

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

Fiscal Year	2019
NHTSA Grant Application	WEST VIRGINIA - Highway Safety Plan - FY 2019
State Office	West Virginia Governor's Highway Safety Program
Application Status	Submitted

Highway Safety Plan**1 Summary information****APPLICATION INFORMATION**

Highway Safety Plan Name:	WEST VIRGINIA - Highway Safety Plan - FY 2019
Application Version:	2.0

INCENTIVE GRANTS - The State is eligible to apply for the following grants. Check the grant(s) for which the State is applying.

S. 405(b) Occupant Protection:	Yes
S. 405(c) State Traffic Safety Information System Improvements:	Yes
S. 405(d) Impaired Driving Countermeasures:	Yes
S. 405(d) Alcohol-Ignition Interlock Law:	No
S. 405(d) 24-7 Sobriety Programs:	No
S. 405(e) Distracted Driving:	Yes
S. 405(f) Motorcyclist Safety Grants:	Yes
S. 405(g) State Graduated Driver Licensing Incentive:	No
S. 1906 Racial Profiling Data Collection:	No

STATUS INFORMATION

Submitted By:	Barbara Lobert
Submission On:	7/3/2018 2:34 PM

Submission Deadline (EDT):	7/9/2018 11:59 PM
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2 Highway safety planning process

Enter description of the data sources and processes used by the State to identify its highway safety problems, describe its highway safety performance measures, establish its performance targets, and develop and select evidence-based countermeasure strategies and projects to address its problems and achieve its performance targets.

West Virginia's Highway Safety Plan (HSP) outlines the Governor's Highway Safety Program's (GHSP) performance targets and measures, and details the strategies and activities for which the State's FFY 2019 Section 402 and other highway safety funds may be used. Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators, and other HSP partners. They also are based on the data-driven state Strategic Highway Safety Plan (SHSP), which was developed by the West Virginia Division of Highways in collaboration with a number of state safety partners,, including GHSP staff. Recent program area assessments conducted by the National Highway Traffic Safety Administration (NHTSA) for impaired driving and occupant protection provided the State valuable insight into a variety of issues that also were used to develop the activities/performance measures. Additionally, GHSP is open to any new and creative ideas to reduce motor vehicle crashes, injuries, and fatalities.

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

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

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

Data Sources

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

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

Identify the participants in the processes (e.g., highway safety committees, program stakeholders, community and constituent groups).

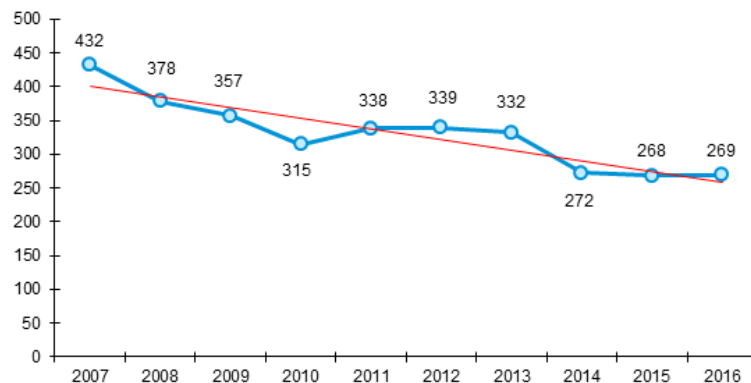
The GHSP collaborates with the following highway safety stakeholders to identify the state's highway safety problems, assist with establishment of performance targets, and identify strategies and projects to address the state's priority problems and lower motor vehicle related fatalities and injuries.

- Regional Safety Community program staff
- West Virginia State Police coordinators
- Traffic Records Coordinating Committee
- Impaired Driving Advisory Board
- Commission on Drunk Driving Prevention
- Alcohol Beverage Control Administration
- Occupant Protection Task Force
- SHSP Safety Management Task Force
- SHSP Impaired Driving, Occupant Protection, and Speeding and Aggressive Driving emphasis area teams

Enter description and analysis of the State's overall highway safety problems as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets, selecting countermeasure strategies, and developing projects.

State data indicates 269 roadway users died on the West Virginia's roadways in 2016, representing a 0.3 percent increase from 268 fatalities in 2015 (see Figure below). From 2007-2016, West Virginia experienced a 38 percent total decline in the number of traffic-related fatalities.

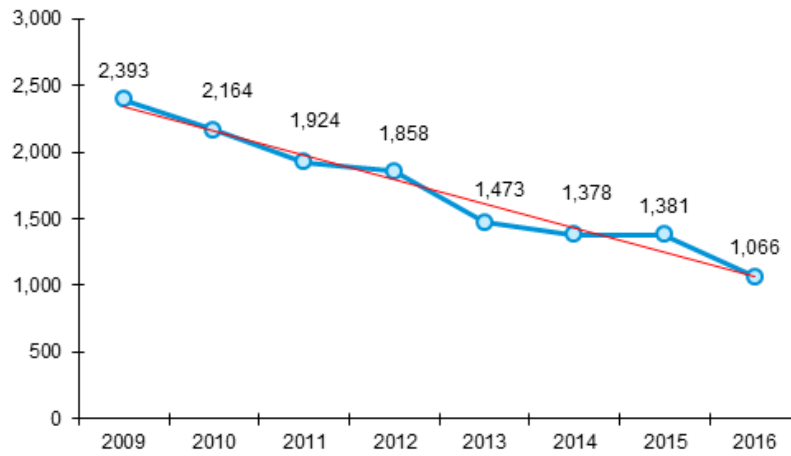
Figure: Traffic Fatalities



Source: U.S. DOT, National Highway Traffic Safety Administration (NHTSA), State Traffic Safety Information (STSI), 2018, and Fatality Analysis Reporting System (FARS), 2018

The Figure below shows serious injuries between 2009 and 2016. The trend has been downward since 2009, and 2015-2016 saw a significant 23 percent drop in serious injuries. Serious injuries have decreased annually by about 165 which equates to an almost 70 percent overall decrease from 2009 to 2016.

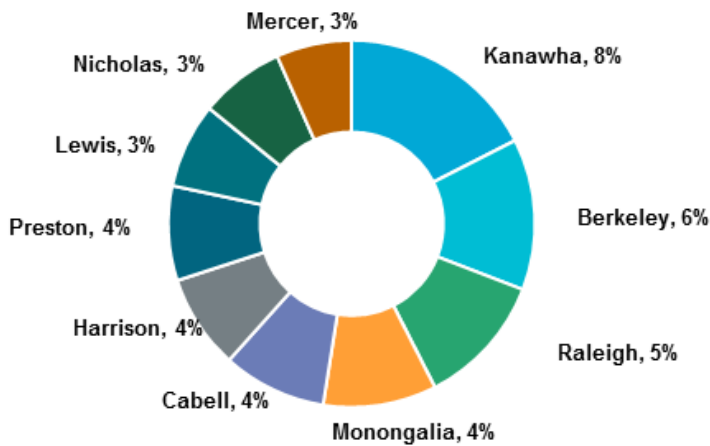
Figure: Traffic Serious Injuries



Source: West Virginia Department of Transportation, Division of Highways, 2018.

The top 10 counties where fatalities occurred in 2016 is shown below. Kanawha County, the most populous county in West Virginia, was the site of 17.5 percent (21 in total) of the State’s fatalities in 2016.

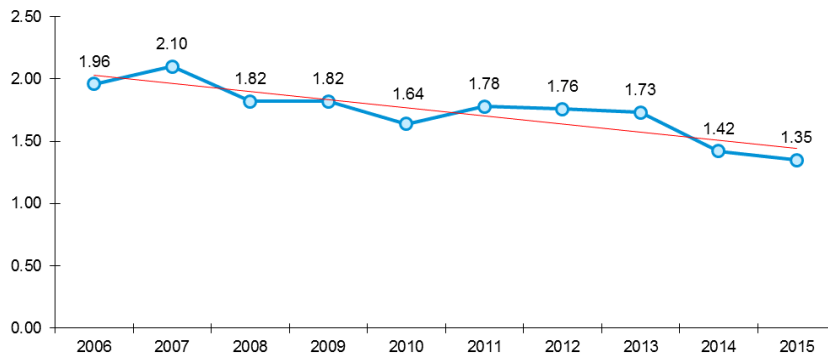
Figure: Fatalities by Top 10 Counties in 2016



Source: U.S. DOT, NHTSA STSI, 2018.

The State’s trend for fatalities per 100 million vehicle miles traveled has seen an overall decline since 2006 as shown below. From 2014 to 2015, there was a 4.9 percent decrease from 1.42 fatalities per 100 million VMT to 1.35.

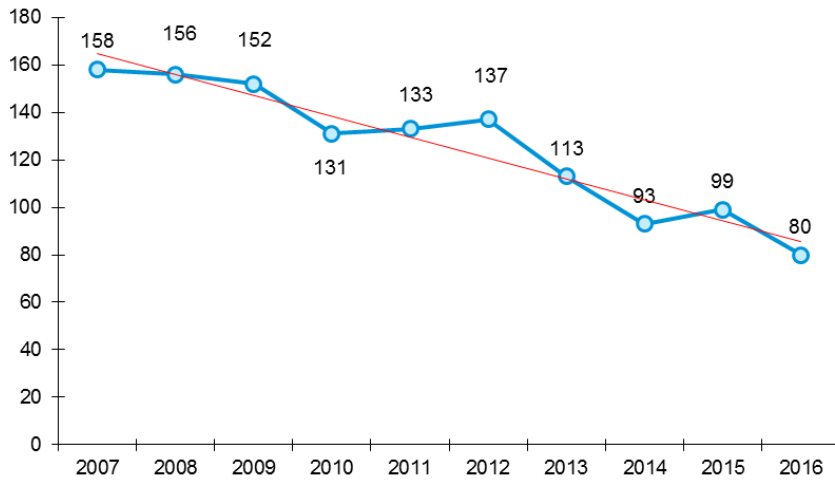
Figure: Fatalities per 100 Million Vehicle Miles Traveled



Source: U.S. DOT, NHTSA STSI, 2018.

West Virginia's unbelted fatalities dropped from 2015 to 2016, decreasing by 19 percent from 99 to 80. Overall, however, the number of unbelted fatalities has fallen by 51 percent in the decade between 2007 and 2016.

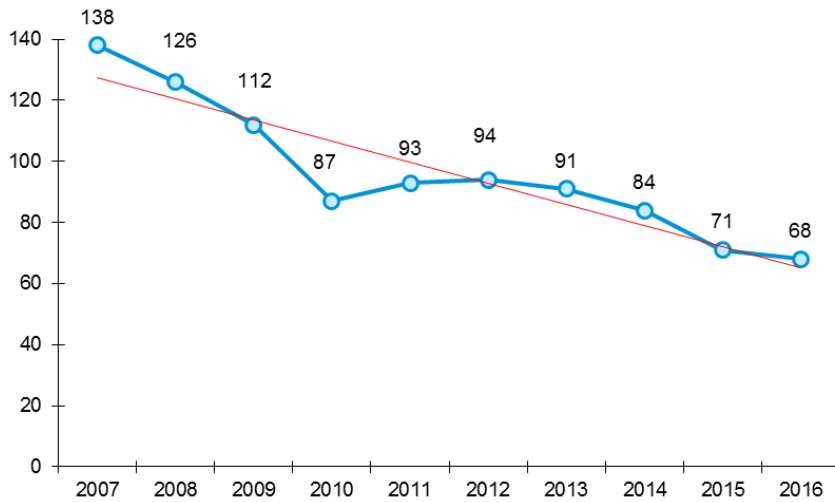
Figure: Unbelted Fatalities



Source: U.S. DOT, NHTSA STSI, 2018.

Alcohol-impaired fatalities dropped by 4.2 percent from 2015 to 2016, keeping in line with the trend shown in the Figure below. Alcohol-impaired fatalities with a BAC of 0.08 or higher saw a small increase from 2010 to 2012 but have consistently declined since 2012. In all, alcohol-impaired fatalities have decreased by 51 percent in this ten-year period.

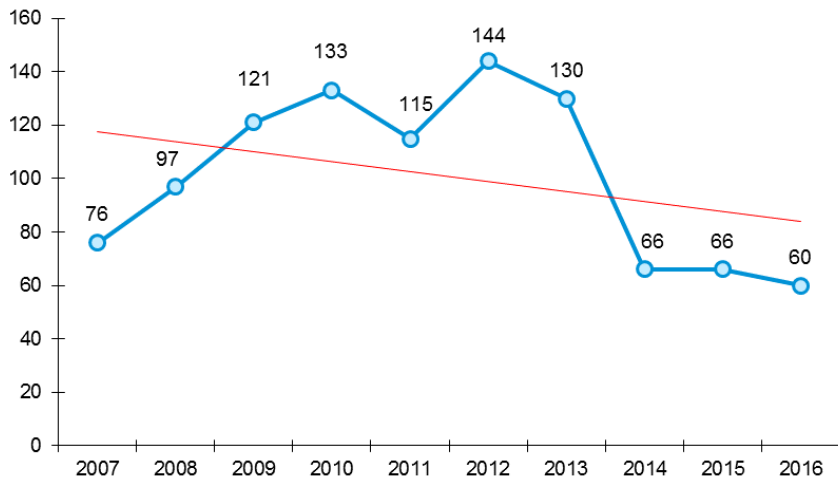
Figure: Alcohol-Impaired Driving Fatalities (BAC=0.08+)



Source: U.S. DOT, NHTSA STSI, 2018.

West Virginia saw a steady increase in speeding-related fatalities from 2007 to 2010, and a decline in 2011, followed by a high of 144 in 2012. Since that peak, speeding-related fatalities have decreased by 58 percent, from 144 to 60.

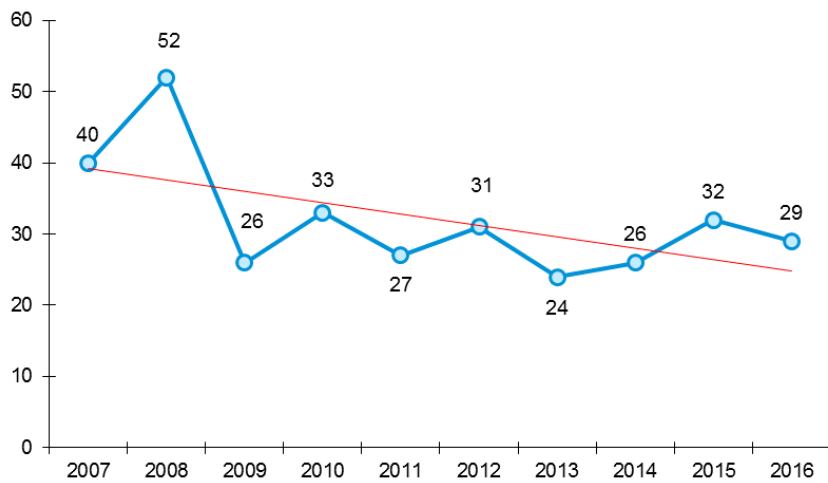
Figure: Speeding-Related Fatalities



Source: U.S. DOT, NHTSA STSI, 2018.

The trend line for motorcycle fatalities in Figure 1.9 shows an overall steady decline from 2007 to 2016. Most significantly, there was a 50 percent decrease in overall motorcyclist fatalities from 2008 to 2009. Since then, fatalities have fluctuated, but remained below those reported at the inception of this 10-year period.

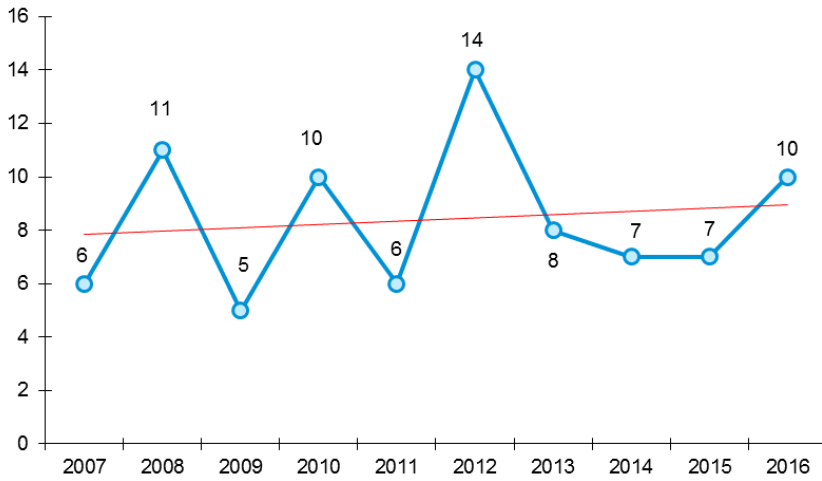
Figure: Motorcyclist Fatalities



Source: U.S. DOT, NHTSA STSI, 2018.

As shown in below, unhelmeted motorcycle fatalities fluctuate from year to year. In some years, unhelmeted incidents account for nearly half of all motorcyclist fatalities; in 2012, these incidents comprised 45% of the overall total number of motorcycle fatalities. Despite overall declines since this 2012 peak, unhelmeted fatalities levels are still increasing overall.

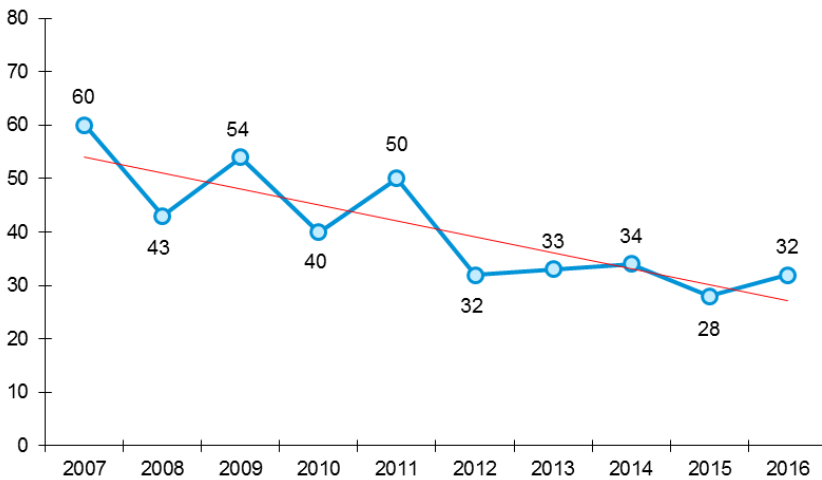
Figure: Unhelmeted Motorcyclist Fatalities



Source: U.S. DOT, NHTSA STSI, 2018.

Despite an overall declining trend, the number of young driver-involved fatal crashes frequently fluctuated from 2007 to 2016. This downward trend is shown below, with peaks in 2009 and 2011, prior to a sharp decline in 2012. Since 2012, levels of fatal crashes hover around 30 per year, with a slight uptick between 2015 and 2016. Overall, fatalities have decreased by 47% over this decade.

