
- 8) Work with the Training Bureau to present and educate the recruits about VIOHS, the programs, and the importance of enforcement.
- 9) Continue to create and build relationships/partnerships with the USVI Walkability Institute to educate and engage territory residents about pedestrian safety programs, laws, safe walking routes, community outreach, and awareness projects with assistance from policymakers, elected officials, and other safety advocate groups.

Occupant Protection Enforcement – USVI

Awarded: \$184,916.18

Expended: \$8,902

\$402

NHTSA recommends High-Visibility Enforcement (HVE) as a highly effective countermeasure strategy to increase seatbelt compliance. The efforts are designed to create deterrence and change unlawful traffic behaviors. However, all law enforcement agencies in the territory are undermanned and traffic enforcement suffers from the lack of bodies to be deployed for these initiatives.

Objectives:

- Conduct at least 85% of all enforcement at high crash locations during high crash times, decreasing crashes caused by unrestrained drivers.
- Reduce the number of unbelted driver crashes in the community by 12.8% from 78 in FY 2022 to 68 in FY 2023 in the St. Croix district.
- Reduce the number of unbelted crashes in the community by 20% from 122 in FY 2022 to 98 in FY 2023 in the St. Thomas/St. John district.
- Reduce unrestrained fatalities from 3 to 1 in the St. Croix district; and from 6 to 1 in the St. Thomas/St. John district.
- Reduce unbelted crash-related moderate to severe injuries in the community by 50% from 10 in FY 2022 to 5 in FY 2023.
- Increase media coverage by 40% with Public Information Announcements PSAs, and radio talk shows.

Results

The VI Police Department's Traffic Enforcement Officers conducted high visibility Click It or Ticket enforcement initiatives in the St. Thomas/St. John district. Enforcement efforts were conducted for 17 days, yielding 999 citations. Of the citations issued, 557 (55.76%) were issued to unrestrained drivers, and 97 (9.71%) to unrestrained passengers. According to the supervising officer, occupant feedback indicated that non-compliance is due largely to lack of consistent enforcement. In general, the public is aware that seatbelt use is required by law. Additional PSA combined with an increase in HVE would create a desirable community shift.

Fiscal Year 2024 Corrective Measures

The lack of NHTSA funded initiatives requires strong and swift action to include but not limited to the following:

- 1) Coordinate with LEL to reestablish strong partnership with the VI Police Department and secure their commitment to conducting VIOHS enforcement initiatives.
- 2) Identify opportunities to train VIPD officers and supervisors to ensure timely and accurate completion of initiative related documents.

Occupant Protection Nighttime Enforcement– USVI

Awarded: \$113,694.00

Expended: \$0.00

\$402

NHTSA recommends High-Visibility Enforcement (HVE) as a highly effective countermeasure strategy to increase seatbelt compliance. The efforts are designed to create deterrence and change unlawful traffic behaviors.

Objectives:

- Conduct at least 85% of enforcement at high crash locations at high crash times, decreasing crashes caused by drivers who are unrestrained.
- Reduce the number of unbelted nighttime crashes in the community by 50% from 34 in FY 2022 to 17 in FY 2023 in the St. Croix district.
- Reduce the number of unbelted nighttime crashes in the community by 19% from 43 in FY 2022 to 35 in FY 2023 in the St. Thomas/St. John district.
- Reduce unbelted nighttime fatalities to 0.
- Reduce unbelted nighttime crash injuries in the community by 50% from 8 in FY 2022 to 4 in FY 2023 in the St. Croix district.
- Reduce unbelted nighttime crash injuries in the community by 50% from 17 in FY 2022 to 8 in FY 2023 in the St. Thomas/St. John district.
- Increase media coverage by 50% through Public Information Announcements, PSAs, and radio talk shows.

Fiscal Year 2024 Corrective Measures

These projects have proven to be not viable and will not be attempted in FY2024.

Impaired Driving Overtime Enforcement - USVI

Awarded: \$73, 715

Expended: \$28,415

§402

The primary goal of DUI checkpoints is deterrence, aiming to increase the perceived risk of arrest and, secondarily, enforce drunk and impaired driving laws. During these checkpoints, The Virgin Islands Office of Highway Safety (VIOHS), Law Enforcement Liaison, and Impaired Driving Program Manager will collaborate with the Virgin Islands Police Department (VIPD) to conduct community engagement activities. This effort will be promoted through advanced public notifications, including dates, locations, and times, as well as public information announcements, brochures, radio talk shows, and VIPD and VIOHS social media platforms. The success of the initiative will be assessed through gathered data, strategically employed during staged mobilizations, and extensively publicized to emphasize law enforcement patrolling specific areas. Mobilizations will involve a 4:1 ratio between officers and supervisors, aligning with the Traffic Safety National Campaign's objectives.