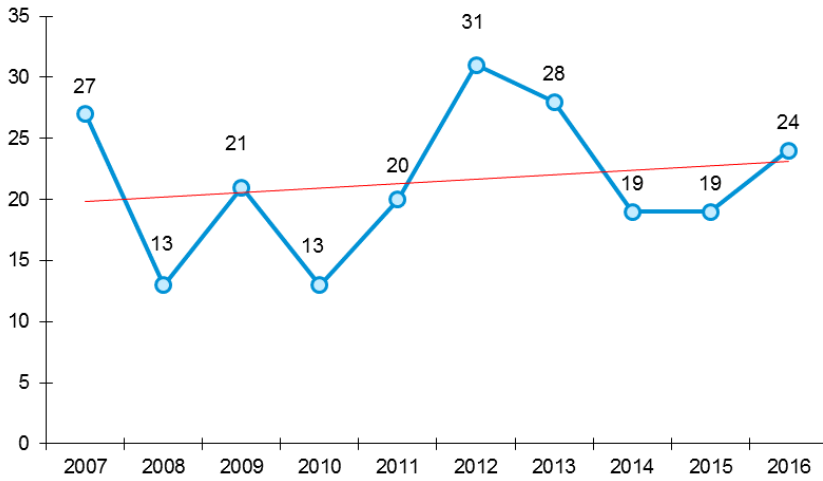
Figure: Drivers 20 Years or Younger Involved in Fatal Crashes



Source: U.S. DOT, NHTSA STSI, 2018.

From 2007 to 2016, pedestrian fatalities have varied considerably from year to year. These fatalities peaked at 31 in 2012 and declined to 19 in 2014 and 2015. While there was an 11 percent decrease from 2007-2016, the trend line indicates a continued increase in fatalities.

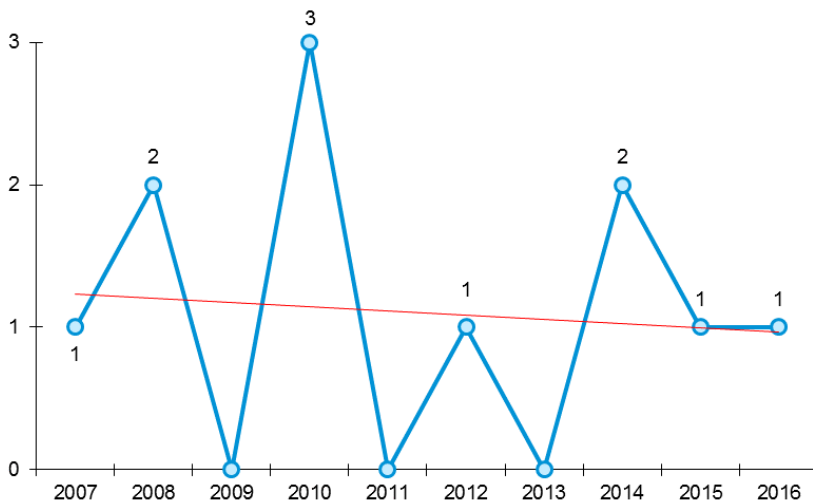
Figure: Pedestrian Fatalities



Source: U.S. DOT, NHTSA STSI, 2018.

Bicyclist fatalities remain between zero and 3 annually. As seen in the Figure below, most years, 1 cyclist dies every year, including 2016.

Figure: Bicyclist Fatalities



Source: U.S. DOT, NHTSA STSI, 2018.

The following table consolidates the previous Figures to show trends for the required NHTSA core performance measures from 2007 through 2016. For each measure, the percent change from 2014 to 2015 and the average annual change is shown. Most noteworthy from 2015 and 2016 is the 42.9 percent increase in unhelmeted motorcycle fatalities and the progress made in serious traffic injuries which declined 22.8 percent.

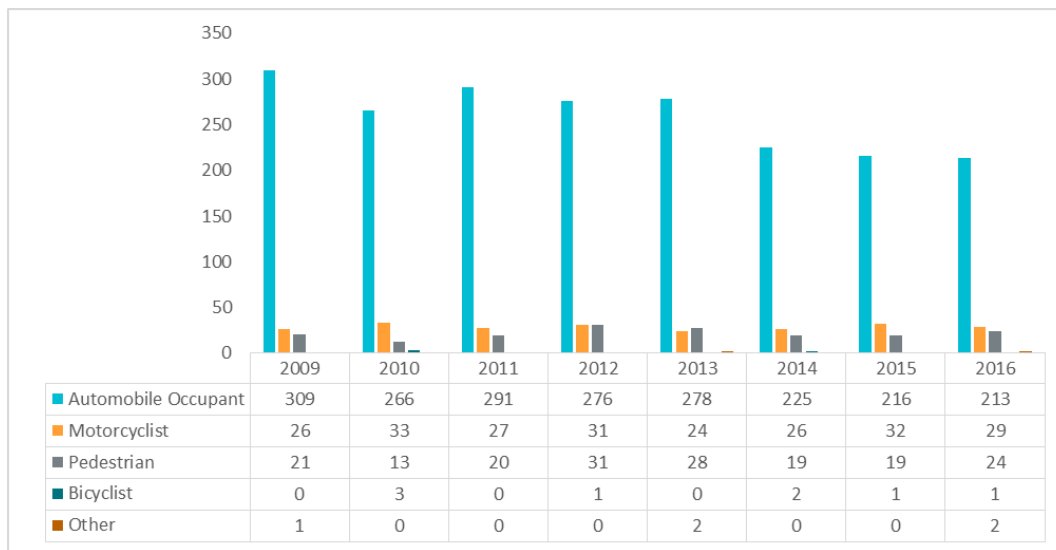
Table: West Virginia Traffic Safety Trends, 2006 to 2016

		Actual										Change	
		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2015-2016 Percent Change	Average Annual Change
Core Performance Measure													
Outcome Measures													
C-1	Traffic Fatalities	432	378	357	315	338	339	332	272	268	269	0.4%	-14.1%
C-2	Serious Traffic Injuries	5,944	3,416	2,393	2,164	1,924	1,858	1,473	1,378	1,381	1,066	-22.8%	-568.3%
C-3	Fatalities/VMT	2.10	1.82	1.82	1.64	1.78	1.76	1.73	1.42	1.35	n/a	n/a	-0.2%
C-4	Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions	158	156	152	131	133	137	113	93	99	80	-19.2%	-8.2%
C-5	Alcohol-Impaired Fatalities (involving driver or a motorcycle operator with a 0.08 BAC or greater)	138	126	112	87	93	94	91	84	71	68	-4.2%	-3.7%
C-6	Speeding-Related Fatalities	76	97	121	133	115	144	130	66	66	60	-9.1%	-1.3%
C-7	Motorcyclist Fatalities	40	52	26	33	27	31	24	26	32	29	-9.4%	-1.0%
C-8	Unhelmeted Motorcyclist Fatalities	6	11	5	10	6	4	8	7	7	10	42.9%	0.1%
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	60	43	54	40	50	32	33	34	28	32	14.3%	-3.7%
C-10	Pedestrian Fatalities	27	13	21	13	20	31	28	19	19	24	26.3%	0.3%
C-11	Bicycle Fatalities	1	2	0	3	0	1	0	2	1	1	0.0%	0.0%
Behavior Measure													
		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2015-2016 Percent Change	Average Annual Change
B-1	Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	89.6%	89.5%	87.0%	82.1%	84.9%	84.0%	82.2%	87.8%	89.0%	86.8%	-2.5%*	-0.2%

Source: NHTSA FARS, 2016, NHTSA STSI, 2017, West Virginia Governor's Highway Safety Program, and 2016 West Virginia Observational Survey of Seat Belt Use.

Automobile drivers and occupants (in West Virginia this includes passenger cars, light trucks – only four tires, and motor homes only) continue to be the road user group that experiences the highest number of fatalities by a large margin, as shown in the Figure below. Fatalities involving this group, however, have declined by 41% percent from 2007 to 2016.

Figure: Fatalities by Roadway User Group



Source: U.S. DOT, NHTSA STSI, 2018.

Demographic Trends

West Virginia's geographic area encompasses 24,078 square miles and ranks 35th in area. The largest county is Randolph with 1,040 square miles and the smallest is Hancock with 82.61[1] square miles. The State has 38,759 miles of public highway with the vast majority being rural two-lane roadways. West Virginia's mountainous terrain, narrow roadways, and small shoulder areas also create special highway safety challenges. West Virginia has 36 non-Federal, short-term, acute care hospitals[2], two of which are Level I Trauma Centers, four are Level II, three are Level III, and 26 are Level IV Trauma Centers[3].

The 2011-2015 American Community Survey Estimates indicates the State's population is 1,851,420, an increase of 2.4 percent from 1,808,344 reported in the 2000 U.S. Census. The Population Table shows slightly more females than males in the State, with the overwhelming majority being white. The Drivers and Motor Vehicles Table shows that both the number of licensed drivers and registered vehicles decreased by 0.1 percent and 7 percent respectively, yet vehicle miles traveled increased (VMT) by 3.7 percent.

Table: West Virginia Population

Demographic Group	Population
Total population	1,846,092
Male	912,270
Female	933,822
Black alone	63,305
White alone	1,725,411
Hispanic (of any race)	26,247
Asian alone	13,757

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates.

Table: Drivers and Motor Vehicles

Year	Licensed Drivers	Registered Motor Vehicles	Vehicle Miles Traveled (In Millions)
2007	1,366,712	1,711,577	19,741
2008	1,292,448	1,687,407	20,110
2009	1,283,527	1,728,940	19,050
2010	1,305,437	1,778,510	19,203
2011	1,314,399	1,765,292	18,936
2012	1,309,123	1,799,664	19,226
2013	1,309,384	1,827,964	19,232
2014	1,305,871	1,864,143	19,117
2015	1,304,464	1,733,889	19,287
2016	1,300,878	1,838,160	20,126
2017	1,291,271	1,867,478	n/a

Source: West Virginia Department of Transportation Annual Report, 2018.

[1] U.S. Census Bureau (<https://www.census.gov/quickfacts/table/PST045215/54029>)

[2] American Hospital Directory (https://www.ahd.com/state_statistics.html)

[3] Bureau of Public Health/Office of EMS website (www.wvoems.org)

Enter discussion of the methods for project selection (e.g., constituent outreach, public meetings, solicitation of proposals).

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

Enter list of information and data sources consulted.

Federal data sources used to develop West Virginia's Highway Safety Plan include:

- Fatality Analysis Reporting System (FARS)
- State Traffic Safety Information (STSI)
- FHWA VMT Data
- National Occupant Protection Use Survey (NOPUS)
- U.S. Census Data
- American Community Survey Five-Year Estimates
- NHTSA Assessments Reports and MAP-21/FAST Act guidance
- NHTSA HSP Approval Letter

West Virginia data sources used to develop the state's Highway Safety Plan include:

- Crash and Injury
- Licensing
- Vehicle
- Citation
- Court System
- Treatment
- Trauma Registry
- Alcohol Sales – Underage Buy Rate
- Strategic Highway Safety Plan
- State Legislation and Policy
- Population
- Observational Surveys
- Sobriety Checkpoints, Directed/Saturation Patrols

Other data sources used to develop West Virginia's Highway Safety Plan include publications and studies (i.e., Countermeasures that Work), and other state Highway Safety Plans and Annual Reports.

Enter description of the outcomes from the coordination of the Highway Safety Plan (HSP), data collection, and information systems with the State Strategic Highway Safety Plan (SHSP).

The West Virginia Department of Transportation Traffic Engineering Division is responsible for, and oversees, the Strategic Highway Safety Plan (SHSP) update and implementation process. A Safety Management Task Force (SMTF) comprised of state and Federal agencies recently updated the State's SHSP. Agencies involved in the update process included:

- Alcohol Beverage Control Administration
- Beckley Police Department (Local Law Enforcement Representative)
- Department of Education
- Department of Health & Human Resources
- Division of Highways
- Division of Motor Vehicles
- Federal Highway Administration, West Virginia Division
- Federal Motor Carrier Safety Administration, West Virginia Division
- Governor's Highway Safety Program
- National Highway Traffic Safety Administration, Region 3
- Office of the Insurance Commissioner
- Parkways Authority
- Public Service Commission
- State Police
- West Virginia Association of Metropolitan Planning Organizations
- West Virginia Commission on Drunk Driving Prevention
- West Virginia University Medicine - Jon Michael Moore Trauma Center

The SMTF confirmed Zero Fatalities as a long-term goal with an interim goal of reducing fatalities by one-half by 2030. Based upon an analysis of crash data, the SHSP emphasis areas listed below, which represented the most fatalities and serious injuries, were selected for the newest plan update. Highway safety data was also included as an emphasis area because of the importance of various traffic records data sources in determining the emphasis areas strategies and action steps, as well as tracking and assessing their progress.

- Alcohol and Drug Impaired Driving;
- Speeding and Aggressive Driving;
- Occupant Protection;
- Roadway Departure; and
- Highway Safety Data.

The updated SHSP complies with the FAST Act requirements and was approved by FHWA. During the SHSP update process, alignment of the five common safety performance measures (number of fatalities and serious injuries, the fatality and serious injuries per 100 million vehicle miles traveled (VMT), and number of non-motorized fatalities and serious injuries) were discussed to ensure consistency between the SHSP, HSP, and Highway Safety Improvement Program (HSIP). The GHSP's programs and activities influenced, and are reflected in, the alcohol and drug impaired driving, occupant protection, speeding/aggressive driving and highway safety data emphasis areas' strategies and action steps.

The GHSP adopted zero fatalities as a long-term goal with an interim goal of reducing fatalities by one-half by 2030. This is consistent with the long-term and interim goal established by the Safety Management Task Force for the first Strategic Highway Safety Plan in 2007 and reconfirmed during the 2016 SHSP update process. The GHSP is a member of the SMTF and participated in the discussions to establish the SHSP goals.

To achieve the 2030 fatalities goal, an annual reduction of approximately 3.2 percent is necessary. The interim goals for fatalities and fatality rate were established using the 2006 to 2010 five-year average as the basis. However, the five-year average for serious injuries is based on the 2008 to 2012 timeframe due to reporting changes implemented in 2007 which changed the definition of serious injury from "A" plus "B" injuries to "A" injuries only.

In addition to coordination with the SHSP goals, the GHSP worked with staff at the DOT's Division of Highways (DOH) who oversees the HSIP to ensure the performance targets for fatalities, serious injuries, and fatality rate are identical to the targets in the HSP. The zero fatalities long-term and interim goals also were adopted by the American Association of State Transportation Officials (AASHTO) and supported by the FHWA.

3 Performance report

Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Performance Measure Name	Progress
C-1) Number of traffic fatalities (FARS)	In Progress
C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
C-3) Fatalities/VMT (FARS, FHWA)	In Progress
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
C-6) Number of speeding-related fatalities (FARS)	In Progress
C-7) Number of motorcyclist fatalities (FARS)	In Progress
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
C-10) Number of pedestrian fatalities (FARS)	In Progress
C-11) Number of bicyclists fatalities (FARS)	In Progress
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	In Progress

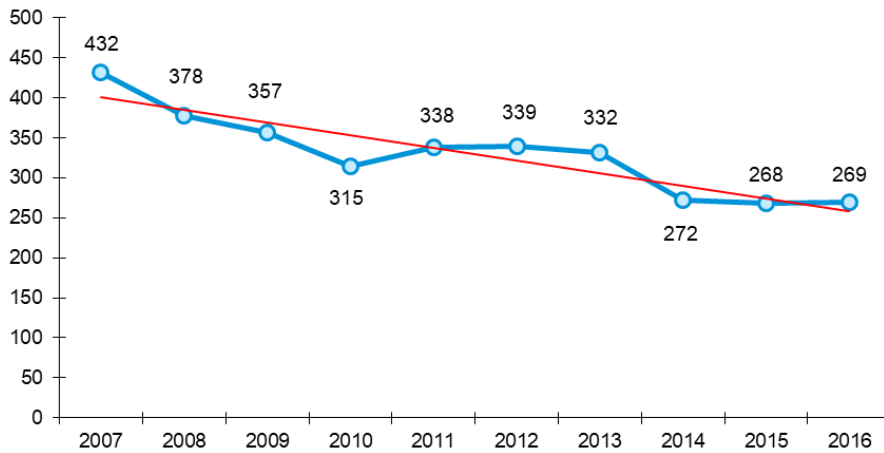
C-1) Number of traffic fatalities (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Progress towards meeting the target from last year's HSP is currently ongoing. Current data is not available, however, the state continues to implement and monitor countermeasures in an effort to achieve the set performance target. Additional information should be available for the Annual Report.

Traffic Fatalities
Total



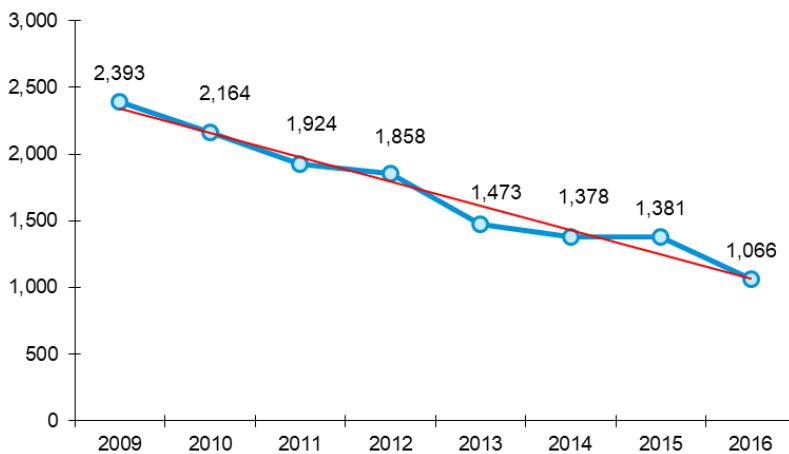
C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Progress towards meeting the target from last year's HSP is currently ongoing. Current data is not available, however, the state continues to implement and monitor countermeasures in an effort to achieve the set performance target. Additional information should be available for the Annual Report.

Traffic Serious Injuries
Total



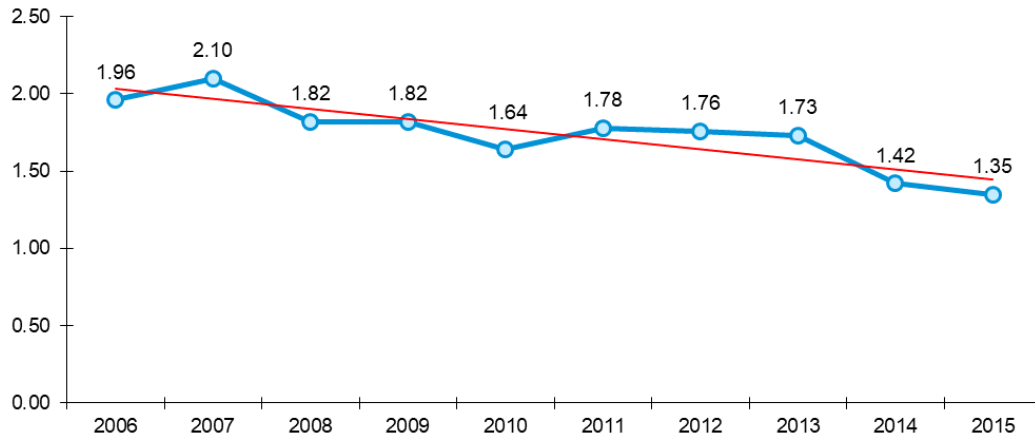
C-3) Fatalities/VMT (FARS, FHWA)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Progress towards meeting the target from last year's HSP is currently ongoing. Current data is not available, however, the state continues to implement and monitor countermeasures in an effort to achieve the set performance target. Additional information should be available for the Annual Report.

Fatalities per 100 Million Vehicle Miles Traveled



Source: U.S. DOT, NHTSA STSI, 2016.

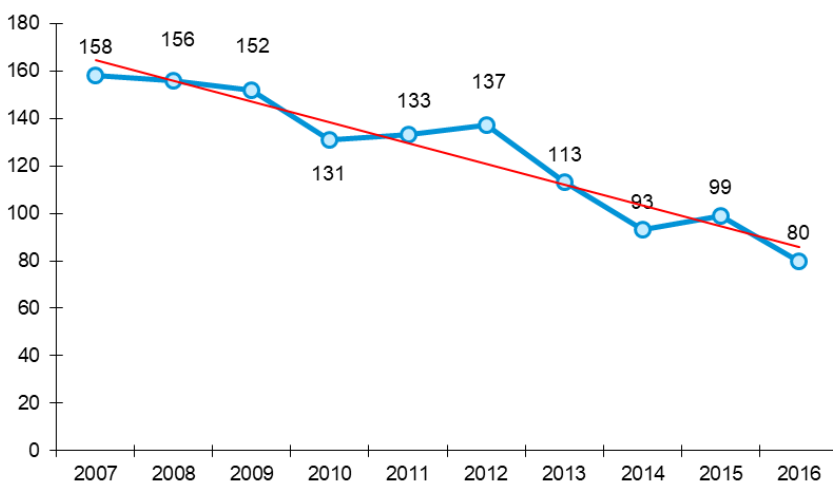
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Progress towards meeting the target from last year's HSP is currently ongoing. Current data is not available, however, the state continues to implement and monitor countermeasures in an effort to achieve the set performance target. Additional information should be available for the Annual Report.

Unbelted Fatalities



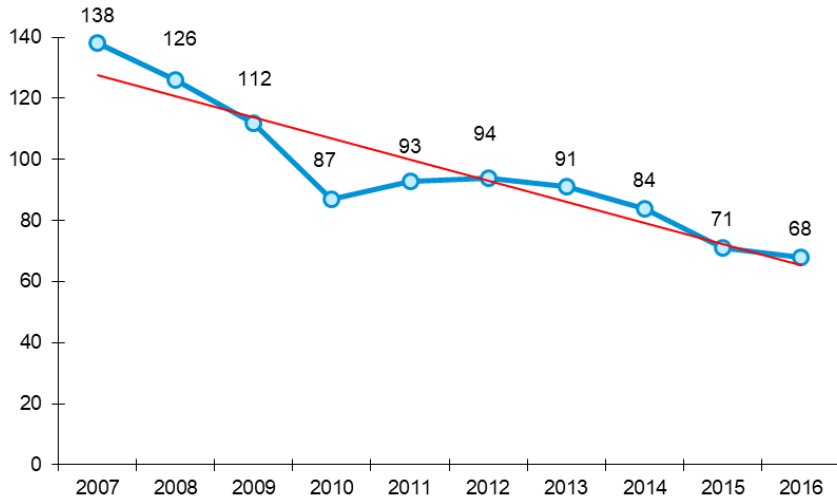
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Progress towards meeting the target from last year's HSP is currently ongoing. Current data is not available, however, the state continues to implement and monitor countermeasures in an effort to achieve the set performance target. Additional information should be available for the Annual Report.

Alcohol-Impaired Driving Fatalities (BAC=0.08+)



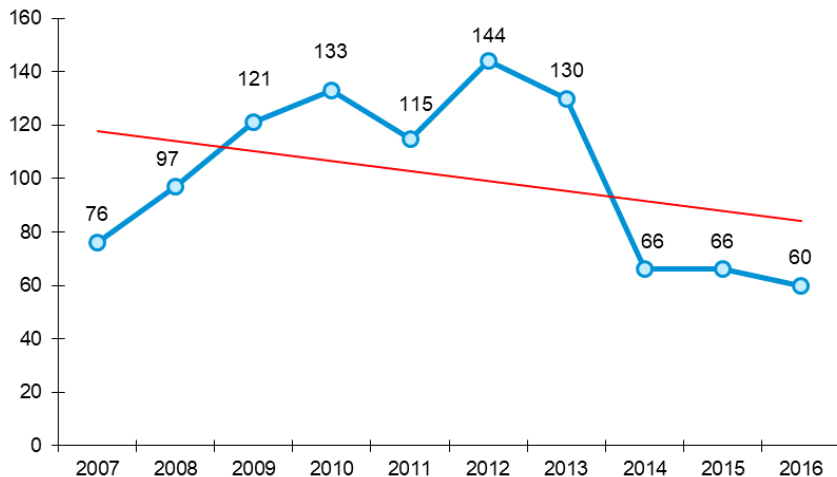
C-6) Number of speeding-related fatalities (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Progress towards meeting the target from last year's HSP is currently ongoing. Current data is not available, however, the state continues to implement and monitor countermeasures in an effort to achieve the set performance target. Additional information should be available for the Annual Report.

Speeding-Related Fatalities



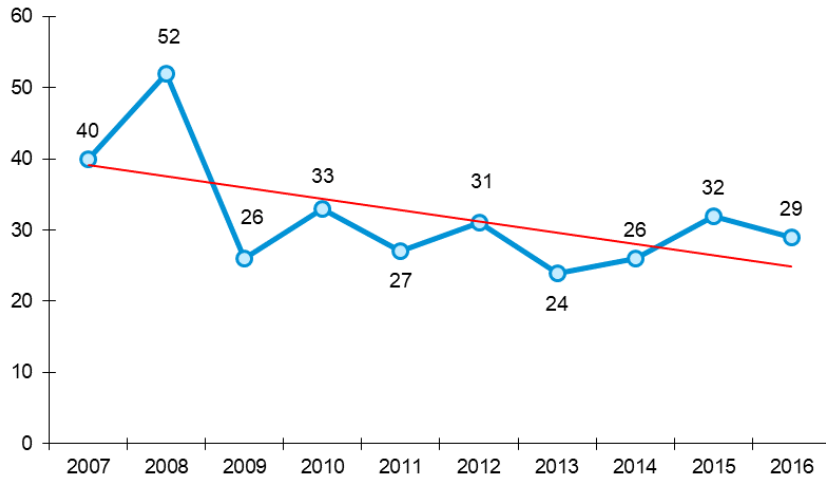
C-7) Number of motorcyclist fatalities (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Progress towards meeting the target from last year's HSP is currently ongoing. Current data is not available, however, the state continues to implement and monitor countermeasures in an effort to achieve the set performance target. Additional information should be available for the Annual Report.

Motorcyclist Fatalities



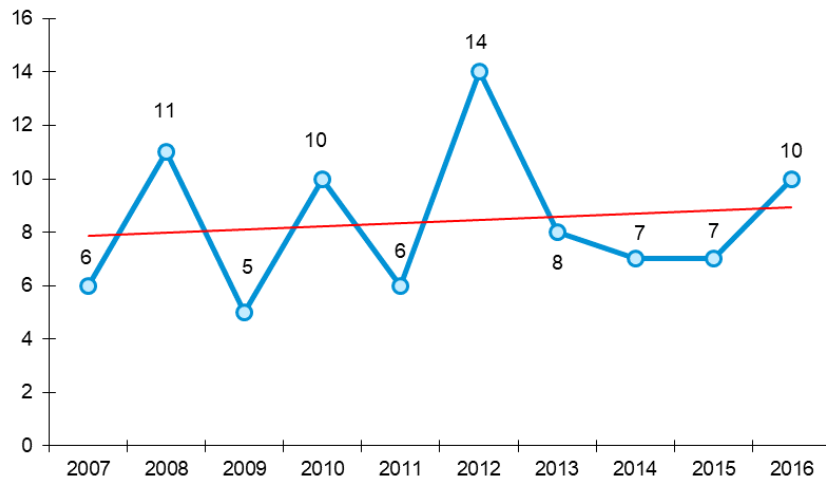
C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Progress towards meeting the target from last year's HSP is currently ongoing. Current data is not available, however, the state continues to implement and monitor countermeasures in an effort to achieve the set performance target. Additional information should be available for the Annual Report.

Unhelmeted Motorcyclist Fatalities



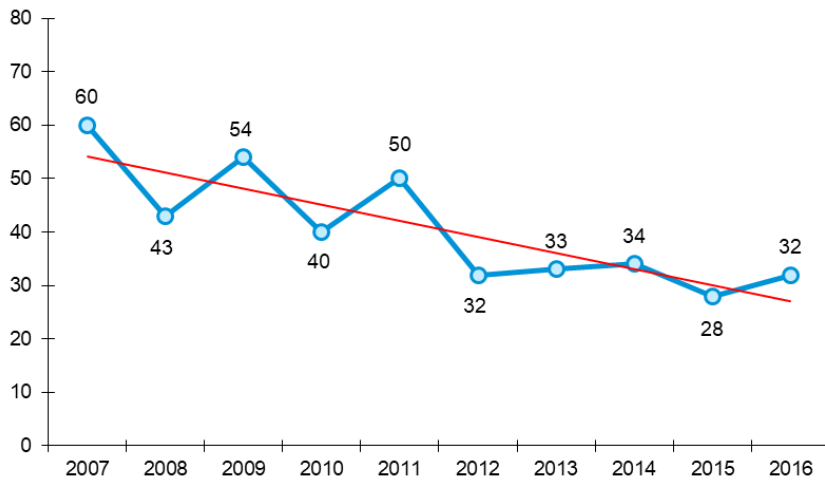
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Progress towards meeting the target from last year's HSP is currently ongoing. Current data is not available, however, the state continues to implement and monitor countermeasures in an effort to achieve the set performance target. Additional information should be available for the Annual Report.

Drivers 20 Years or Younger Involved in Fatal Crashes



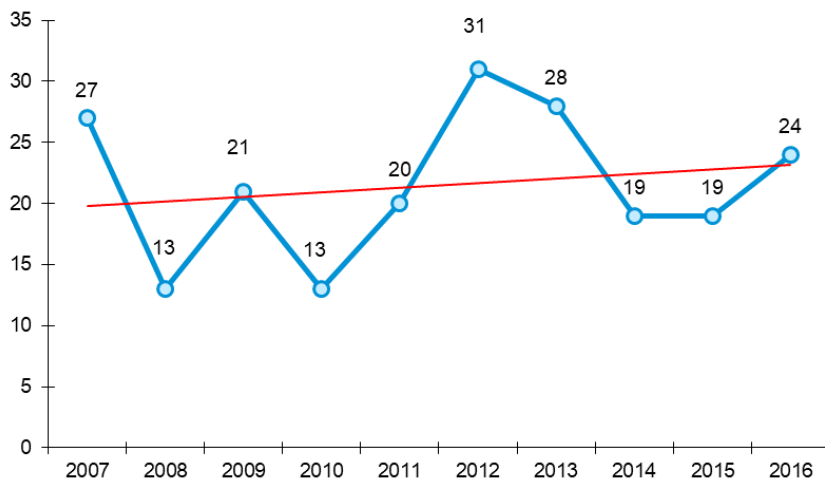
C-10) Number of pedestrian fatalities (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Progress towards meeting the target from last year's HSP is currently ongoing. Current data is not available, however, the state continues to implement and monitor countermeasures in an effort to achieve the set performance target. Additional information should be available for the Annual Report.

Pedestrian Fatalities



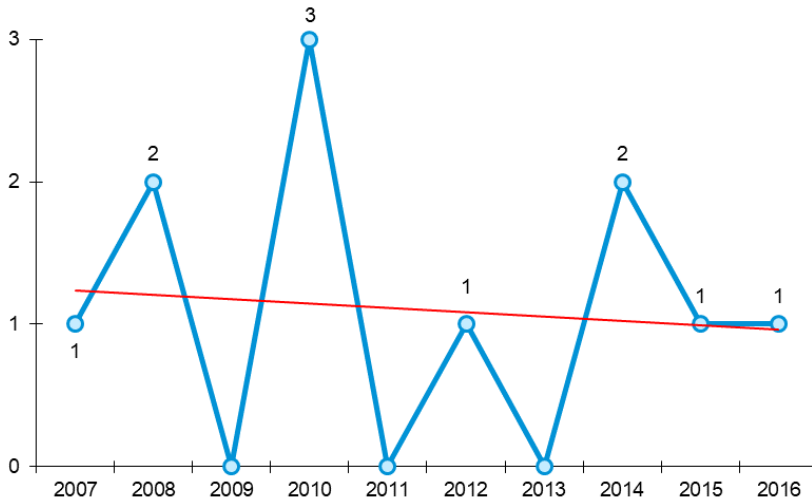
C-11) Number of bicyclists fatalities (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Progress towards meeting the target from last year's HSP is currently ongoing. Current data is not available, however, the state continues to implement and monitor countermeasures in an effort to achieve the set performance target. Additional information should be available for the Annual Report.

Bicyclist Fatalities



B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Progress towards meeting the target from last year's HSP is currently ongoing. Current data is not available, however, the state continues to implement and monitor countermeasures in an effort to achieve the set performance target. Additional information should be available for the Annual Report.

Table 3.4 Occupant Protection Fatalities and Seat Belt Usage

Core Performance Measure	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Unrestrained Passenger Vehicle Occupant Fatalities in All Seating Positions	156	152	131	133	137	113	93	99	80	n/a
Statewide Observed Seat Belt Use (Front Seat Outboard Occupants)	89.5%	87.0%	82.1%	84.9%	84.0%	82.2%	87.8%	89.0%	86.8%	89.7%
Seat Belt Citations Issued ^a	-	-	3,309	3,741	5,190	9,099	15,862	15,002	12,506	11,213
Child Safety Seat Citations Issued	-	-	297	293	317	411	420	285	265	255

4 Performance plan

Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a list of quantifiable and measurable highway safety performance targets that are data-driven, consistent with the Uniform Guidelines for Highway Safety Programs and based on highway safety problems identified by the State during the planning process.

Performance Measure Name	Target Period(Performance Target)	Target Start Year (Performance Target)	Target End Year (Performance Target)	Target Value(Performance Target)
C-1) Number of traffic fatalities (FARS)	5 Year	2015	2019	283.0
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2015	2019	977.0
C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2015	2019	1.498
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2015	2019	87.7
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2015	2019	61.5
C-6) Number of speeding-related fatalities (FARS)	5 Year	2015	2019	65.1
C-7) Number of motorcyclist fatalities (FARS)	5 Year	2015	2019	27.0
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2015	2019	7.0
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2015	2019	24.0
C-10) Number of pedestrian fatalities (FARS)	5 Year	2015	2019	18.0
C-11) Number of bicyclists fatalities (FARS)	5 Year	2015	2019	1.0
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2015	2019	90.0
D-1) Percent of drivers 20 or younger who reported driving a vehicle while talking on a cell phone	Annual	2019	2019	20.0
D-2) Percent of drivers 20 or younger who reported texting on a cell phone while driving	Annual	2019	2019	15.0
Number of agencies using eCitation	5 Year	2015	2019	174.0

C-1) Number of traffic fatalities (FARS)

Is this a traffic records system performance measure?

No

C-1) Number of traffic fatalities (FARS)-2019

Target Metric Type: Numeric

Target Value: 283.0

Target Period: 5 Year

Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff,

Regional Traffic Safety Coordinators, and other HSP partners. They also are based on the data-driven state SHSP, which was developed by the West Virginia Division of Highways in collaboration with a number of state safety partners.

The GHSP adopted zero fatalities as a long-term goal with an interim goal of reducing fatalities by one-half by 2030. This is consistent with the long-term and interim goal established by the West Virginia Safety Management Task Force (SMTF) for the first Strategic Highway Safety Plan (SHSP) in 2007 and reconfirmed during the 2016 SHSP update process. The GHSP is a member of the SMTF and participated in the discussions to establish the SHSP goal.

To achieve the 2030 fatalities goal, an annual reduction of approximately 3.2 percent is necessary. The interim goals for fatalities and fatality rate were established using the 2012 to 2016 five-year average as the basis.

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

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016
C-1	Traffic Fatalities (FARS) Annual	339	332	272	268	269
	5-Year Moving Average	345.4	336.2	319.2	309.8	296
Reduce total fatalities by 4.4 percent from 296 (2012-2016 average) to 283 by December 31, 2019.						

C-2) Number of serious injuries in traffic crashes (State crash data files)

Is this a traffic records system performance measure?

No

C-2) Number of serious injuries in traffic crashes (State crash data files)-2019
Target Metric Type: Numeric
Target Value: 977.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators, and other HSP partners. They also are based on the data-driven state SHSP, which was developed by the West Virginia Division of Highways in collaboration with a number of state safety partners.

The GHSP adopted zero fatalities as a long-term goal with an interim goal of reducing fatalities by one-half by 2030. This is consistent with the long-term and interim goal established by the West Virginia Safety Management Task Force (SMTF) for the first Strategic Highway Safety Plan

(SHSP) in 2007 and reconfirmed during the 2016 SHSP update process. The GHSP is a member of the SMTF and participated in the discussions to establish the SHSP goal.

To achieve the 2030 fatalities goal, an annual reduction of approximately 3.2 percent is necessary. The interim goals for fatalities and fatality rate were established using the 2012 to 2016 five-year average as the basis.

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

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016
Serious Injuries in Traffic Crashes (State Crash File)	Annual	1,858	1,473	1,378	1,381	1,066
	5-Year Moving Average	2,351	1,999.8	1,791.4	1,604.4	1,431
Reduce serious traffic injures by 32.5% from 1,448 (2012-2016 average) to 977 by December 31, 2019.						

C-3) Fatalities/VMT (FARS, FHWA)

Is this a traffic records system performance measure?

No

C-3) Fatalities/VMT (FARS, FHWA)-2019
Target Metric Type: Numeric
Target Value: 1.498
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators, and other HSP partners. They also are based on the data-driven state SHSP, which was developed by the West Virginia Division of Highways in collaboration with a number of state safety partners.