Objectives

The objectives of the enforcement activities are to deploy countermeasures aimed at diminishing the occurrence and severity of collisions related to impaired driving. The specific goals include:

- To conduct at least 75% of enforcement initiatives at high-crash locations at high-crash times, decreasing crashes caused by drivers who are driving while impaired during the specified project period.
- To reduce alcohol-impaired driving crashes by 23.10% in our community from 39 to 30 crashes.
- To decrease the number of alcohol-impaired driving fatalities to zero and decrease the number of injuries to 2.
- To accompany and assist the VIOHS Coordinators with at least 50% of the planned outreach and community activities, increasing the presence of the VIPD Traffic Investigative Bureau presence.
- To collaborate with the Impaired Driving Program Manager and create and produce at least 2 DUI audio and video messaging advertisements for radio and VIPD and VIOHS social media platforms relative to selected DUI Enforcement primary messages: *Drive Sober or Get Pulled Over, If You Feel Different You Drive Different and/or Drive High, Get a DUI.*
- To purchase two (2 Plan) SoToxa Mobile Test Systems for the Traffic Investigative Bureau.

Results

The impaired driving enforcement initiatives in the St. Croix district extended over 16 days, from August 15 to August 31, 2023. At each checkpoint, the strategy dictated stopping every

third vehicle and any others displaying obvious violations. All interventions were meticulously recorded in a ledger to systematically track vehicle activities. However, the citations amassed during the initiatives were not submitted. The DUI efforts yielded a total of 796 interventions, involving approximately 2,469 vehicles passing through the checkpoints and three arrests.

On the third day of the impaired driving initiative, the 18th vehicle to enter the checkpoint resulted in an arrest for firearm possession, possession of a controlled substance (marijuana), and operating a vehicle without a valid driver's license. The fourth day of impaired driving enforcement initiatives, an arrest occurred with the 67th vehicle entering the DUI checkpoint. However, the arrest was dismissed not on the merits of the arrest, but because the arrestee was issued a subpoena instead of a summons. On the 9th day of the DUI Initiative, a DUI arrest took place with the 48th vehicle passing through the checkpoint.

The challenges primarily revolved around the demanding work hours, specifically from 10 pm to 2 am. VIPD, transitioned from an eight-hour to twelve-hour shifts due to officer shortages. Subsequently, officers are now on duty from 7 am to 7 pm and from 8 am to 8 pm. However, they face the additional challenge of having to return at 10 pm to commence the DUI enforcement initiative. This scheduling adjustment proved notably strenuous for most officers. Many appeared fatigued, and their level of engagement was noticeably lower compared to previous initiatives. When questioned about the difficulties, officers were specific in attributing their lackluster demeanor to the challenging hours.

Fiscal Year 2024 Corrective Measures

While the initiatives were conducted with limited participation, they proved successful in deterring impaired drivers within the motoring public. Nevertheless, it is essential to address and improve the following areas:

- 1) To enhance community involvement, the Traffic Commanders within both districts will conduct planned meetings with VIOHS program coordinators on a quarterly or semi-quarterly basis.
- 2) Emphasizing the importance of training and certifications is vital in minimizing the risks linked to impaired driving behaviors, contributing to heightened productivity and job effectiveness.
- 3) Effective revitalization of enforcement in the territory requires communication and intervention by the USVI Governor's representative to convey crucial information to VIPD Traffic Commanders and Police Operations.

Impaired Driving Overtime Enforcement- STTJ

Awarded: \$73,715.07 Expended: \$1,838.13 \$402

The project was developed to organize enforcement activities in high crash areas to reduce alcohol-impaired driving incidents; facilitate community engagement through public information announcements, brochures, and radio talk shows. The planned checkpoints will deter and detect impaired drivers within St. Thomas/St. John District. The Virgin Islands Office of Highway Safety (VIOHS) will partner with the Virgin Islands Police Department (VIPD) to conduct Public Service Announcements (PSAs). At the checkpoints, VIPD personnel will distribute informational material to educate the motoring public about impaired driving. This planned activity will comprise of high-visibility campaigns to include sobriety checkpoints focused on deterring impairment. The initiative will depend on gathered data to measure success, utilized effectively through staged mobilizations and extensive publicity highlighting the patrol of specific areas by law enforcement. Mobilizations will comprise of a 4:1 ratio between officers and supervisors and reflect the intentions of the Traffic Safety's National Campaign.