The GHSP adopted zero fatalities as a long-term goal with an interim goal of reducing fatalities by one-half by 2030. This is consistent with the long-term and interim goal established by the West Virginia Safety Management Task Force (SMTF) for the first Strategic Highway Safety Plan (SHSP) in 2007 and reconfirmed during the 2016 SHSP update process. The GHSP is a member of the SMTF and participated in the discussions to establish the SHSP goal.

To achieve the 2030 fatalities goal, an annual reduction of approximately 3.2 percent is necessary. The interim goals for fatalities and fatality rate were established using the 2012 to 2016 five-year average as the basis.

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

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016
Fatalities/VMT (FARS/FHWA).	Annual	1.76	1.73	1.42	1.35	1.41
	5-Year Moving Average	1.809	1.782	1.694	1.637	1.555
	Rural	2.35	2.15	1.83	1.95	N/A
	Urban	0.96	1.13	0.84	0.77	N/A
Reduce fatalities/VMT by 3.7 percent from 1.555 (2012-2016 average) to 1.498 by December 31, 2019.						

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Is this a traffic records system performance measure?

No

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2019
Target Metric Type: Numeric
Target Value: 87.7
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/ performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators, and other HSP partners. They also are based on other data-driven state plans, which were developed by the West Virginia Division of Highways in collaboration with a number of state safety partners. Based on recent historical data, unrestrained passenger vehicle fatalities have shown a relatively consistent downward trend. Given this downward trend, particularly in five-year rolling average, and other efforts to improve restraint use across the state, a reduction of approximately 15.7 is appropriate.

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016
Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	137	113	93	99	80
	5-Year Moving Average	142	133	121	115	104
Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 15.7 percent from 104 (2012-2016 average) to 87.7 by December 31, 2019.						

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)**Is this a traffic records system performance measure?**

No

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2019
Target Metric Type: Numeric
Target Value: 61.5
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators, and other HSP partners. They are also based on other data-driven state plans, which were developed by the West Virginia Division of Highways in collaboration with a number of state safety partners. There has been a strong downward trend of impaired driving fatalities in West Virginia over the last five years, from 94 in 2012 to 68 in 2016 and there is reason to believe the downward trend will continue based on expanded anti-impaired driving programs both within and in addition to the HSP. Therefore a 25 percent reduction from the 2012 to 2016 five-year average of 82 to 61.5 is appropriate.

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016
Alcohol-Impaired Driving Fatalities (FARS)	Annual	94	91	84	71	68
	5-Year Moving Average	102	95	90	87	82

Reduce alcohol impaired driving fatalities 25 percent from 82 (2012-2016 average) to 61.5 by December 31, 2019.

C-6) Number of speeding-related fatalities (FARS)**Is this a traffic records system performance measure?**

No

C-6) Number of speeding-related fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 65.1
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators, and other HSP partners. They are also based on other data-driven state plans, which were developed by

the West Virginia Division of Highways in collaboration with a number of state safety partners. Speeding-related fatalities in West Virginia dropped significantly from 130 in 2013 to 66 in 2014, and remained near that level through 2015 (66) and 2016 (60). The significant annual reductions combined with sustained efforts to reduce speeding in the state make a 30% reduction in the five-year average of fatalities from 93 (2012-2016 average) to 65.1 appropriate.

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016
Speeding-Related Fatalities (FARS)	Annual	144	130	66	66	60
	5-Year Moving Average	122	129	118	104	93
Reduce speeding-related fatalities by 30% percent from 93 (2012-2016 average) to 65.1 by December 31, 2019.						

C-7) Number of motorcyclist fatalities (FARS)

Is this a traffic records system performance measure?

No

C-7) Number of motorcyclist fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 27.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators, and other HSP partners. They are also based on other data-driven state plans, which were developed by the West Virginia Division of Highways in collaboration with a number of state safety partners. The historical trend for motorcycle fatalities has been relatively constant with the five-year average dropping from 34 in 2012 to 28 in 2013 and remaining at 28 for 2014 through 2016. Based on trend and planned activities, a three percent reduction from 28 (2012 through 2016 average) to 27 (2015 through 2019) was chosen.

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016
Motorcyclist Fatalities (FARS)	Annual	31	24	26	32	29
	5-Year Moving Average	34	28	28	28	28
Reduce motorcyclist fatalities by 3 percent from 28 (2012-2016 average) to 27 by December 31, 2019.						

C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Is this a traffic records system performance measure?

No

C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 7.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators, and other HSP partners. They also are based on the data-driven state SHSP, which was developed by the West Virginia Division of Highways in collaboration with a number of state safety partners. While the trend of unhelmeted motorcyclists has been relatively level over the last five years, there is confidence that significant gains can be made by 2019 and therefore a 24.4 percent reduction, from 9 (2012 to 2012 average) to 7 (2015 to 2019 average), has been selected.

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016
Unhelmeted Motorcyclist Fatalities (FARS)	Annual	14	8	7	7	10
	5-Year Moving Average	9	9	9	8	9
Reduce fatal crashes involving young drivers by 24.4 percent from 9 (2012-2016 average) to 7 by December 31, 2019.						

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Is this a traffic records system performance measure?

No

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2019
Target Metric Type: Numeric
Target Value: 24.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators, and other HSP partners. They also are based on other data-driven state plans, which were developed by the West Virginia Division of Highways in collaboration with a number of state safety partners. The five-year average of younger drivers involved in fatal crashes has shown a consistent downward trend for the last five years from 44 in 2012 (2008 to 2012 average) to 31 in 2016 (2012 to 2016 average). Therefore, a 25 percent reduction from 31 (2012 to 2016) to 24 has been selected.

CORE OUTCOME MEASURES	2012	2013	2014	2015	2016
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CORE OUTCOME MEASURES		2012	2013	2014	2015	2016
Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	Annual	32	33	34	28	32
	5-Year Moving Average	44	42	38	35	31
Reduce fatal crashes involving young drivers by 25 percent from 32 (2012-2016 average) to 24 by December 31, 2019.						

C-10) Number of pedestrian fatalities (FARS)**Is this a traffic records system performance measure?**

No

C-10) Number of pedestrian fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 18.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators, and other HSP partners. They also are based on other data-driven state plans, which were developed by the West Virginia Division of Highways in collaboration with a number of state safety partners. The state had experienced a steady decrease in pedestrian fatalities from 2012 through 2015 until an uptick to 24 fatalities in 2016. Despite the up year in 2016, the general trend has been a reduction and therefore a 25.6 percent reduction has been selected.

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016
Pedestrian Fatalities (FARS)	Annual	31	28	19	19	24
	5-Year Moving Average	20	23	22	23	24
Reduce pedestrian fatalities by 25.6 percent from 24 (2012-2016 average) to 18 by December 31, 2019.						

C-11) Number of bicyclists fatalities (FARS)**Is this a traffic records system performance measure?**

No

C-11) Number of bicyclists fatalities (FARS)-2019
Target Metric Type: Numeric

Target Value: 1.0
 Target Period: 5 Year
 Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators, and other HSP partners. They also are based on other data-driven state plans, which were developed by the West Virginia Division of Highways in collaboration with a number of state safety partners. The annual number of bicyclist fatalities in West Virginia over the last five years have ranged from a low of 0 in 2013 to a high of 2 in 2014. Given the very low number of annual fatalities, the goal of 100 percent reduction from a five-year average of 1 (2012 to 2016) to 0 (2015 to 2019) has been selected.

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016
Bicyclist Fatalities (FARS)	Annual	1	0	2	1	1
	5-Year Moving Average	1	1	1	1	1
Reduce bicyclist fatalities by 100 percent from one (2012-2016 average) to zero by December 31, 2019.						

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Is this a traffic records system performance measure?

No

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2019

Target Metric Type: Percentage

Target Value: 90.0

Target Period: 5 Year

Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Performance targets were established by reviewing five years of data to determine trends, and establishing reasonable benchmarks the office feels can be accomplished. Activities/performance measures are based on results of past activities, and developed collaboratively by GHSP staff, Regional Traffic Safety Coordinators, and other HSP partners. They also are based on other data-driven state plans, which were developed by the West Virginia Division of Highways in collaboration with a number of state safety partners. The observed seatbelt use rate in West Virginia has increased significantly from 84% in 2012 to 89.7% in 2017. This increasing trend is expected to continue, therefore, a goal of 90% in 2019 is appropriate.

CORE BEHAVIOR MEASURE		2012	2013	2014	2015	2016	2017
Observed Seat Belt Use for Passenger Vehicles, Front Seat	Annual	84.0%	82.2%	87.8%	89.0%	86.8%	89.7%

Outboard Occupants (State Survey)

Increase observed seat belt use for passenger vehicles, front seat outboard occupants from 89.7 percent in 2017 to 90 percent in 2019.

D-1) Percent of drivers 20 or younger who reported driving a vehicle while talking on a cell phone

Is this a traffic records system performance measure?

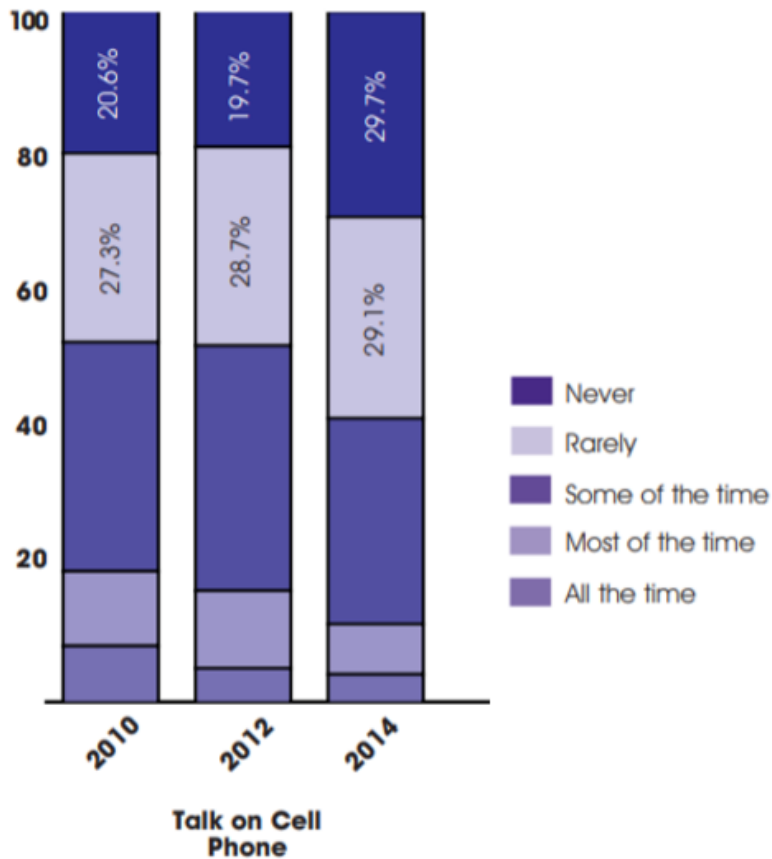
No

D-1) Percent of drivers 20 or younger who reported driving a vehicle while talking on a cell phone-2019
Target Metric Type: Percentage
Target Value: 20.0
Target Period: Annual
Target Start Year: 2019

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

The most recent West Virginia Attitude and awareness Survey was conducted in 2014. the survey shoed an increasing trend in the number of drivers (all ages) responding that they never talked on a phone . This trend is expected to continue, particularly among younger drivers, due to the expanded educational programs geared toward educating younger drivers on the dangers of talking on the phone while driving. According to the 2018 West Virginia Distracted Driving Simulator Survey, 22.94 percent of students responded that they had talked ona cell phone while driving. Based on the expanded educational efforts and the already deceasing phone use trend among drivers, a goal of 20 percent for the 2019 West Virginia Distracted driving Simulator Survey is appropriate.

2014 West Virginia Attitude and Awareness Survey Results for "How often do you talk on the phone and drive?"



D-2) Percent of drivers 20 or younger who reported texting on a cell phone while driving

Is this a traffic records system performance measure?

No

D-2) Percent of drivers 20 or younger who reported texting on a cell phone while driving-2019

Target Metric Type: Percentage

Target Value: 15.0

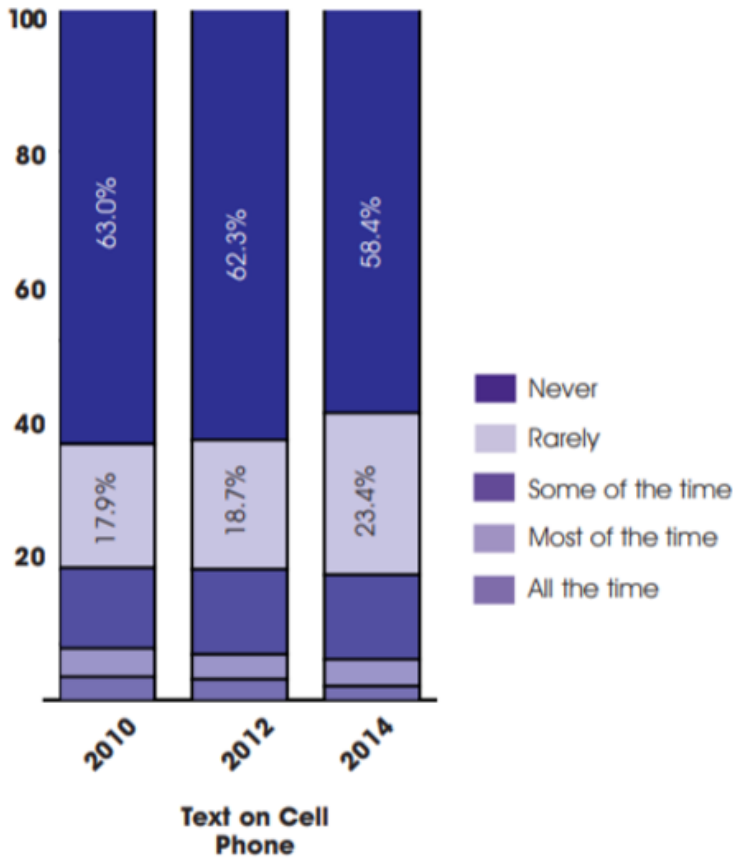
Target Period: Annual

Target Start Year: 2019

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

The most recent West Virginia Attitude and awareness Survey was conducted in 2014. While the survey indicated a decreasing trend in the number of drivers (all ages) responding that they never talked text and drive, this trend is expected to reverse, particularly among younger drivers, due to the expanded educational programs geared toward educating younger drivers on the dangers of texting and driving since 2014. According to the 2018 West Virginia Distracted Driving Simulator Survey, only 17.82 percent of students responded that they had talked on a cell phone while driving. Based on the expanded educational efforts across the state, a goal of 15 percent for the 2019 West Virginia Distracted driving Simulator Survey is appropriate.

2014 West Virginia Attitude and Awareness Survey Results for "How often do you text and drive?"



Number of agencies using eCitation

Is this a traffic records system performance measure?

Yes

Primary performance attribute: Accessibility

Core traffic records data system to be impacted: Citation/Adjudication

Number of agencies using eCitation-2019

Target Metric Type: Numeric

Target Value: 174.0

Target Period: 5 Year

Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

As of May 31, 2018 the State had 157 agencies issuing electronic citations. Based on the average numbers over the past nine years, on average, 17 new agencies were brought on board per year. With that in mind, the State determined they should be able to get 17 new agencies on eCitation by Dec 31, 2019. This would bring the projected total to 174 agencies using eCitation.

This program will help to address the performance measure of the number of agencies using eCitations. On average, the Chief of Police, patrol officer(s), and a municipal clerk access the report beam/eCitation system. From that understanding, for every agency brought onto the system, at

a minimum, three people get accessibility to the accurate and timely data.

- Accessibility goes up three to one for each agency brought on.
- Accuracy goes up three to one for each agency brought on.
- Timeliness goes up three to one for each agency brought on.

State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.	
Check the box if the statement is correct.	Yes
Enter grant-funded enforcement activity measure information related to seat belt citations, impaired driving arrests and speeding citations.	
A-1) Number of seat belt citations issued during grant-funded enforcement activities*	
Fiscal year	2017
Seat belt citations	11,213
A-2) Number of impaired driving arrests made during grant-funded enforcement activities	
Fiscal year	2017
Impaired driving arrests	2,870
A-3) Number of speeding citations issued during grant-funded enforcement activities*	
Fiscal year	2017
Speeding citations	14,456

5 Program areas

Program Area Hierarchy

1. Occupant Protection (Adult and Child Passenger Safety)

- Short-term, High Visibility Seat Belt Law Enforcement
 - CIOT Nat'l/State Blitzes
 - FAST Act NHTSA 402
 - FAST Act 405b OP Low
- OP-Supporting Enforcement
 - Data Tracking & Agency Support Program (DTASP)
 - FAST Act 405b OP Low
 - Regional Traffic Safety Programs
 - NHTSA 402
 - FAST Act 405b OP Low
 - FAST Act 405c Data Program
 - FAST Act 405d Impaired Driving Mid
 - FAST Act 405e Special Distracted Driving
- OP-Communication Campaign
 - Paid Media

- FAST Act NHTSA 402
- Child Restraint System Inspection Station(s)
 - CPS Training
 - FAST Act 405b OP Low
 - Car Seats/Supplies
 - FAST Act 405b OP Low
- 2. Impaired Driving (Drug and Alcohol)
 - Underage Drinking Enforcement
 - PI&E
 - FAST Act 405d Impaired Driving Mid
 - WV Collegiate Initiative to Address High Risk Alcohol Use
 - FAST Act 405d Impaired Driving Mid
 - Compliance Checks
 - FAST Act 405d Impaired Driving Mid
 - Prosecutor Training
 - TSRP
 - FAST Act NHTSA 402
 - FAST Act 405d Impaired Driving Mid
 - Law Enforcement Outreach Liaison
 - Training
 - FAST Act 405b OP Low
 - Cambridge Systematics Contract
 - FAST Act NHTSA 402
 - LE Training
 - FAST Act 405d Impaired Driving Mid
 - Cambridge Systematics Contract
 - FAST Act NHTSA 402
 - ID-Communication Campaign
 - Paid Media
 - FAST Act 405d Impaired Driving Mid
 - High Visibility Enforcement
 - DSOGPO State and National Blitzes
 - FAST Act NHTSA 402
 - FAST Act 405d Impaired Driving Mid
 - Sobriety Checkpoints/Directed Patrols
 - FAST Act NHTSA 402
 - FAST Act 405d Impaired Driving Mid
 - Drug Recognition Expert (DRE) Training
 - Training
 - FAST Act 405d Impaired Driving Mid
 - ITSMER Maintenance
 - MAP 21 405c Data Program
 - DRE Coordination
 - FAST Act 405d Impaired Driving Mid
 - Equipment/Supplies
 - FAST Act 405d Impaired Driving Mid
 - DRE Callouts
 - FAST Act 405d Impaired Driving Mid
 - Data Tracking & Agency Support Program (DTASP)
 - FAST Act NHTSA 402
 - FAST Act 405d Impaired Driving Mid
- 3. Motorcycle Safety
 - MC-Communication Campaign
 - Paid Media
 - FAST Act 405f Motorcycle Programs
- 4. Traffic Records
 - Improves timeliness of a core highway safety database
 - Equipment and Training for LE Officers
 - FAST Act 405c Data Program

- Maintenance Fee
 - FAST Act 405c Data Program
- Improves accessibility of a core highway safety database
 - Equipment and Training for LE Officers
 - FAST Act 405c Data Program
- Maintenance Fee
 - FAST Act 405c Data Program
- Highway Safety Office Program Management
- 5. Community Traffic Safety Program
 - Regional Traffic Safety Programs
- 6. Speed Management
 - Sustained Enforcement
 - Speed & Aggressive Driving Enforcement
 - FAST Act NHTSA 402
- 7. Non-motorized (Pedestrians and Bicyclist)
 - PI & E
 - Awareness Materials
 - FAST Act NHTSA 402
- 8. Distracted Driving
 - High Visibility Cellphone/Text Messaging Enforcement
 - Distracted Driving Awareness Month
 - FAST Act NHTSA 402
 - FAST Act 405e Comprehensive Distracted Driving
 - DD-Communication Campaign
 - Paid Media
 - NHTSA 402
 - FAST Act 405e Special Distracted Driving
- 9. Planning & Administration
 - (none)
 - Staff Salary and Travel Match
 - FAST Act NHTSA 402

5.1 Program Area: Occupant Protection (Adult and Child Passenger Safety)

Program area type Occupant Protection (Adult and Child Passenger Safety)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

Yes

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

The GHSP and its partners remain committed to improving the State's seat belt use rate in FFY 2019 and are focused on surpassing the 90 percent usage rate milestone with our long-term goal being a 100 percent seat belt usage rate. The state's unrestrained fatality five-year average has consistently decreased for every five-year period since 1998-2002. Prior to 2015, West Virginia's highest seat belt use rate occurred in 2007 and 2008 (89.6 and 89.5 percent respectively), and after a downward trend, the seat belt usage rate climbed more than five points to 87.8 percent in 2014 and then upward to 89 percent again in 2015. There was once again a decline in 2016 to 86.8 percent followed by an increase in 2017 to 89.7 percent, which was the highest recorded seat belt use rate in West Virginia. The 2018 observational seat belt survey has been conducted,

but the results have not yet been tabulated. The table below shows the State's performance relative to the occupant protection performance measures, the observed seat belt use rate and the numbers of restraint related citations issued.

Table: Occupant Protection Fatalities, Seat Belt Usage, and Restraint Citations

Core Performance Measure	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Unrestrained Passenger Vehicle Occupant Fatalities in All Seating Positions	156	152	131	133	137	113	93	99	80	
Statewide Observed Seat Belt Use (Front Seat Outboard Occupants)	89.5%	87.0%	82.1%	84.9%	84.0%	82.2%	87.8%	89.0%	86.8%	89.7%
Seat Belt Citations Issued ^a	–	–	3,309	3,741	5,190	9,099	15,862	15,002	12,506	11,213
Child Safety Seat Citations Issued	–	–	297	293	317	411	420	285	265	255

Source: Governor's Highway Safety Program

^a These totals are for all grant-funded activity, not just activity during seat belt specific enforcement efforts.

West Virginia's annual scientific seat belt survey is described in the report titled "2017 Observational Survey of Safety Belt Use" prepared by Dr. Stephen M. Haas of the Mountain State Criminal Justice Research Services. Based on the results of the seat belt survey conducted in 2017, it was reported that:

- Males were significantly less likely to be using safety belts compared to females;
- Both drivers and passengers in pick-up trucks were the least likely occupant to be observed wearing a safety belt compared to occupants in other types of vehicles; and
- Drivers on local, rural roads were the least likely group to be wearing a safety belt.

These findings are not surprising. Historically males between the ages of 16 and 35 are overrepresented in motor vehicle fatalities and crashes in West Virginia. Most of the fatal crashes occur on weekend nights and are single vehicles departing off two-lane rural roadways, with pick-up trucks being overrepresented. While most of these crashes are due to failure to maintain control, speed, impairment, and failure to obey traffic control, the non-use of seat belts contributes to the fatalities and serious injuries that result, as evidenced by lower use rates in rural areas by young males, mostly in pick-up trucks.

According to the Center for Disease Control, motor vehicle crashes are the leading killer of children, teens, and young adults in the nation. In West Virginia alone, total crash-related death costs are \$397 million (\$4 million in medical costs and \$393 million in work loss costs), based on 2013 data. Children represent four percent, or \$15 million, and teens represent 11 percent, or \$43 million of these costs (Center for Disease Control, <https://www.cdc.gov/motorvehiclesafety/statecosts/index.html>). Additionally, according to FARS data found in the May 2016 Children Traffic Safety Fact Sheet (<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812383>), the rate of deaths caused by motor vehicle crashes for children from birth through age 14 is significantly higher than the national average.

One of the greatest issues facing CPS programs across the State – and across the United States – is the misuse or non-use of child passenger safety devices. In West Virginia, not securing a child properly while operating a vehicle is a primary offense. The non-use and misuse rate for CPS devices across the United States ranges from 72 percent to 84 percent. Through observations at CPS safety events, occupant protection checkpoints and various other opportunities, the non-use and misuse rate in West Virginia falls within the nationwide range, generally hovering around 80-85 percent. In calendar year 2016, there were 687 children under the age of eight, injured in vehicle crashes, along with five fatalities under the age of eight. While some of these children were likely secured properly in CPS devices, it is even more likely that many of them were not secured correctly or at all. The GHSP plans to conduct a statewide non-scientific CPS use rate survey in FFY 2019 to more adequately determine the needs of West Virginia's children.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g.,

distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	87.7
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2019	90.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	OP-Supporting Enforcement
2019	OP-Communication Campaign
2019	Child Restraint System Inspection Station(s)

5.1.1 Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

Program area Occupant Protection (Adult and Child Passenger Safety)

Countermeasure strategy Short-term, High Visibility Seat Belt Law Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required

under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The GHSP Law Enforcement Liaison (LEL) will coordinate the seat belt enforcement efforts of the Regional Traffic Safety Coordinators and West Virginia State Police (WVSP) coordinators. Each of the Regional Traffic Safety Coordinators will be required arrange a minimum of at least one seat belt enforcement activity in each of their areas no less frequently than every two weeks. The seven West Virginia State Police coordinators will arrange a minimum of one seat belt enforcement activity within each of their troop areas every two weeks. Nighttime enforcement will be

encouraged; however, the enforcement activities will be conducted primarily during daylight hours and in high-crash location areas. Some daylight hours during the warmer months still fall within the designated nighttime time frame. Enforcement activities will focus on roadways that produced low seat belt use rates, as determined by the annual observational seat belt survey.

West Virginia uses a variety of high-visibility seat belt enforcement efforts to reach nonusers. Approved examples of "high-visibility enforcement activities" are:

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

Directed Patrols. Officers will patrol areas identified as low seat belt use rate areas as determined by the annual observational seat belt survey. Since many of the low-use rate areas have historically been in rural parts of the state, agencies will target rural areas, particularly those rural areas that contain an official observational seat belt survey site. Patrol sites will also include areas near high schools and at locations near movie theaters, malls, and other areas where teenagers typically congregate, and during times they would most likely be in route to and from these locations.

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

Participation in the *Click It or Ticket (CIOT)* Mobilization in May. West Virginia's CIOT enforcement campaign will run from May 20 – June 2, 2019. Funds provided to the Regional Traffic Safety Program Coordinators will be granted to law enforcement agencies based on a pre-developed enforcement plan coordinated by the coordinator, law enforcement agencies, and local LELs in each region, as well as the GHSP LEL. Enforcement activities will occur daily in each region, during all daylight hours, with nighttime enforcement encouraged. Funds will be provided directly to the WVSP to be divided among the seven troop areas. The WVSP will be primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low manpower departments. By using WVSP in conjunction with municipal and county law enforcement agencies, enforcement and education will serve all geographic areas within the state, including the locations with at least 70 percent of the state's unrestrained passenger vehicle occupant fatalities and serious injuries.

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

November 2 to November 18, 2018;

March 1 to March 17, 2019; and

August 2 to August 18, 2019.

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

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

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

In addition to the above high-visibility enforcement activities, the GHSP requires all law enforcement agencies receiving federal Highway Safety funds to have seat belt use policies. These policies must be written and outline sanctions for noncompliance.

As in previous years, letters of support for the seat belt enforcement efforts will be obtained from the West Virginia Chiefs of Police Association, the West Virginia Sheriffs Association, and the West Virginia Fraternal Order of Police.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Short-term, high-visibility enforcement campaigns have been observed to increase belt use more among traditionally lower-belt-use groups, including young drivers, than among higher-belt-use drivers.

Each Regional Traffic Safety Program Coordinator will conduct public education and information activities. The Coordinator will be required to conduct at least two events each month (unless otherwise noted) and each WVSP coordinator will conduct two activities each month (unless otherwise noted) within their troop area. Approved examples of public information and education activities include:

Presenting seat belt, child safety seat, and safe driving information to a group such as school classes, employers, civic groups, and church groups, in a face-to-face setting or in a public forum.

Presenting seat belt, child safety seat, and safe driving information through a media outlet such as TV, radio, newspaper, magazine article, or at a local fair or festival.

CPS Clinics/Events – Regional Coordinators will set up a minimum of one child passenger safety clinic/event quarterly. These events should be set up as a community event with publicity/media coverage.

CIOT Mobilization and Enforcement Waves

All forms of media will be utilized during the May CIOT Mobilization and the three state enforcement waves, which will run concurrently with the enforcement campaign. Over \$400,000 in federal highway safety funds will be dedicated to this effort alone. Funds will be used for statewide television (network and cable) and radio airtime, as well as billboards. Social media, such as Facebook, also will be utilized. Paid boosted posts will be utilized on Facebook and Twitter.

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

These media events are more than simple media notification of an upcoming enforcement event. The GHSP will receive a report of each media event that includes the coverage area or circulation of the media used and the amount of money it would have cost to purchase the media time/space.

Target Audience

The primary target audience is:

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

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

Allocation of funding is based on funds available and law enforcement agencies willingness and ability to participate in HVE occupant protection activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Each of the Regional Traffic Safety Coordinators will be required arrange a minimum of at least one seat belt enforcement activity in each of their areas no less frequently than every two weeks. The seven West Virginia State Police coordinators will arrange a minimum of one seat belt enforcement activity within each of their troop areas every two weeks. Nighttime enforcement will be encouraged; however, the enforcement activities will be conducted primarily during daylight hours and in high-crash location areas. Some daylight hours during the warmer months still

fall within the designated nighttime time frame. Enforcement activities will focus on roadways that produced low seat belt use rates, as determined by the annual observational seat belt survey. The GHSP Law Enforcement Liaison will coordinate the efforts of the Regional Traffic Safety Coordinators and West Virginia State Police coordinators. These two group's activities cover 100 percent of the State.

The most common high visibility belt law enforcement method consists of short (such as CIOT in May), intense, highly publicized periods of increased belt law enforcement, frequently using saturation patrols, or enforcement zones. All high visibility enforcement programs in West Virginia include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, State, regional, or national levels.

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

The GHSP estimates that approximately \$500,000 in 405b funding will be spent on occupant protection media and enforcement and up to an additional \$375,000 in 402 funds will be spent on enforcement.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-19-04	CIOT Nat'l/State Blitzes	Short-term, High Visibility Seat Belt Law Enforcement

5.1.1.1 Planned Activity: CIOT Nat'l/State Blitzes

Planned activity name	CIOT Nat'l/State Blitzes
Planned activity number	OP-19-04
Primary countermeasure strategy	Short-term, High Visibility Seat Belt Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Overtime Enforcement for 4 statewide CIOT blitzes

Enter intended subrecipients.

City of Huntington, Wood Co. Commission, City of Wheeling, City of Clarksburg, Jefferson Co. Commission, City of Beckley, City of Charleston, WV State Police, Kanawha Co. Commission, Mercer Co. Commission, Public Service Commission, Monongalia Co. Commission, City of Morgantown, Morgan Co. Commission, City of Parkersburg

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2018	FAST Act NHTSA 402		\$100,000.00	\$25,000.00	\$0.00
	2018	FAST Act 405b OP Low		\$200,000.00	\$75,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.1.2 Countermeasure Strategy: OP-Supporting Enforcement

Program area Occupant Protection (Adult and Child Passenger Safety)

Countermeasure strategy OP-Supporting Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Law Enforcement Liaison. The GHSP Law Enforcement Liaison (LEL) will coordinate the efforts of the Regional Traffic Safety Coordinators and West Virginia State Police coordinators in implementation of the *FFY 2019 Strategic Occupant Protection Plan*. Each Regional Traffic Safety Program provides seat belt enforcement funding to police and sheriff's departments in their jurisdiction. The State LEL serves on West Virginia's Occupant Protection Task Force and coordinates the presentation of the NHTSA Traffic Occupant Protection and Strategies (TOPS) Course. Each law enforcement agency receiving Federal Highway Safety grant funds also has an agency LEL; these LELs are required to attend the TOPS Course..

Data Tracking and Agency Support Program. The Lifesavers Program, developed in FFY 2005, provided recognition to individual law enforcement officers who were involved in the GHSP's occupant protection efforts. In January 2016, new guidance was received from NHTSA on the purchase of items for law enforcement officers. After careful review, the GHSP revamped the program known as West Virginia Lifesavers to stay compliant with the new rules. This revamped is now called the Data Tracking and Agency Support Program (DTASP). It consists of motivated law enforcement agencies across the state of West Virginia who provide data in their efforts in highway safety enforcement. This collected data is utilized to identify and target highway safety issues through the state, and to justify grant expenditures. The program also supports these agencies by providing highway safety related equipment and training that might not normally be available to them.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Short-term, high-visibility enforcement campaigns have been observed to increase belt use more among traditionally lower-belt-use groups, including young drivers, than among higher-belt-use drivers. The supporting efforts of this initiative is an important component to address the occupant protection problem identification and to achieve set targets.

The GHSP Law Enforcement Liaison is responsible for oversight and coordination of the efforts of the Regional Traffic Safety Coordinators and West Virginia State Police coordinators in implementation of the *FFY 2018 Strategic Occupant Protection Plan*. The LEL serves on the Occupant Protection Task Force, coordinates the presentation of the NHTSA Traffic Occupant Protection and Strategies (TOPS) Course for each law enforcement agency LEL receiving Federal Highway Safety grant funds, and attends the NHTSA Occupant Protection Course.

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

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Effective, high visibility communications and enforcement outreach are an essential part of a successful occupant protection program. With the increasing difficulty to get law enforcement participation a supporting network across the state needs to be maintained. All high visibility enforcement programs include communications and outreach strategies that use some combination of earned media, paid advertising, and enforcement. This task will support communications and outreach that can be conducted at local, State, regional, or national levels.

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

It is estimated that approximately \$25,000 in 405b funding and \$25,000 in 402 funding will be utilized to support occupant protection enforcement activities.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-19-05	Data Tracking & Agency Support Program (DTASP)	OP-Supporting Enforcement
CT-19-01	Regional Traffic Safety Programs	OP-Supporting Enforcement

5.1.2.1 Planned Activity: Data Tracking & Agency Support Program (DTASP)

Planned activity name	Data Tracking & Agency Support Program (DTASP)
Planned activity number	OP-19-05
Primary countermeasure strategy	OP-Supporting Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Recognition of active i.e. officers/equipment purchases/database

Enter intended subrecipients.

City of Beckley

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	OP-Supporting Enforcement
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2018	FAST Act 405b OP Low		\$25,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.1.2.2 Planned Activity: Regional Traffic Safety Programs

Planned activity name Regional Traffic Safety Programs

Planned activity number CT-19-01

Primary countermeasure strategy OP-Supporting Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Coordination of multi-county Regional Traffic Safety Programs. Includes coordination of all enforcement activities, earned and paid media, public information and education, awareness, and school programs.

Enter intended subrecipients.

City of Huntington, City of Wheeling, City of Clarksburg, City of Beckley, Mercer Co. Commission

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Regional Traffic Safety Programs
2019	OP-Supporting Enforcement
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	NHTSA 402	Community Traffic Safety Project (FAST)	\$1,000,000.00	\$300,000.00	\$0.00
2017	FAST Act 405b OP Low	Community Traffic Safety Project (FAST)	\$250,000.00	\$25,000.00	
2017	FAST Act 405c Data Program	Community Traffic Safety Project (FAST)	\$350,000.00	\$15,000.00	
2018	FAST Act 405d Impaired Driving Mid	Community Traffic Safety Project (FAST)	\$300,000.00	\$75,000.00	
2018	FAST Act 405e Special Distracted Driving	Community Traffic Safety Project (FAST)	\$100,000.00	\$75,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.1.3 Countermeasure Strategy: OP-Communication Campaign

Program area Occupant Protection (Adult and Child Passenger Safety)

Countermeasure strategy OP-Communication Campaign

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail

required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Occupant Protection is one component of the GHSP's coordinated Highway Safety Communication Campaign.

The West Virginia Governor's Highway Safety Program (GHSP) oversees all aspects of the State's seat belt and child passenger safety (CPS) program. GHSP Occupant Protection Coordinator, Amy Boggs and the GHSP Law Enforcement Liaison (LEL), Dean Capehart coordinate statewide activities.

Occupant protection activities are detailed in the State's comprehensive FFY 2019 Strategic Occupant Protection Plan which is designed to reduce injuries and fatalities by increasing seat belt and child passenger restraint use. This multi-year plan is evaluated on an annual basis, with changes made as needed. The plan's comprehensive approach utilizes city, county, and state law enforcement agencies, Regional Traffic Safety Program Coordinators, community partners, and the media. The plan covers the entire state in a comprehensive, sustained, and strategic manner and addresses the following components:

- High Visibility Enforcement Activities
- Public Information and Education Activities
- Media Activities
- Training Activities
- Age Group Activities
- Child Passenger Safety
- Occupant Protection Task Force
- Legislation
- Evaluation

The High Visibility Enforcement Activities section of the plan are described in the "Short-term, High Visibility Seat Belt Law Enforcement" countermeasure strategy submission under this program area. Likewise, the Child Passenger Safety Program is described in the "Child Restraint System Inspection Station(s)" countermeasure strategy submission. The remaining components are detailed in the FFY 2019 Strategic Occupant Protection Plan which is included in the State's 405b grant application..

Communication Campaign Plan

The Occupant Protection program area's Communication Campaign countermeasure strategy is described below.

Target Audience

This campaign targets those individuals most likely to be unrestrained in a motor vehicle. The primary target audience includes:

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

The GHSP takes the lead on the paid media aspects of the campaign. The GHSP Public Information Coordinator will work very closely with the media vendors to ensure the media is reaching the target audiences, will coordinate the media program, and is responsible for arranging the media purchases and reporting.