Objectives

The objectives of the enforcement activities are to deploy countermeasures aimed at diminishing the occurrence and severity of collisions related to impaired driving. The specific goals include:

- To conduct at least 75% of enforcement initiatives at high-crash locations at high-crash times, decreasing crashes caused by drivers who are driving while impaired during the specified project period.
- To reduce alcohol-impaired driving crashes by 20% in our community from 25 to 20 crashes.
- To decrease the number of alcohol-impaired driving fatalities to zero and decrease the number of injuries to 1.
- To accompany and assist the VIOHS Coordinators to at least 50% of the planned outreach and community activities, increasing the presence of VIPD Traffic Investigative Bureau presence.
- To collaborate with the Impaired Driving Program Manager and create and produce at least 2 DUI audio and video messaging advertisements for radio and VIPD and VIOHS social media platforms relative to selected DUI Enforcement primary messages: *Drive Sober or Get Pulled Over, If You Feel Different You Drive Different and/or Drive High, Get a DUI.*

Results

The St. Thomas/St. John district actively implemented two distinct impaired driving initiatives on the weekends of both St. Patrick's Day and Father's Day. During the St. Patrick's Day efforts, the enforcement team made a significant impact by issuing ten seatbelt citations,

one citation for a child restraint violation, two tint violations, four registration violations, one citation for lack of insurance, two citations related to driver's license issues, and four additional violations. Throughout these initiatives, the team engaged in 65 interventions addressing various concerns, yet, notably, no arrests were recorded during this campaign.

The Father's Day initiative, while it resulted in no citations being issued, the noteworthy occurrence of a DUI arrest transpired. This singular event underscored the ongoing commitment to enforcing impaired driving laws and promoting road safety within the community with impaired driving brochures. The combined outcomes of both initiatives reflect the multifaceted approach taken to address and deter impaired driving, with a focus on education, intervention, and, when necessary, enforcement actions.

Fiscal Year 2024 Corrective Measures

While the initiatives were conducted with limited participation, they proved successful in deterring impaired drivers within the motoring public. It is essential to address and improve the following areas:

- 1) To enhance community involvement, the Traffic Commanders within both districts will conduct planned meetings with VIOHS program coordinators on a quarterly or semi-quarterly basis.
- 2) Emphasizing the importance of training and certifications plays a vital role in minimizing the risks linked to impaired driving behaviors, contributing to heightened productivity and job effectiveness.
- 3) Effective revitalization of enforcement in the territory requires communication and intervention by the USVI Governor's representative to convey crucial information to VIPD Traffic Commanders and Police Operations.

Media Communications Program Management Project

Awarded: \$206,134

Expended: \$72,448

\$402

Media plays a critical role in an effective program by allowing the agency to communicate traffic safety information and strategies to the community on a mass scale. Well-designed, well-executed mass media campaigns, combined with best practice enforcement, are critical to shifting road users' risky behaviors and creating desirable social norms.

Objectives

- 1) Identify and contract a Media Contractor to manage the daily outreach needs of the agency by:
 - a. Increasing VIOHS visibility through
 - i. Digital board messaging in each district (3 programs per month)
 - ii. Roadside feather flag messaging (messaging for 3 programs rotated monthly)
 - iii. Radio ads (40 spots per month on at least five radio stations)
 - iv. Video ads (45 spots per month)
 - v. Social Media (10 posts per week)
 - vi. Radio interviews (6 per quarter)
 - b. Collaborating with VIOHS Coordinators to create opportunities for at least three virtual or in-person outreach opportunities per month
 - c. Providing monthly analytic records of VIOHS outreach efforts with recommendations for increased effectiveness.

Results

The VIOHS was unable to identify a media contractor to execute its media outreach efforts. Rather, one of the Traffic Safety Managers on staff assumed a dual role to maintain visibility for traffic safety messaging throughout the community.

The program utilized the social media platforms of VIOHS and VIPD for a consistent presence. These platforms included Facebook, X (Twitter), LinkedIn, and Instagram. In addition to posts specific to holidays and annual celebrations, posts communicated aspects of VI traffic safety laws and traffic safety best practices, attempting to shift risky behaviors. Posts featured culturally relevant content to increase relatability with the local audience.

The agency's Facebook page was unpublished in August 2023 for "violating community standards," which were never identified. After an unsuccessful appeal, a new Facebook page, U.S. Virgin Islands Office of Highway Safety, was created in November 2023. In the interim,

the agency relied on the VIPD platform for message distribution. This transition resulted in a loss of analytic history with a challenge to rebuild a following.

The program also utilized print media to include newspapers and local periodicals to reach an audience less prone to online platforms. Local radio stations were also widely utilized for safety ads and interviews with traffic safety managers. Radio ads created in-house covered topics such as securing loads on trucks, brake safety, occupant protection and child passenger safety, impaired driving, pedestrian safety, and speeding.

Fiscal Year 2024 Corrective Measures

- 1) Contract a media specialist to provide the attention and support needed for effective community engagement.
- 2) Increase social media following and create rich community conversations to shift social norms.
- 3) Utilize roadside assets to build a stronger presence for traffic safety communication with all road users.

Federal Motor Carrier Safety Administration
 Motor Carrier Safety Administration Program FY2022 Grant
 FY2023 Annual Report

The USVI was awarded **\$576,587** and as of the end of the fiscal year had expended **\$235,551**; and thus far have been reimbursed **\$193,650**.

Goals/Accomplishments:

ACTIVITY TYPE	GOALS	THIS QUARTER	CUMULATIVE
Roadside Inspections	870	176	1090
Traffic Enforcement Contacts	50	45	131
DUI Checkpoints		3	3
DUI National Mobilization Activities		1	1
Criminal Interdiction Activities		0	0
Reported CMV-Related Crashes		0	97
Traffic Enforcement (TE) citations issued		0	322

ROADSIDE INSPECTIONS (As of September 30, 2023)						
Level	Non-Hazmat		Hazmat		Totals	
	<i>This Quarter</i>	<i>Cumulative</i>	<i>This Quarter</i>	<i>Cumulative</i>	<i>This Quarter</i>	<i>Cumulative</i>
Level 1	51	556	0	18	51	574
Level 2	26	79	1	1	27	80
Level 3	6	98	0	2	6	100
Level 4	12	56	0	1	12	57
Level 5	88	261	5	31	93	292
Level 6	0	0	0	0	0	0
TOTAL	183	1050	4	51	187	1101

Traffic Enforcement (TE) Activities	GOALS	THIS QUARTER	CUMULATIVE
CMV TE with inspections	25	6	29
**CMV TE without inspections	25	32	39
Non-CMV TE	100	7	254
Comprehensive and highly visibility TE in high-risk locations and corridors (special enforcement details)	4	0	5
TOTAL ACTIVITIES:	154	45	327

ADDITIONAL PLANNED ACTIVITIES OR DELIVERABLES			
ACTIVITY / DELIVERABLE	METRIC	THIS QUARTER	CUMULATIVE
Brochures distributed to the target audience	Actual numbers	671	343
PSAs	(e.g., reach/ impressions/estimated audience size)	1	4
Radio and television talk shows attended	(e.g., actual number/reach/estimated audience size)	12	36
Banners displayed	Actual numbers	10	54

PUBLIC EDUCATION AND OUTREACH ACTIVITIES			
ACTIVITY TYPE	GOALS	THIS QUARTER	CUMULATIVE
Carrier Safety Talks	5	1	12
CMV Belt Safety Education and Outreach	5	4	11
State-Sponsored Outreach Events	5	1	2
Local Educational Safety Events	5	0	4
TOTAL	20	6	29

ACTIVITY / DELIVERABLE	METRIC	THIS QUARTER	CUMULATIVE
Developed or identified creative assets.	Actual Numbers	0	0
Paid media publications.	(e.g., reach or impressions)	1	2
Social media publications.	Engagement metrics (e.g., likes, comments, shares)	1	4

**The lack of a yearly calendar left the program without a clear picture of what were the remaining goals and planning timeline to complete them as per the eCVSP. The program has corrected this problem, and it is believed that this FY, the program will meet all eCVSP goals.*

FY2023 HIGHLIGHTS

Trainings:

- **September 29, 2023, FMCSA Cargo Securement Training for USVIPD-OHS conducted by Donald Orye:** On September 28th, 2023, Suntech Compliance Review was conducted by Donald Orye, Hazardous Materials Specialist of USDOT/FMCSA Virgin Division. Followed by FMCSA Cargo Securement Training on September 29, 2023.
 - ✓ **Officer Javon Benjamin**
 - ✓ **Lt. Alexander Moorhead IV**
 - ✓ **Sgt. Joycelyn Lee-Bobb**
 - ✓ **Capt. Rosalyn Jarvis**
 - ✓ **Officer Jameel Febres**



- **September 25-29, 2023, MCSAP Unit completed the Commercial Vehicle General Hazmat Certification in San Juan, PR:** On June 31, 2023, these individuals passed the General Hazmat written exam, which is the first section of a two-part process in becoming a certified General Hazmat Inspector in the Motor Carrier Safety Unit St. Thomas District. The second portion is the conduction of supervised inspections.
- ✓ **Officer Travis Richardson**
 - ✓ **Officer Jermaine Carty**
 - ✓ **Officer Michael Hilaire**
 - ✓ **Officer Yoelie Emmanuel**



Education and Outreach:

VIOHS was invited to share traffic safety information with the staff of the Virgin Islands Waste Management Authority in the St. Thomas/St. John District. The Occupant Protection Coordinator, Impaired Driving Coordinator, and the Law Enforcement Liaison collaborated to provide the 60-minute presentation encompassing all VIOHS safety areas – occupant protection, impaired driving, speeding, pedestrian safety, and cycle safety.

Officers Febres, Richardson & Sgt. Lee-Bobb from the Motor Carrier Safety Administration Program (MCSAP) provided commercial vehicle safety content to the agency’s truck drivers during Session I. Subsequent sessions provided general traffic safety information aimed to shift risk-taking behaviors and improve traffic safety for all road users.

Event Summary

Sergeant Joycelyn Lee-Bobb and her officers opened the first session, which was comprised of VIWMA commercial truck drivers, by sharing information specific to the Motor Carrier Safety Assistance Program. In addition to information specific to truck inspections, the team stressed the importance of seat belts and adhering to speed limits. The drivers were surprised to find that the commercial truck speed limit was ten mph and that they should gear down when going downhill to prevent losing brakes. Drivers were also empowered to seek an inspection anytime they suspect a safety issue with their vehicle. Following the session, the drivers were walked through a typical inspection and shown critical parts of the truck that each driver should monitor for their own safety.

Event Pictures



STT/STJ MCSAP UNIT CARNIVAL OUTREACH

Motor Carrier Safety Assistance Program carnival flyers “Promoting Safety for All ‘ah We For Carnival 2023” were shared on social media and mass email distribution. Carnival banners & posters were strategically placed in high-traffic areas along the Crown Bay Container Port area of St. Thomas, USVI.



St. John Ferry Terminal

Flyer 1



St. Thomas Car Dealership

Flyer 2



Promoting Safety For All 'Ah We FOR CARNIVAL 2023

HAVE A HAPPY & SAFE Carnival!

DRIVE SOBER.
If you drink, do one of the following:

- Use alternative transportation such as safaris, buses or taxis
- Identify a sober designated driver

During St. Thomas Carnival, our streets come alive with spectacular entertainment, captivating dances, and delightful fêtes! Starting from morning and going into the evening, revelers often indulge in alcoholic beverages. Therefore, we urge you to practice due caution while navigating the roads and drive sober.

Plan and Fête Responsibly!



Flyer 3

Promoting Safety For All 'Ah We FOR CARNIVAL 2023

During St. Thomas Carnival, you will have to share the road with more large and heavy trucks than usual. Here are tips for safely sharing the road with them:



OUR PLAN To Share The Road Safely


I will wait to pass. I will make wide turns carefully.

- Wide turns:** Never try to squeeze by a turning truck, or get between it and the curb.
- Pass Safely:** Make sure you see the truck driver in the mirror before passing. Signal, move into the right lane, and accelerate to pass promptly. Ensure the truck is visible in your rear mirror before pulling in front. Never pass on a downgrade or from the left lane.
- Never drive under the influence:** Alcohol and drugs impair judgment and reaction time.
- Stay Back:** Tailgating a truck or bus puts you in a blind spot. If you fail to stop in time (or get hit from behind) your vehicle could slide under a truck, with devastating results.
- Be Patient:** Trucks accelerate slowly and may use speed limiters. Honking or driving aggressively can cause dangerous distraction.
- Stay Focused:** Driving distracted is as dangerous as driving impaired. Eating, drinking, adjusting the radio, or attending to a text, app, call, or GPS can take your eyes off the road long enough to cause a crash.