CIOT Mobilization and Enforcement Waves

All forms of media will be utilized during the May CIOT Mobilization and the three state enforcement waves, which will run concurrently with the enforcement campaign. Over \$400,000 in federal highway safety funds will be dedicated to this effort alone. Funds will be used for statewide television (network and cable) and radio airtime, as well as billboards. Social media, such as Facebook, also will be utilized. Paid boosted posts will be utilized on Facebook and Twitter.

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

These media events are more than simple media notification of an upcoming enforcement event. The GHSP will receive a report of each media event that includes the coverage area or circulation of the media used and the amount of money it would have cost to purchase the media time/space.

The media plan also includes a social media aspect. Almost all regions and the GHSP have Facebook pages; the state office, as well as Region 4, also actively manage a Twitter account. All social media pages cross-promote the CIOT message, as well as share related messages from NHTSA and other organizations across the country. In addition to regular social media posts in FFY 2019, the GHSP will pay for "boosted" posts on Facebook and Twitter that can be specifically targeted to the key demographics. By boosting posts on Facebook, GHSP has greatly increased page likes, reach and public interaction.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Each Regional Traffic Safety Program Coordinator will conduct public education and information activities. The Coordinator will be required to conduct at least two events each month (unless otherwise noted) and each WVSP coordinator will conduct two activities each month (unless otherwise noted) within their troop area. Approved examples of public information and education activities include:

Presenting seat belt, child safety seat, and safe driving information to a group such as school classes, employers, civic groups, and church groups, in a face-to-face setting or in a public forum.

Presenting seat belt, child safety seat, and safe driving information through a media outlet such as TV, radio, newspaper, magazine article, or at a local fair or festival.

CPS Clinics/Events – Regional Coordinators will set up a minimum of one child passenger safety clinic/event quarterly. These events should be set up as a community event with publicity/media coverage.

Media Plan

CIOT Mobilization and Enforcement Waves

All forms of media will be utilized during the May CIOT Mobilization and the three state enforcement waves, which will run concurrently with the enforcement campaign. Over \$400,000 in federal highway safety funds will be dedicated to this effort alone. Funds will be used for statewide television (network and cable) and radio airtime, as well as billboards. Social media, such as Facebook, also will be utilized. Paid boosted posts will be utilized on Facebook and Twitter.

The Regional Traffic Safety Coordinators also will implement earned media activities in their respective areas. Earned media includes radio and television public service announcements, media talk shows, and newspaper articles/promotions. Seat belt use/nonuse in local motor vehicle crashes should be stressed with media representatives. Each Regional Traffic Safety Program Coordinator and WVSP coordinator will be required to conduct at least two media activities per month during the year, with emphasis on target groups (rural residents and high-risk drivers) and

advertise enforcement activities before, during, and after each enforcement event within their area or troop. A media activity involves the coverage of an ongoing event or dissemination of information through a media outlet.

These media events are more than simple media notification of an upcoming enforcement event. The GHSP will receive a report of each media event that includes the coverage area or circulation of the media used and the amount of money it would have cost to purchase the media time/space.

All of these occupant protection communication efforts are designed to provide a sustained and consistent occupant protection message to the targeted population. This countermeasure will help in addressing outcome measures C-1, C-4, and B-1 by increasing the use of seat belts and child restraint devices, which in turn will reduce unrestrained fatalities in the state by promoting awareness and occupant protection related safety messaging.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The proven countermeasure strategy of high visibility enforcement is the cornerstone of GHSPs occupant protection countermeasures. The primary purpose of publicized highly visible occupant protection activity is to deter unrestrained driving by increasing the perceived risk of a citation. To do this, saturation patrols will be publicized extensively and conducted regularly, as part of an ongoing saturation patrol program. Publicized seat belt enforcement and saturation patrol programs, using specially trained officers and equipment, have been proven effective in reducing unrestrained related fatal, injury, and property damage crashes.

Evidence of Effectiveness: CTW, Chapter 2: Section 3, and Section 6

The GHSP estimates that approximately \$350,000 in 402 funding will be spent on occupant protection media. This funding will also be leveraged by the NHTSA national buy for occupant protection media buy.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-19-03	Paid Media	OP-Communication Campaign

5.1.3.1 Planned Activity: Paid Media

Planned activity name	Paid Media
Planned activity number	OP-19-03
Primary countermeasure strategy	OP-Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Paid media for CIOT blitzes, CPS

Enter intended subrecipients.

DMV/GHSP, City of Huntington, City of Wheeling, City of Clarksburg, City of Beckley, Mercer Co. Commission

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	OP-Communication Campaign
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402		\$400,000.00	\$50,000.00	\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.1.4 Countermeasure Strategy: Child Restraint System Inspection Station(s)

Program area Occupant Protection (Adult and Child Passenger Safety)

Countermeasure strategy Child Restraint System Inspection Station(s)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at

the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Keeping children safe on West Virginia's roadways is a priority for the Governor's Highway Safety Program (GHSP). The Child Passenger Safety (CPS) Program of West Virginia provides educational materials, training, and needed supplies in order to fulfill this mission. There are currently 53 permanent fitting stations throughout the state which are each monitored and supplied by the GHSP's Regional Traffic Safety Program Coordinators. Each fitting station is staffed by one or more certified technicians. West Virginia currently has 287 Certified CPS Technicians, including 11 CPST Instructors. A complete listing of fitting stations can be found on the GHSP website at www.dmv.wv.gov/ghsp, as well as on the National Highway Traffic Safety Administration (NHTSA) website, www.nhtsa.gov.

Each Regional Traffic Safety Program Coordinator will work to increase the number of certified technicians in their region, as well as to encourage current technicians to maintain their certification past the first two-year certification cycle. While the overall goal is to obtain a 100 percent recertification rate, due to changes in employment and lack of interest, a 100 percent recertification may not be attainable. A more realistic goal is to maintain a recertification rate higher than the national rate. In calendar year 2017, West Virginia's recertification rate was 58.8 percent, just above the national recertification rate of 58.4 percent, and also higher than West Virginia's recertification rate of 58.2 percent in calendar year 2016. Calendar year 2018 began with a 66.7 percent recertification rate in West Virginia but has steadily fallen to 42.1 percent, as of April 2018, much lower than the national rate of 52.3 percent during the same time frame. Although there is always a need for new technicians, by encouraging current technicians to maintain their certification and re-certify every two years, the availability of certified technicians in every community will become more prevalent and the children of West Virginia will be better served. In addition to technician recruitment, the Regional

Coordinators also routinely conduct CPS checks, either at a fitting station or at a community seat check event, as well as disseminate educational information within their communities in order to combat the lack of education concerning child passenger safety.

The goal of the GHSP is to maintain at least one fitting station in each of West Virginia's 55 counties. By continuing to train new technicians and re-certify current technicians, the GHSP will be able to meet that goal. The CPS Program will continue to train and educate on child passenger safety topics even after the goal of one fitting station in each county is attained. Currently, there is at least one certified technician or fitting station in 41 of the 55 counties, directly serving 89.6 percent of the state's population. When factoring in the counties with access to a fitting station in a bordering county (13 counties), 99.6 percent of the state's population is served.

Many residents in rural counties regularly receive services and goods from bordering counties, so it would not be uncommon for them to also receive child passenger safety services in a neighboring county, if no services are available within their own county. According to one calculation, 78 percent of the state's counties are rural; 56 percent of the state's counties have poverty rates higher than the state rate. With the fitting stations and technicians in West Virginia, 97.6 percent of all rural counties and 100 percent of the counties with higher poverty rates will be served.

In trying to reach at-risk populations - those less likely to use proper child restraint devices correctly, or at all - the GHSP believes that in reaching rural counties and counties with higher poverty levels, these at-risk populations will also be reached. Populations at risk for no child restraint use or inaccurate child restraint use tend to live in rural areas, be less educated, from a minority population or even use English as a second language. Minority populations tend to live in more urban areas, and in West Virginia, every county with the urban designation has at least one fitting station, if not more. According to 2017 U.S. Census estimates, West Virginia's minority population is less than 8 percent of the overall state population. Those less likely to wear a seat belt are also less likely to use child restraint devices. The state's Click It or Ticket (CIOT) campaign targets drivers who do not wear seat belts, especially in rural areas. During education and enforcement of the state's seat belt laws, education and enforcement of child restraint use is also highly encouraged.

Many residents in rural counties regularly receive services and goods from bordering counties, so it would not be uncommon for them to also receive child passenger safety services in a neighboring county, if no services are available within their own county. According to one calculation, 78 percent of the state's counties are rural 56 percent of the state's counties have poverty rates higher than the state rate. With the fitting stations and technicians in West Virginia, 97.6 percent of all rural counties and 100 percent of the counties with higher poverty rates will be served.

In FFY 2019, the CPS Program will strive to reach all counties directly by establishing fitting stations in each county. By establishing fitting stations in all counties, all rural and urban residents will be served, including all residents who fall below the federal poverty guidelines. The CPS Program will also strive to host informational sessions or booths and seat check events in every county with a fitting station, and until fitting stations are established in all counties, the program will also attempt to host seat check events in counties NOT served directly by a fitting station.

The following are planned for FFY 2019:

Total Number of planned inspection stations and/or events in the state: 53 fitting stations + 97 events = 150

Total Number of planned inspection stations and/or events serving urban populations: 22 fitting stations + 41 events = 63

Total Number of planned inspection stations and/or events serving rural populations: 31 fitting stations + 56 Rural events = 87

Total Number of planned inspection stations and/or events serving at-risk populations: 53 fitting stations + 97 events = 150

Each fiscal year, in conjunction with Safe Kids International, the GHSP offers a variety of opportunities to certify new CPSTs, re-certify former CPSTs who have let their certification lapse, and meet education requirements for current CPSTs to renew and maintain their certification. The GHSP offers:

Thirty-Two-Hour CPS Certified Technician Courses (at least four courses per fiscal year). This course combines classroom instruction, hands-on work with car seats and vehicles, and a community safety seat checkup event, where students demonstrate proper use and installation

of child restraints and safety belts and then teach these skills to parents and caregivers. Successful completion of this course certifies the individual as a CPS technician for two years.

Eight-Hour CPS Renewal Courses (one to three courses per fiscal year, depending on need). This course is not an update/refreshers class, but is meant for CPS Technicians whose certification has expired and who have maintained their CPS knowledge and hands-on skills. It is expected that students attempting to renew their certifications stayed involved in CPS programs and activities, have kept up with changes in the field by reading technical updates, attending other CPS classes, and working with certified technicians to keep their installation skills current, but who, for one reason or another, allowed their certifications to expire.

Six-Hour Kidz in Motion Courses (three to five per fiscal year). Upon completion of this course, the technician earns all six CEUs needed to meet the education requirement to renew their CPST certification with Safe Kids.

Seat Check Events (dozens throughout the fiscal year): CPSTs are required to install/check a minimum number of seats throughout their two-year certification period. By hosting seat check events across the state, it not only provides community members with the opportunity to ensure that their child's safety seats are properly installed, it also allows CPSTs to continue to develop their skills and also meet their certification requirements.

The following table shows the planned CPS training courses in FFY 2019 including their locations, dates and estimated number of students.

Table: Potential CPS Training Courses for FFY 2019

Type of Course	Tentative Location	Tentative Date	Estimated Students
Kidz in Motion	Martinsburg	November 2018	10
Kidz in Motion	Beckley	February 2019	15
Kidz in Motion	Wheeling	March 2019	15
Kidz in Motion	Huntington	March 2019	10
Kidz in Motion	Morgantown	August 2019	15
CPS Technician Certification	Beckley	March 2019	10
CPS Technician Certification	Flatwoods	June 2019	15
CPS Technician Certification	Logan	July 2019	10
CPS Technician Certification	Romney	August 2019	15
CPS Technician Renewal	Clarksburg	March 2019	5
10 Total Classes for FY 2019			120

The Regional Traffic Safety Program Coordinators are responsible for recruiting students for any CPS courses offered in their region. Coordinators send out emails and flyers to potential technicians and even expired technicians. They communicate with their law enforcement contacts as well as community agencies in their region. The statewide Occupant Protection Coordinator also provides notification of upcoming CPST courses on a statewide level via email, phone and in-person visits. Social media is also used on both the regional and statewide levels in order to promote the importance of being a certified CPST, as well as to promote the courses and increase the number of CPSTs across the state.

By continuing to train new technicians and re-certify current technicians, the GHSP will be able to meet the goal of maintaining at least one fitting station in each of the State's 55 counties. The CPS Program will continue to train and educate on child passenger safety topics even after the goal of one fitting station in each county is attained. Currently, there is at least one CPST or fitting station in 41 of the 55 counties, directly serving 89.6 percent of the state's population. When factoring in the counties with access to a fitting station in a bordering county (13 counties), 99.6 percent of the state's population is served.

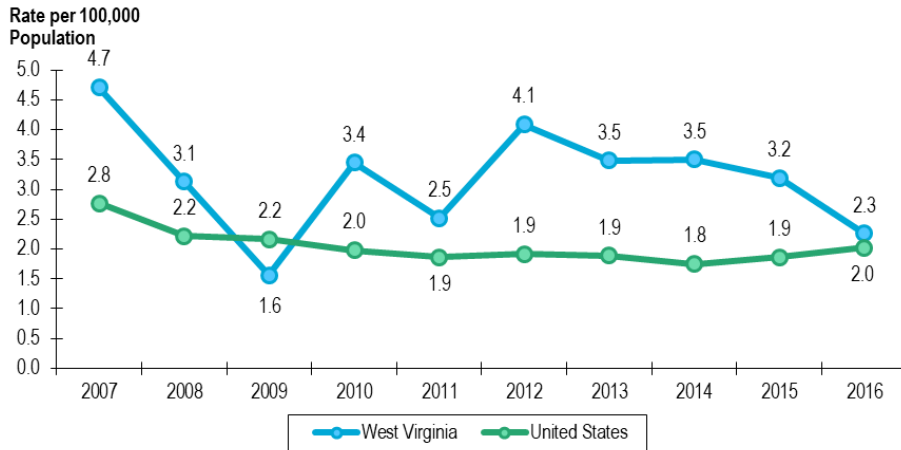
Many residents in rural counties regularly receive services and goods from bordering counties, so it would not be uncommon for them to also receive child passenger safety services in a neighboring county, if no services are available within their own county. Ideally, though, the GHSP would not want families to have to travel to another county to ensure that they are using the correct child restraint device and that it is correctly installed. By training additional CPSTs and continuing to re-certify existing CPSTs, West Virginia will be able to meet its goal of at least one fitting station per county.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

In 2015, there were 767 children under the age of eight injured in vehicle crashes, along with four fatalities under the age of eight. While some of these children were likely secured properly in child restraint devices, it is even more likely that many of them were not secured correctly, or not secured at all.

Additionally, according to the Center for Disease Control, motor vehicle crashes are the leading killer of children, teens, and young adults in the nation. In West Virginia alone, total crash-related death costs are \$397 million (\$4 million in medical costs and \$393 million in work loss costs), based on 2013 data. Children represent four percent, or \$15 million, and teens represent 11 percent, or \$43 million of these costs.[1] Additionally, according to FARS data found in the May 2016 Children Traffic Safety Fact Sheet, the rate of deaths caused by motor vehicle crashes for children aged 0 through 14 is significantly higher than the national average.

Figure: Rate of Deaths Caused by Motor Vehicle Crashes, Children Age 0 through 14, West Virginia and U.S. (2007-2016)



Source: NHTSA Children Traffic Safety Fact Sheets, 2016[2] and CDC WISQARS Fatal Injury Reports, 2017.

[1] Center for Disease Control, <https://www.cdc.gov/motorvehiclesafety/pdf/statecosts/wv-2015costofcrashdeaths-a.pdf>.

[2] Web link: <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812491>

The planned performance target is to reduce the number of unrestrained fatalities in all seating positions, which includes children in child restraints.

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS) Annual	137	113	93	99	80
	5-Year Moving Average	142	133	121	115	104
Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 15.7 percent from 104 (2012-2016 average) to 87.7 by December 31, 2019.						

The countermeasure strategy is for the eight Regional Traffic Safety Programs Coordinators implement the *FFY 2019 Strategic Occupant Protection Plan* CPS activities within their region. The Coordinators sponsor the NHTSA 32-Hour Child Passenger Safety Technician Course, host local events, such as car seat check events and support existing/develop additional child safety seat fitting stations, and implement earned media opportunities. The GHSP oversees all aspects of West Virginia’s CPS program and implementation of the CPS activities identified in the *FFY 2018 Strategic Occupant Protection Plan*. The GHSP Law Enforcement Liaison serves as the Chairman of the Occupant Protection Task Force and implements the *FFY 2019 Strategic Occupant Protection Plan* CPS activities. It is estimated that approximately \$35,000 in 402 funds along with \$150,000 in 405b will be allocated to these planned activities in FFY 2019.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The countermeasure strategy is for the eight Regional Traffic Safety Programs Coordinators implement the *FFY 2019 Strategic Occupant Protection Plan* CPS activities within their region. The Coordinators sponsor the NHTSA 32-Hour Child Passenger Safety Technician Course, host local events, such as car seat check events and support existing/develop additional child safety seat fitting stations, and implement earned media opportunities.

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

It is estimated that approximately \$35,000 in 402 funds along with \$150,000 in 405b will be allocated to these planned activities in FFY 2019.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-19-03	Paid Media	OP-Communication Campaign
OP-19-05	Data Tracking & Agency Support Program (DTASP)	OP-Supporting Enforcement
OP-19-06	Training	Law Enforcement Outreach Liaison
CT-19-01	Regional Traffic Safety Programs	OP-Supporting Enforcement
OP-19-01	CPS Training	Child Restraint System Inspection Station(s)
OP-19-02	Car Seats/Supplies	Child Restraint System Inspection Station(s)

5.1.4.1 Planned Activity: CPS Training

Planned activity name	CPS Training
Planned activity number	OP-19-01
Primary countermeasure strategy	Child Restraint System Inspection Station(s)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funds for CPS/Refresher Training

Enter intended subrecipients.

City of Huntington, City of Wheeling, City of Clarksburg, City of Beckley, Mercer Co. Commission

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP Low		\$20,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.1.4.2 Planned Activity: Car Seats/Supplies

Planned activity name Car Seats/Supplies
Planned activity number OP-19-02
Primary countermeasure strategy Child Restraint System Inspection Station(s)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Purchase of car seats/fitting station supplies

Enter intended subrecipients.

City of Huntington, City of Wheeling, City of Clarksburg, City of Beckley, Mercer Co. Commission

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP Low		\$20,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.2 Program Area: Impaired Driving (Drug and Alcohol)

Program area type Impaired Driving (Drug and Alcohol)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

According to data from the Foundation for Advancing Alcohol Responsibility[1], of the 84 impaired driving fatalities in 2014, nine involved drivers under 21 years of age. The same source informs that there were 4.5 impaired driving fatalities per 100,000 people in West Virginia in 2014. This

is 45% higher than the national average of 3.1 per 100,000 people. Similar to national trends, male drivers are more likely to be involved in DUI related crashes, injuries, and deaths. The Table below details alcohol impaired fatalities, citations, and arrests for 2008 to 2015.