Let's travel and share the road safely this carnival!



Flyer 4



Promoting Safety For All 'Ah We FOR CARNIVAL 2023

IT'S YOUR LIFE!
Remember. These 5 POINTS OF SAFE DRIVING CAN SAVE LIVES!

- Drive Sober
- Speeding Isn't Worth It
- Buckle Up, Everyone. Every Trip.
- Don't Be Distracted; Focus On The Road
- Share The Road


TRAFFIC SAFETY IS OUR #1 PRIORITY

Promoting Safety For All 'Ah We FOR CARNIVAL 2023

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- Share The Road

TRAFFIC SAFETY IS OUR #1 PRIORITY
A MESSAGE BY THE USVI FEDERAL MOTOR CARRIER SAFETY ASSISTANCE PROGRAM



Challenges to address in FY2023:

- 1) Lack of weigh stations: The inclement weather caused inspectors not to be as productive with roadside inspections. The USVI MCSAP needs to establish a weigh station in each district, which will provide inspectors with a structure that will provide cover during inclement weather, thus allowing inspectors to be continuously productive no matter the condition of the environmental elements.
- 2) Manpower Shortage: The Virgin Islands Police Department (VIPD) has a staffing shortage, which causes USVI MCSAP Inspectors from time to time to be temporarily reassigned depending on their additional skill sets and or rank. Also, the number of inspections conducted is affected because of the personal leave time for illness and annual leave.
- 3) Data Collection: The USVI is still challenged with data collection and quality. Inspection reports are not reviewed in each district, and the upload information requested monthly from the VIPD IT unit is not forthcoming. It is also difficult to verify if the citations written during inspections are followed through to adjudication or visits to the motor carrier principals so that driver behavior and vehicle status/conditions can be improved.
- 4) Motor Carrier Coordinator position: The OHS is challenged to fill the coordinator's position because the past Coordinator from 2018, submitted an extended Military Leave Slip in early FY2020. The VIPD must hold his position for five years. Therefore, the Motor Carrier position can only be advertised as a temporary position. Several people expressed interest but are looking for permanent employment.
- 5) Payments to Vendors: During the final quarter of FY2023, the USVI Department of Finance (DOF) informed all departments of a cash flow problem in the GVI. Each department is required to submit to DOF a list of 10 critical vendors to be paid, and a list of 10 discretionary vendors to be paid. The VIOHS submitted the entire list of outstanding vendor payments to DOF and indicated that everyone was critical. VIOHS currently has vendors awaiting payment on invoices submitted from April 2023, and our programs/projects are compromised as vendors are frustrated and reluctant to continue to conduct business with the GVI.

List of Acronyms

AA	Alcohol Anonymous
BMV	Bureau of Motor Vehicle
BIT	Bureau of Information Technology
CAP	Corrective Action Plan
CMV	Commercial Motor Vehicle
CPS	Child Passenger Safety
DUI	Driving Under the Influence
EMS	Emergency Medical Services
FY	Fiscal Year
GHSA	Governor Highway Safety Association
GVI	Government of the Virgin Islands
HSP	Highway Safety Plan
ID	Impaired Driving
MAP-21	Moving Ahead for Progress in the 21st Century Act
MCSAP	Motor Carrier Safety Administration Program
MIS	Management Information System
MMUCC	Model Minimum Uniform Crash Criteria
MR	Management Review
NHTSA	National Highway Traffic Safety Administration
OMB	Office of Management and Budget
OP	Occupant Protection
P&A	Planning and Administration
PIO	Public Information Officer
PSAs	Public Service Announcements
SFST	Standardized Field Sobriety Test
STT/STJ	St. Thomas/St. John District
STX	St. Croix District
TraCS	Traffic and Criminal Software
TRCC	Traffic Records Coordinating Committee
USVI	United States Virgin Islands
VI	Virgin Islands
VIDHS	Virgin Islands Department Human Services
VIDPW	Virgin Islands Department Public Works
VIEMS	Virgin Islands Emergency Medical Services
VIOHS	Virgin Islands Office of Highway Safety
VIPD	Virgin Islands Police Department

VIOHS - NHTSA REIMBURSEMENT - FY2023

USVI VOUCHER #	TOTAL EXPENSES	ERP PROJECT CODE	NHTSA PROJECT NAME	NHTSA VOUCHER #	NHTSA REIMBURSEMENT AMOUNT
1	\$ 30,924.05	F5095	PA	1	\$ 30,924.05
2	\$ 40,600.85	F5098	IDMAN	2	\$ 40,600.85
3	\$ 28,182.25	F5097	TrMAN	3	\$ 28,182.25
4	\$ 46,354.81	F5099	OPSMGR	4	\$ 46,354.81
5	\$ 14,542.23	F5097	TrMAN	5	\$ 14,542.23
6	\$ 15,479.05	F5095	PA	6	\$ 15,479.04
7	\$ 17,077.57	F5098	IDMAN	7	\$ 17,077.57
8	\$ 20,657.80	F5099	OPSMGR	8	\$ 20,657.80
9	\$ 40,136.74	F5097	TrMAN	9	\$ 40,136.74
10	\$ 59,156.18	F5066	TRSP	10	\$ 59,156.18
11	\$ 10,029.09	F5095	PA	11	\$ 10,029.08
12	\$ 14,679.91	F5098	IDMAN	12	\$ 14,679.91
13	\$ 62,993.70	F5095	PA	13	\$ 62,993.70
14	\$ 16,250.44	F5096	PTS	14	\$ 16,250.44
15	\$ 12,726.41	F5098	IDMAN	15	\$ 12,726.41
16	\$ 24,304.84	F5099	OPSMGR	16	\$ 24,304.84
17	\$ 10,926.46	F5097	TrMAN	17	\$ 10,926.46
18	\$ 17,394.46	F5057	OPSSBS	18	\$ 17,394.46
19	\$ 1,126.26	F50A0	OPSPSFIT	19	\$ 1,126.26
20	\$ 25,682.11	F50A4	OPCPSTR	20	\$ 25,682.11
21	\$ 17,535.89	F5095	PA	21	\$ 17,535.89
22	\$ 16,439.02	F5098	IDMAN	22	\$ 16,439.02
23	\$ 22,603.68	F5097	TrMAN	23	\$ 22,603.71
24	\$ 26,905.11	F5099	OPSMGR	24	\$ 26,905.11
25	\$ 14,966.74	F50A9	COMMGMT	25	\$ 14,966.74
26	\$ 14,631.92	F5096	PTS	26	\$ 14,631.92
27	\$ 33,180.10	F50A4	OPCPSTR	27	\$ 33,180.10
28	\$ 51,798.80	F50A6	OPHRP TD	28	\$ 51,798.80
29	\$ 126,694.24	F5061	TRM-Ecite	29	\$ 126,694.24
30	\$ 15,817.14	F5095	PA	30	\$ 15,817.13
31	\$ 8,477.41	F5098	IDMAN	31	\$ 8,477.41
32	\$ 10,283.35	F5099	OPSMGR	32	\$ 10,283.35
33	\$ 10,055.45	F5096	PTS	33	\$ 10,055.45
34	\$ 8,614.64	F50A9	COMMGMT	34	\$ 8,614.64
35	\$ 7,271.11	F5097	TrMAN	35	\$ 7,271.11
36	\$ 6,878.55	F5098	IDMAN	36	\$ 6,878.55
37	\$ 1,838.13	F50A2	IDESTT	37	\$ 1,838.13
38	\$ 26,272.53	F5096	PTSMAN	38	\$ 26,272.53
39	\$ 19,877.79	F5095	PA	39	\$ 19,877.79
40	\$ 23,548.22	F5099	OPSMGR	40	\$ 23,548.22