Table: Alcohol Impaired Driving Fatalities, Citations, and Arrests

Core Performance Measure	Actual							
	2010	2011	2012	2013	2014	2015	2016	2017
Alcohol-Impaired Fatalities (driver or motorcycle operator with a 0.08 BAC or greater)	87	93	94	91	84	71	68	n/a
Impaired Driving Citations Issued and Arrests Made ^a	1,965	2,714	3,577	3,676	3,604	3,518	3,406	2,870

^a Arrests Made during grant-funded activities only.

The Table below shows the breakdown of Alcohol Beverage Control Administration (ABCA) licenses, fatal crashes over 0.08 BAC, DUI and drug arrests, and Drug Recognition Experts (DRE) in West Virginia by county. The GHSP uses this information to determine where to place additional emphasis on enhanced DUI enforcement efforts each year. Those counties highlighted by red (1st priority), yellow (2nd priority), and green (3rd priority) are the counties where emphasis will be placed in FFY 2019 grant.

Table: ABCA Licenses, Fatal Crashes Over .08 BAC, DUI and Drug Arrests, and DREs by Priority Counties

22 Counties have at least one agency with a DRE Officer, covering **70 %** of state population
50 Counties have access to a DRE Officer within 1 hour call out time, covering **96%** of state population
 * 1 hour based on county seat to county seat driving time
 ** Figures include arrests that were combined with alcohol

DUI Enforcement Priority/Focus

Population		Licenses	
First	County Population more than 100,000	First	More than 200 Licenses in County
Second	County Population 50,000 to 100,000	Second	100-200 Licenses in County
Third	County Population 30,000 to 50,000	Third	50-100 Licenses in County

Highway Safety Region	County	Population	2017 ABCA License				2017 Fatal Crashes >.08 BAC	2017 Total DUI Arrests	DUI Arrests per 1000 Population	2017 DREs	DRE Officer within 1 hour*	2017 Drug Related Arrests **
			On Premise	% On	Off Premise	% Off						
1	Boone	23,714	14	31.81%	30	68.18%	1	28	1.18	0	Yes	11
1	Clay	8,941	4	30.76%	9	69.24%	0	15	1.67	0	No	3
1	Kanawha	190,223	340	62.15%	207	37.85%	6	693	3.64	10	Yes	296
1	Logan	35,348	41	51.89%	38	48.11%	1	413	11.68	1	Yes	236
Region 1 Totals		258,226	399	58.41%	284	41.59%	8	1,149	4.44	11	96.54% Covered	Total 546 47.78%
2	Cabell	97,109	236	66.66%	118	33.34%	3	601	6.18	4	Yes	322
2	Lincoln	21,561	7	29.16%	17	70.84%	2	34	1.57	0	Yes	13
2	Mason	27,016	43	63.23%	25	36.77%	2	150	5.55	2	Yes	62
2	Mingo	25,716	27	44.99%	33	55.01%	3	49	1.90	0	Yes	23
2	Putnam	56,770	61	51.69%	57	48.31%	6	170	2.99	1	Yes	62
2	Wayne	41,122	44	57.89%	32	42.11%	1	129	3.13	0	Yes	45
Region 2 Totals		269,294	418	59.71%	282	40.29%	17	1,133	4.20	7	100% Covered	Total 527 46.51%

Highway Safety Region	County	Population	2017 ABCA License				2017 Fatal Crashes >.08 BAC	2017 Total DUI Arrests	DUI Arrests per 1000 Population	2017 DREs	DRE Officer within 1 hour*	2017 Drug Related Arrests **
			On Premise	% On	Off Premise	% Off						
3	Calhoun	7,513	2	20.00%	8	80.00%	0	15	1.99	0	No	3
3	Doddridge	8,391	4	33.33%	8	66.67%	0	5	0.59	0	Yes	2
3	Gilmer	8,618	9	52.94%	8	47.06%	0	13	1.50	0	No	3
3	Jackson	29,126	30	46.87%	34	63.13%	1	74	2.54	1	Yes	17
3	Pleasants	7,634	8	53.33%	7	46.67%	0	7	0.91	0	Yes	2
3	Ritchie	10,011	7	28.00%	18	72.00%	0	18	1.79	0	Yes	1
3	Roane	14,664	5	20.83%	19	79.17%	2	39	2.65	0	Yes	12
3	Wirt	5,845	3	13.63%	19	86.37%	0	4	0.68	0	Yes	0
3	Wood	86,237	207	68.54%	95	31.46%	3	248	2.87	2	Yes	44
Region 3 Totals		178,039	275	56.00%	216	44.00%	6	423	2.37	3	90.95% Covered	Total 84 19.85%
4	Brooke	23,530	83	74.14%	26	23.86%	0	126	5.35	1	Yes	26
4	Hancock	30,112	91	70.54%	38	29.46%	0	162	5.37	3	Yes	21
4	Marshall	32,416	84	74.33%	29	25.67%	1	140	4.31	1	Yes	24
4	Ohio	43,328	190	75.69%	61	24.31%	0	110	2.53	0	Yes	9
4	Tyler	9,098	9	42.85%	12	57.15%	0	27	2.96	0	Yes	3
4	Wetzel	15,988	33	56.89%	25	43.11%	1	44	2.75	0	Yes	2
Region 4 Totals		154,472	490	71.95%	191	28.05%	2	609	3.94	5	100% Covered	Total 85 13.95%

Highway Safety Region	County	Population	2017 ABCA License				2017 Fatal Crashes >.08 BAC	2017 Total DUI Arrests	DUI Arrests per 1000 Population	2017 DREs	DRE Officer within 1 hour*	2017 Drug Related Arrests **
			On Premise	% On	Off Premise	% Off						
5	Barbour	16,766	16	50.00%	16	50.00%	1	55	3.28	0	Yes	25
5	Harrison	68,761	159	65.16%	85	34.84%	4	150	2.18	1	Yes	34
5	Lewis	16,414	31	53.44%	27	46.56%	1	52	3.16	0	Yes	7
5	Marion	56,803	96	58.18%	69	41.82%	1	119	2.09	0	Yes	26
5	Monongalia	103,463	258	73.50%	93	26.50%	2	546	5.27	5	Yes	78
5	Preston	33,788	51	58.62%	36	41.38%	1	68	2.01	0	Yes	5
5	Taylor	17,069	18	59.99%	12	40.01%	2	46	2.69	0	Yes	25
5	Upshur	24,731	36	57.14%	27	42.86%	0	66	2.66	0	Yes	14
Region 5 Totals		337,795	490	64.98%	264	35.02%	7	1,102	3.26	6	100% Covered	Total 214 19.41%
6	Berkeley	110,497	196	69.25%	87	30.75%	3	421	3.81	3	Yes	91
6	Grant	11,687	7	33.33%	14	66.67%	0	24	2.05	0	Yes	5
6	Hardy	23,483	25	56.61%	19	43.39%	0	98	4.17	0	Yes	37
6	Hampshire	13,923	16	38.09%	26	61.91%	1	66	4.74	0	Yes	13
6	Jefferson	55,713	105	65.21%	56	34.79%	0	459	8.23	2	Yes	156
6	Mineral	27,578	52	66.66%	26	33.33%	1	66	2.39	0	Yes	11
6	Morgan	17,453	32	61.53%	20	38.47%	0	49	2.80	0	Yes	14
6	Pendleton	7,371	5	25.00%	15	75.00%	0	21	2.84	0	No	1
6	Randolph	29,429	56	55.44%	45	44.56%	0	56	1.90	2	Yes	11
6	Tucker	6,927	36	47.92%	17	32.08%	0	15	2.16	0	Yes	4
Region 6 Totals		304,061	530	61.98%	325	38.02%	5	1,275	4.19	7	97.58% Covered	Total 343 26.90%

Highway Safety Region	County	Population	2017 ABCA License				2017 Fatal Crashes >.08 BAC	2017 Total DUI Arrests	DUI Arrests per 1000 Population	2017 DREs	DRE Officer within 1 hour*	2017 Drug Related Arrests **
			On Premise	% On	Off Premise	% Off						
7	Braxton	14,463	15	31.24%	33	68.76%	0	37	2.55	0	Yes	6
7	Fayette	45,132	65	48.87%	68	51.13%	1	195	4.32	1	Yes	79
7	Greenbrier	35,450	88	57.51%	65	42.49%	1	170	4.79	1	Yes	42
7	Nicholas	25,827	29	40.27%	43	59.73%	1	75	2.90	1	No	19
7	Pocahontas	8,662	48	69.56%	21	30.44%	2	38	4.38	1	Yes	4
7	Raleigh	78,241	114	54.54%	95	45.46%	1	445	5.81	4	Yes	159
7	Webster	8,834	2	16.66%	10	83.34%	0	41	4.64	1	Yes	23
Region 7 Totals		216,609	361	51.86%	335	48.14%	6	1,001	4.62	9	88.08% Covered	Total 332 33.16%
8	McDowell	20,448	6	15.00%	34	85.00%	0	78	3.81	1	Yes	38
8	Mercer	61,785	91	48.87%	75	51.13%	1	316	5.11	2	Yes	97
8	Monroe	13,582	11	50.00%	11	50.00%	0	21	1.54	0	Yes	1
8	Summers	13,417	15	53.57%	13	46.43%	1	21	1.56	0	Yes	1
8	Wyoming	22,598	15	33.33%	30	66.67%	0	185	8.18	0	Yes	73
Region 8 Totals		131,830	138	45.84%	163	54.16%	2	621	4.71	3	100% Covered	Total 210 33.81%
	West Virginia Total	1,850,326	2,712	55.00%	2,197	45.00%	53	7,313	3.95	50	96% Covered	Total 2,341 32.01%

The GHSP's guiding philosophy in determining locations of DUI enforcement is based on three factors; where people live, alcohol is available, and alcohol/drug related fatal DUI crashes occur.

Counties targeted for increased DUI enforcement are determined by county population (i.e., counties more than 30,000 people), availability of alcohol (i.e., number of ABCA licenses within the county), and alcohol/drug related fatal crashes within each county.

Fatal crash data are reviewed weekly. Counties with an excessive number of alcohol or drug related fatal crashes, regardless of county's population or the availability of alcohol in the county, will have enforcement activities reviewed.

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

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	61.5

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Underage Drinking Enforcement
2019	Prosecutor Training
2019	Law Enforcement Outreach Liaison
2019	ID-Communication Campaign
2019	High Visibility Enforcement
2019	Drug Recognition Expert (DRE) Training

5.2.1 Countermeasure Strategy: Underage Drinking Enforcement

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy Underage Drinking Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

West Virginia's evidence-based impaired driving activities are detailed in the State's comprehensive FFY 2019 Impaired Driving Plan which is designed to reduce DUI related crashes, injuries, and deaths by using a sustained enforcement effort. This multi-year plan is evaluated on an annual basis, with changes made as needed. The plan's comprehensive approach utilizes city, county, and state law enforcement agencies, Regional Traffic Safety Program Coordinators, community partners, and the media. The plan covers the entire state in a comprehensive, sustained, and strategic manner.

One component of the plan is Underage Drinking Enforcement. The GHSP Law Enforcement Liaison is responsible for coordinating the efforts of the Traffic Safety Coordinators and West Virginia State Police coordinators. One of the approved enforcement activities are underage alcohol sales stings. Officers will work with Alcohol Beverage Control Administration (ABCA) investigators or within department regulations in an effort to monitor the sale of alcohol to underage purchasers and make arrests of violations.

In addition, the ABCA will coordinate their grant-funded enforcement efforts and conduct compliance checks focusing DUI enforcement on identified priority counties that will address 73 percent of the State's population and 68 percent of the DUI fatal crash locations. The Identified counties are shown in the table titled "ABCA Licenses, Fatal Crashes Over .08 BAC, DUI and Drug Arrests, and DREs by Priority Counties" which is in the Impaired Driving program area problem identification section.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Young drivers who are not of legal drinking age are involved in impaired driving crashes. The performance targets is three fold, to reduce overall fatalities (C-1), reduce alcohol impaired driving fatalities (C-5), and reduce drivers age 20 or younger involved in fatal crashes (C-9).

The ABCA provides overtime enforcement for Inspectors conducting compliance checks of licensed alcohol establishments. Under this project, a statewide blitz is conducted three times a year – during prom/graduation season, national DUI blitz period (mid-August through Labor Day), and Thanksgiving through New Year’s holiday season. ABCA participates in a monthly “West Virginia Statewide Compliance Check and Sweep” program that targets specific counties for intensive enforcement. ABCA Inspectors provide underage alcohol education with the DUI Simulator, which is taken to schools, colleges, community events, and fairs, etc. Underage alcohol sales stings will be a part of this strategy. Officers will work with ABCA investigators or within department regulations in an effort to monitor the sale of alcohol to underage purchasers and make arrests of violations.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

In all 50 States, alcohol vendors are required to verify the age of young customers to be sure they are at least 21. However, several studies suggest young people can obtain alcohol without much difficulty. Across various studies, young buyers successfully purchased alcohol in 44% to 97% of attempts without showing identification (NCHRP, 2005, Strategy A3). To reduce the likelihood that alcohol vendors sell alcohol to underage people, law enforcement officers may conduct frequent compliance checks. In a compliance check or “sting,” law enforcement officers watch as underage people attempt to purchase alcohol and cite the server or vendor for an MLDA-21 violation if a sale is made. An effective compliance check program works primarily through deterrence. The goal is to increase the perception among vendors they will be caught if they sell alcohol to underage people, which in turn will prevent them from driving impaired.

Evidence of Effectiveness: CTW, Chapter 1: Section 5

The GHSP estimates that approximately \$100,000 in 405d funding will be spent on ABCA which is commensurate with the size of the problem.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
ID-19-15	Compliance Checks	
ID-19-16	Training	Alcohol Vendor Compliance Checks
ID-19-17	PI&E	Underage Drinking Enforcement
ID-19-19	WV Collegiate Initiative to Address High Risk Alcohol Use	Underage Drinking Enforcement

5.2.1.1 Planned Activity: Compliance Checks

Planned activity name Compliance Checks

Planned activity number ID-19-15

Primary countermeasure strategy

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Overtime Enforcement for Underage Compliance

Enter intended subrecipients.

ABCA, City of Huntington, Wood Co. Commission, City of Wheeling, City of Clarksburg, Jefferson Co. Commission, City of Beckley, WV State Police, Kanawha Co. Commission, Mercer Co. Commission, Monongalia Co. Commission, City of Morgantown, Morgan Co. Commission, City of Parkersburg

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year **Countermeasure Strategy Name**

2019 Underage Drinking Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid		\$70,000.00	\$1,200,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.2.1.2 Planned Activity: PI&E

Planned activity name PI&E

Planned activity number ID-19-17

Primary countermeasure strategy Underage Drinking Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Overtime for set up of DUI Simulator at schools statewide

Enter intended subrecipients.

ABCA

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Underage Drinking Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving		\$3,000.00		

Mid

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.2.1.3 Planned Activity: WV Collegiate Initiative to Address High Risk Alcohol Use

Planned activity name WV Collegiate Initiative to Address High Risk Alcohol Use

Planned activity number ID-19-19

Primary countermeasure strategy Underage Drinking Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Effort to reduce underage drinking on state college campuses

Enter intended subrecipients.

City of Clarksburg

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Underage Drinking Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid		\$30,000.00	\$5,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

5.2.2 Countermeasure Strategy: Prosecutor Training

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy Prosecutor Training

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The West Virginia Prosecuting Attorney's Institute provides training, service and support to the prosecuting attorneys. A portion of this is done through the GHSP's Traffic Safety Resource Prosecutor (TSRP) grant. The purpose of the TSRP is to improve the coordination of traffic safety case prosecution between law enforcement, local prosecutors, judiciary, and other traffic safety professionals by acting as a liaison between these groups. The TSRP will provide support to county prosecutors through reference materials, technical and legal assistance and in some rare cases, participation in actual prosecution; and impaired driving-related training such as training at the annual Magistrate conference, and for law enforcement, including at the State Police Academy for new cadets and police officers.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

DWI cases can be highly complex and difficult to prosecute, yet they are often assigned to the least experienced prosecutors. In one survey, about half of prosecutors and judges said the training and education they received prior to assuming their position was inadequate for preparing them to prosecute and preside over DWI cases (Robertson & Simpson, 2002a). Traffic Safety Resource Prosecutors (TSRPs) are current (or former) prosecutors who specialize in the prosecution of traffic crimes, and DWI cases in particular. They provide training, education, and technical support to other prosecutors and law enforcement agencies within their State. Funding this position will help to address the issue of impaired driving fatalities in West Virginia in the court system.

The planned impact of the impaired driving communications campaign is to ultimately help to educate drivers of the dangers of impaired driving so that the number of impaired driving related fatalities reaches the states proposed target.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

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

Evidence of Effectiveness: CTW, Chapter 1: Section 3

The GHSP estimates that approximately \$200,000 in 405d/154 funding will be allocated for the TSRP.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
ID-19-14	TSRP	Prosecutor Training

5.2.2.1 Planned Activity: TSRP

Planned activity name TSRP
Planned activity number ID-19-14
Primary countermeasure strategy Prosecutor Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding for TSRP Program

Enter intended subrecipients.

Kanawha County Commission

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year **Countermeasure Strategy Name**

2019 Prosecutor Training

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2016	FAST Act NHTSA 402		\$90,000.00	\$10,000.00	\$0.00
2018	FAST Act 405d Impaired Driving Mid		\$100,000.00	\$20,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item **Quantity** **Price Per Unit** **Total Cost** **NHTSA Share per unit** **NHTSA Share Total Cost**

No records found.

5.2.3 Countermeasure Strategy: Law Enforcement Outreach Liaison

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy Law Enforcement Outreach Liaison

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The GHSP's Law Enforcement Liaison assists the GHSP's Alcohol Program Coordinator and Drug Recognition Expert (DRE) Coordinator with statewide planning, management and coordination of the statewide Impaired Driving Plan.

The GHSP Law Enforcement Liaison is responsible for coordinating efforts of the Regional Traffic Safety Coordinators and West Virginia State Police coordinators including high-visibility enforcement activities such as participation in national and state mobilizations, saturation patrols, sobriety checkpoints, and underage alcohol sales stings. In FFY 2019, the GHSP LEL will also be responsible for recruiting and overseeing grants with agencies whose area is not serviced by a Regional Traffic Safety Coordinators.