VIOHS - NHTSA REIMBURSEMENT - FY2023

USVI VOUCHER #	TOTAL EXPENSES	ERP PROJECT CODE	NHTSA PROJECT NAME	NHTSA VOUCHER #	NHTSA REIMBURSEMENT AMOUNT
41	\$ 1,877.10	F50A0	OPCPSFIT	41	\$ 1,877.10
42	\$ 8,477.41	F5098	IDMAN	42	\$ 8,477.41
43	\$ 7,271.11	F5097	TRMAN	43	\$ 7,271.11
44	\$ 8,395.92	F5095	PA	44	\$ 8,395.92
45	\$ 4,238.70	F5098	IDMAN	45	\$ 4,238.70
46	\$ 12,316.63	F5099	OPSMGR	46	\$ 12,316.63
47	\$ 7,512.97	F5097	TRMAN	47	\$ 7,512.97
48	\$ 6,511.03	F50A9	COMMGMT	48	\$ 6,511.03
49	\$ 5,027.72	F5096	PTS	49	\$ 5,027.72
50	\$ 8,477.41	F5098	IDMAN	50	\$ 8,477.41
51	\$ 13,894.52	F5099	OPSMGR	51	\$ 13,894.52
52	\$ 10,882.27	F5097	TrMAN	52	\$ 10,882.27
53	\$ 9,756.95	F5096	PTS	53	\$ 9,756.95
54	\$ 19,718.82	F5095	PA	54	\$ 19,718.82
55	\$ 375.42	F50A0	OPCPSFIT	55	\$ 375.42
56	\$ 8,901.80	F50A2	OPESTT	56	\$ 8,901.80
57	\$ 29,194.64	F50A9	COMMGMT	57	\$ 29,194.64
58	\$ 6,419.38	F50A0	OPCPSFIT	58	\$ -
59	\$ 15,119.00	F50A6	OPHRP TD	59	\$ -
60	\$ 17,692.78	F50A7	DSCCRO	60	\$ 17,692.78
61	\$ 423.02	F5095	PA	61	\$ 423.02
62	\$ 2,325.70	F5098	IDMAN	62	\$ 2,325.70
63	\$ 12,532.25	F5096	PTS	63	\$ 12,532.25
64	\$ 250.36	F5097	TrMAN	64	\$ 250.36
65	\$ 18,934.93	F5066	TRM-TRSP	65	\$ 18,934.93
66	\$ 14,257.21	F50A8	TRM-EMS	66	\$ 14,257.21
67	\$ 6,379.96	F5061	TRM-Ecite	67	\$ 6,379.96
68	\$ 375.42	F5099	OPSMGR	68	\$ 375.42
69	\$ 2,502.80	F50A6	OPHRP TD	69	\$ -
70	\$ 1,122.62	F50A9	COMMGMT	70	\$ 1,122.62
71	\$ 1,564.25	F50A8	TRM-EMS	71	\$ 1,564.25
72	\$ 283.35	F50A7	DSCCRO	72	\$ 283.35
73	\$ 329.17	F5095	PA	73	\$ 329.17
74	\$ 1,693.67	F5096	PTS	74	\$ 1,693.67
75	\$ 684.15	F5098	IDMAN	75	\$ 684.15
76	\$ 12,201.15	F50A0	OPCPSFIT	76	\$ 10,560.21
77	\$ 216.54	F5099	OPSMGR	77	\$ 216.54
78	\$ 11,761.90	F5099	OPSMGR	78	\$ 11,761.90
79	\$ 9,569.94	F5061	TRM-Ecite	79	\$ 9,569.94
80	\$ 28,414.58	F50A2	IDESTX	80	\$ 28,414.58
81	\$ 8,038.99	F50A7	DSCCRO	81	\$ 8,038.99

VIOHS - NHTSA REIMBURSEMENT - FY2023

USVI VOUCHER #	TOTAL EXPENSES	ERP PROJECT CODE	NHTSA PROJECT NAME	NHTSA VOUCHER #	NHTSA REIMBURSEMENT AMOUNT
82	\$ 6,203.19	F50A7	DSCCRO	82	\$ 6,203.19
83	\$ 22,020.89	F5066	TRM-TRSP	83	\$ 22,020.89
84	\$ 3,189.98	F5061	TRM-Ecite	84	\$ 3,189.98
85	\$ 98,860.60	F50A1	OPSSBS	85	\$ 98,860.60
86	\$ 23,323.94	F5099	OPSMGR	86	\$ 23,323.94
87	\$ 4,379.90	F50A9	COMMGMT	87	\$ 4,379.90
88	\$ 4,239.68	F50A7	DSCCRO	88	\$ 4,239.68
89	\$ 3,829.28	F50A9	COMMGMT	89	\$ 3,829.28
90	\$ 3,829.28	F50A9	COMMGMT	90	\$ 3,829.28
<hr/> # \$ 1,478,715.30 <hr/>					<hr/> \$ 1,453,033.19 <hr/>

U.S. VIRGIN ISLANDS OFFICE OF HIGHWAY SAFETY

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TRAFFIC SAFETY IS OUR #1 PRIORITY!