The GHSP LEL oversees the State's impaired driving training for law enforcement. In FFY 2019 this includes coordination and instruction of Standardized Field Sobriety Testing (SFST) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training courses. The GHSP LEL will again help coordinate West Virginia's annual Highway 2 Enforcement (H2E) Conference for law enforcement, prosecutors, regional traffic safety coordinators and administrators. Offered since 2013, conference topics in 2018 included drunk and drugged driving, legislative updates, testifying at the DMV administrative hearings, Magistrate hearings, funding for DUI programs, data on crashes and consequences, checkpoints and ignition interlocks.

The GHSP LEL also oversees the Data Tracking and Agency Support Program (DTASP). The program collects data from motivated law enforcement agencies across the state who report on their highway safety enforcement efforts. The data is utilized to identify and target highway safety issues throughout the state and to justify grant expenditures. The program also supports these agencies by providing highway safety related equipment and training that might not normally be available to them.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

This project funds the position (salary and expenses) of a statewide Law Enforcement Liaison and is an extension of the GHSP. Coordinates with all eight Regional Traffic Safety Programs to provide law enforcement training in Traffic Occupant Protection Strategies (TOPS), Speed Enforcement – Radar Training, Instructor Development, SFST Updates, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other Law enforcement training. The GHSP Law Enforcement Liaison implements activities in the *FFY 2019 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for DUI* activities.

This countermeasure will help in addressing outcome measures C-1 and C-5 by reducing impaired driving fatalities across the state by having properly educated law enforcement officers on the roadways who know how to detect and test for drug impaired drivers.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

A consistent and uniform advocate for promoting impaired driving countermeasures across the state is the reason the GHSP Law Enforcement Liaison is a selected countermeasure. The LEL is responsible for coordinating efforts of the Regional Traffic Safety Coordinators and West Virginia State Police coordinators including high-visibility enforcement activities such as participation in national and state mobilizations, saturation patrols, sobriety checkpoints, and underage alcohol sales stings. In FFY 2019, the GHSP LEL will also be responsible for recruiting and overseeing grants with agencies whose area is not serviced by a Regional Traffic Safety Coordinators.

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

It is estimated that over \$225,000 in 405d and 402 funds will be used for a Law Enforcement Liaison to focus on impaired driving issues and provide training across the state. Other countermeasures, such as HVE impaired driving enforcement, will incorporate enforcement with DRE/ARIDE certified officers. With greater awareness by officers of the signs of drug impaired driving it is believed that greater detection, apprehension, and conviction of drug impaired drivers will occur.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
ID-19-07	Data Tracking & Agency Support Program (DTASP)	Drug Recognition Expert (DRE) Training

ID-19-10	LE Training	Law Enforcement Outreach Liaison
ID-19-13	Cambridge Systematics Contract	Law Enforcement Outreach Liaison

5.2.3.1 Planned Activity: LE Training

Planned activity name	LE Training
Planned activity number	ID-19-10
Primary countermeasure strategy	Law Enforcement Outreach Liaison

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Training for SFST, ARIDE

Enter intended subrecipients.

City of Beckley

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Law Enforcement Outreach Liaison

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid		\$10,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.2.3.2 Planned Activity: Cambridge Systematics Contract

Planned activity name	Cambridge Systematics Contract
Planned activity number	ID-19-13
Primary countermeasure strategy	Law Enforcement Outreach Liaison

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Preparation of Annual Highway Safety Plan

Enter intended subrecipients.

City of Beckley

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
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2019	Law Enforcement Outreach Liaison
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Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402		\$50,000.00		\$0.00

Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.2.3.3 Planned Activity: Training

Planned activity name Training

Planned activity number OP-19-06

Primary countermeasure strategy Law Enforcement Outreach Liaison

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

CPS/OP Training/Child Safety Seats/Fitting Stations

Enter intended subrecipients.

City of Beckley

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2018	FAST Act 405b OP Low		\$20,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.2.3.4 Planned Activity: Cambridge Systematics Contract

Planned activity name	Cambridge Systematics Contract
Planned activity number	OP-19-07
Primary countermeasure strategy	Law Enforcement Outreach Liaison

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Annual Seat Belt Survey/Analysis

Enter intended subrecipients.

City of Beckley

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

No records found.

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402		\$50,000.00		\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.2.4 Countermeasure Strategy: ID-Communication Campaign

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy ID-Communication Campaign

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in

geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Impaired Driving is one component of the GHSP's coordinated Highway Safety Communication Campaign.

The West Virginia Governor's Highway Safety Program (GHSP) oversees all aspects of the State's impaired driving program. GHSP Impaired Driving Coordinator, Harry Anderson and the GHSP Law Enforcement Liaison (LEL), Dean Capehart coordinate statewide activities.

West Virginia's evidence-based impaired driving activities are detailed in the State's comprehensive FFY 2019 Impaired Driving Plan which is designed to reduce DUI related crashes, injuries, and deaths by using a sustained enforcement effort. This multi-year plan is evaluated on an annual basis, with changes made as needed. The plan's comprehensive approach utilizes city, county, and state law enforcement agencies, Regional Traffic Safety Program Coordinators, community partners, and the media. The plan covers the entire state in a comprehensive, sustained, and strategic manner and addresses the following components:

High Visibility Enforcement Activities

Public Information and Education Activities

- Media Activities
- Training Activities
- Age Group Activities
- Underage Enforcement Activities
- Focused Patrols

Communication Campaign Plan

The Impaired Driving program area's Communication Campaign countermeasure strategy describes the Media Activities and elements of the Public Information and Education Activities component of the FFY 2019 Impaired Driving Plan and is described below.

Target Audience

In delivering programs and messaging to impaired drivers, the GHSP's communication strategy puts the greatest emphasis on the first five highest at-risk populations - binge drinkers, underage drinkers, discontented blue collar, middle-class risk takers, and young adult male drinkers. These at-risk groups are represented in the following media demographics:

- Men 18 to 34 and Youth 16 to 20; and
- Middle-Class Risk Takers 25 to 54.

In addition, the GHSP also will target the following secondary audiences:

- College Youth;
- Unemployed Youths;
- Unemployed Men; and
- Blue Collar Workers.

Impaired Driving National Campaign and Enforcement Blitzes

The GHSP takes the lead on the paid media aspects of the impaired driving campaign and plans to place a \$1,000,000 ad buy for impaired driving advertising. West Virginia's campaign will complement the national media buy plan during the Drive Sober or Get Pulled Over national campaign, which the State enhances to include the entire month of August, and support the following state-mandated blitz periods: Thanksgiving, Christmas, New Years, West Virginia Day, and the Fourth of July holiday period. The advertising campaign will begin one week before the blitz and run through each blitz period. The State will also maintain a baseline of DUI commercials throughout the year to enhance the State's sustained enforcement efforts.

Venues for advertising the enforcement blitzes will include network and cable television, radio, pre-movie ads in theaters, internet/social media, and printed and electronic billboards, as well as electronic signage and sports radio broadcasts affiliated with West Virginia University and Marshall University sporting events. Other creative media advertising will be engaged on an as-needed basis.

The GHSP Public Information Coordinator also will work with the Division of Highways to air the *Highways or Die-ways* program during the Driver Sober or Get Pulled Over campaign. The Division of Highways pays for airtime, and the GHSP Public Affairs Coordinator coordinates the media buy. This media effort targets the young adult and underage driver and will occur before, during, and after the Drive Sober or Get Pulled Over campaign.

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

- TV, radio, and newspaper coverage of a DUI-related activity;
- TV, radio, and newspaper, and signage used to relay DUI-related information to the public; and
- Billboard or other media (e.g., stadium ad, movies).

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

The media plan also includes a social media aspect. Almost all regions and the GHSP have Facebook pages, and the state office, as well as Region 4, also actively manage a Twitter account. All social media pages cross-promote impaired driving messages, as well as share related messages from NHTSA and other organizations across the country. In addition to regular social media posts in FFY 2019, the GHSP will pay for “boosted” posts on Facebook and Twitter that can be specifically targeted to the key demographics. By boosting posts on Facebook, GHSP has greatly increased page likes, reach and public interaction.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Strategies in media messaging will be used to target those determined to be at highest risk of driving impaired.

Target Profile

The primary target audience is broken out into eight at-risk segments, listed below from “Highest” to “Lowest” by relative degrees of “at risk”:

Relative Degrees of “At-Risk”

Highest	
	Binge Drinkers*
	Underage Drinkers - Youth 16-20 years old
	Discontented Blue Collars - Men 21-34 years old
	Middle-Class Risk Takers - Men 25-54 years old
	Young Adult Male Drinkers - Men 21-24 years old
	Midlife Motorcyclists – Men 45-54 who combine drinking and riding
	Responsible Drinkers - Adults 25-44 years old
	Socially Accountable Drinkers - Adults 25-34 years old
Lowest	

* Includes people who drink for the sole purpose of getting as drunk as they can as fast as they can.

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

- College Youth;
- Unemployed Youths;
- Unemployed Men; and
- Blue Collar Workers.

Media messaging will coincide with the national and state blitzes, part of the impaired driving high visibility countermeasure. The advertising campaign will begin one week before the blitz and run through each blitz period. The State will also maintain a baseline of DUI commercials throughout the year to enhance the State’s sustained enforcement efforts.

The planned impact of the impaired driving communications campaign is to ultimately help to educate drivers of the dangers of impaired driving so that the number of impaired driving related fatalities reaches the states proposed target.

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016
C-5	Alcohol-Impaired Driving Fatalities (FARS)	94	91	84	71	68
	5-Year Moving Average	102	95	90	87	82
Reduce alcohol impaired driving fatalities 25 percent from 82 (2012-2016 average) to 61.5 by December 31, 2019.						

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The proven countermeasure strategy of high visibility enforcement is the cornerstone of GHSPs impaired driving countermeasures. The primary purpose of publicized highly visible impaired driving patrol is to deter driving after drinking by increasing the perceived risk of arrest. To do this, saturation patrols will be publicized extensively and conducted regularly, as part of an ongoing saturation patrol program. Publicized checkpoint and saturation patrol programs, using specially trained officers and equipment, have been proven effective in reducing alcohol-related fatal, injury, and property damage crashes up to 20 percent each.

Evidence of Effectiveness: CTW, Chapter 1: Section 2; Chapter 1: Section 5

The GHSP estimates that approximately \$1,000,000 in 405d funding will be spent on impaired driving media and up to an additional \$1,000,000 in 402/405d funds will be spent on enforcement.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
ID-19-01	Paid Media	ID-Communication Campaign

5.2.4.1 Planned Activity: Paid Media

Planned activity name	Paid Media
Planned activity number	ID-19-01
Primary countermeasure strategy	ID-Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active

network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Paid Media during state and national blitzes and various sporting events

Enter intended subrecipients.

DMV/GHSP, City of Huntington, City of Wheeling, City of Clarksburg, City of Beckley, Mercer Co. Commission

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	ID-Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Mid		\$1,000,000.00	\$130,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.2.5 Countermeasure Strategy: High Visibility Enforcement

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy High Visibility Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

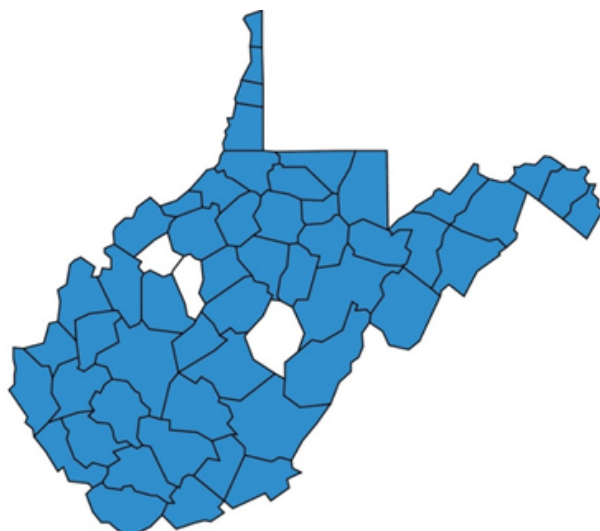
West Virginia's evidence-based impaired driving activities are detailed in the State's comprehensive FFY 2019 Impaired Driving Plan which is designed to reduce DUI related crashes, injuries, and deaths by using a sustained enforcement effort. This multi-year plan is evaluated on an annual basis, with changes made as needed. The plan's comprehensive approach utilizes city, county, and state law enforcement agencies, Regional Traffic Safety Program Coordinators, community partners, and the media. The plan covers the entire state in a comprehensive, sustained, and strategic manner.

One central component of the plan is High Visibility Enforcement. The GHSP's Alcohol Coordinator and the Law Enforcement Liaison will take the lead in statewide planning and coordination. The Regional Traffic Safety Program and the seven West Virginia State Police coordinators will coordinate their regions of the State to insure compliance with this plan.

The plan's enforcement effort includes the West Virginia State Police, city, and county law enforcement agencies that represent every Class I, II, and III city in the State. The counties participating during the FFY 2018 grant year represents 99 percent of the State's population, and 99 percent of the alcohol-related traffic crashes. The figure below represents city and county law enforcement agencies only (in blue) and illustrates the counties where either the major community within the county or the county Sheriff's Office is participating. Similar participation is expected in 2019. In addition to these agencies, the West Virginia State Police are participating in the Sustained Impaired Driving Enforcement

Program in all 55 counties. The State Police patrol rural areas in addition to cities which either do not have a police department or the local police department is so small that they do not do road patrols.

Figure: West Virginia Counties with Participating Law Enforcement Agencies



High-Visibility Enforcement Activities

Each of the Regional Traffic Safety Program Coordinators will be required to arrange a minimum of at least one DUI enforcement activity in each of their areas each week at high-risk days and times for DUI crashes. The seven West Virginia State Police coordinators will arrange a minimum of one DUI enforcement activity within each of their troop areas each week also during high-risk days and times for DUI crashes. The GHSP Law Enforcement Liaison is responsible for coordinating the efforts of the Traffic Safety Coordinators and West Virginia State Police coordinators who collectively cover 100 percent of the State. Additionally during the six month period of enhanced enforcement, the enforcement level will double to two enforcement events per week in each Regional Traffic Safety Program and State Police area.

Approved examples of high-visibility enforcement activities include:

Saturation Patrols. Officers will patrol areas identified as high-DUI areas in groups of at least three patrols. Officers will stage in the enforcement area to alert motorists to the high-visibility saturated patrol.

Sobriety Checkpoints. Officers will conduct checkpoints according to local department regulations requiring a large number of officers (usually 10 to 12 officers).

Low-Manpower Sobriety Checkpoints. Officers will conduct checkpoints according to local department regulations requiring six or fewer officers.

National Mobilization and State-Mandated Blitzes. Officers will participate in four law enforcement events during the national mobilization and as mandated for the following State-mandated blitz periods: Thanksgiving, Christmas, New Years, West Virginia Day, and the Fourth of July holiday period.

Participate in the Enhanced Enforcement Program as mandated by the Governor's Highway Safety Program.

Conduct Enforcement Activities during Peak Alcohol-Related Crash Times, (holidays, special events), and at high alcohol-related crash locations (DOH will provide those locations from the crash reports).

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The GHSP's guiding philosophy in determining locations of DUI enforcement is based on three factors; where people live, alcohol is available, and alcohol/drug related fatal DUI crashes occur. Counties targeted for increased DUI enforcement are determined by county population (i.e., counties more than 30,000 people), availability of alcohol (i.e., number of ABCA licenses within the county), and alcohol/drug related fatal

crashes within each county. Fatal crash data are reviewed weekly. Counties with an excessive number of alcohol or drug related fatal crashes, regardless of county's population or the availability of alcohol in the county, will have enforcement activities reviewed.

DUI enforcement will be focused where there are people, access to alcohol, DUI fatal crashes, and increased use of DREs. The table titled "ABCA Licenses, Fatal Crashes Over 0.08 BAC, DUI and Drug Arrests, and DREs by Priority Counties", presented earlier in the Impaired Driving Program Area description and analysis of the State's highway safety problems section, shows the breakdown of the State of West Virginia by county. GHSP will place emphasis for enhanced DUI Enforcement in the counties highlighted in red (1st priority), yellow (2nd. priority), and green (3rd priority) during the FFY 2019 grant year in addition to baseline DUI enforcement conducted in all counties. The color codes shown below the title explain the population and licenses metrics used to determine the priority counties.

The West Virginia Alcohol Beverage Control Administration will coordinate their grant-funded enforcement efforts in the priority counties identified in Table 3.6 and conduct compliance checks in accordance with the percentages shown on this list focusing DUI enforcement on the priority counties will address 73 percent of the State's population and 68 percent of the DUI fatal crash locations.

State-Mandated Blitzes

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

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The proven countermeasure strategy of high visibility enforcement is the cornerstone of GHSPs impaired driving countermeasures. The primary purpose of publicized highly visible impaired driving patrol is to deter driving after drinking by increasing the perceived risk of arrest. To do this, saturation patrols will be publicized extensively and conducted regularly, as part of an ongoing saturation patrol program. Publicized checkpoint and saturation patrol programs, using specially trained officers and equipment, have been proven effective in reducing alcohol-related fatal, injury, and property damage crashes up to 20 percent each.

Evidence of Effectiveness: CTW, Chapter 1: Section 2; Chapter 1: Section 5.2

The GHSP estimates that approximately \$1,000,000 in 405d funding will be spent on impaired driving media and up to an additional \$1,000,000 in 402/405d funds will be spent on enforcement.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
ID-19-08	DSOGPO State and National Blitzes	
ID-19-09	Sobriety Checkpoints/Directed Patrols	

5.2.5.1 Planned Activity: DSOGPO State and National Blitzes

Planned activity name	Planned Activity Name
	DSOGPO State and National Blitzes

Planned activity number ID-19-08

Primary countermeasure strategy

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Overtime Enforcement for Impaired Driving

Enter intended subrecipients.

City of Huntington, Wood Co. Commission, City of Wheeling, City of Clarksburg, Jefferson Co. Commission, City of Beckley, City of Charleston, WV State Police, Kanawha Co. Commission, Mercer Co. Commission, Monongalia Co. Commission, City of Morgantown, Morgan Co. Commission, City of Parkersburg

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 High Visibility Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402		\$100,000.00	\$50,000.00	\$0.00
2017	FAST Act 405d Impaired Driving Mid		\$200,000.00	\$130,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

5.2.5.2 Planned Activity: Sobriety Checkpoints/Directed Patrols

Planned activity name Sobriety Checkpoints/Directed Patrols

Planned activity number ID-19-09

Primary countermeasure strategy

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Overtime Enforcement for Sobriety Checkpoints and Directed Patrols

Enter intended subrecipients.

City of Huntington, Wood Co. Commission, City of Wheeling, City of Clarksburg, Jefferson Co. Commission, City of Beckley, City of Charleston, WV State Police, Kanawha Co. Commission, Mercer Co. Commission, Monongalia Co. Commission, City of Morgantown, Morgan Co. Commission, City of Parkersburg

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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Year	Description	Amount	NHTSA Share	Total Cost
2018	FAST Act NHTSA 402	\$50,000.00	\$5,000.00	\$0.00
2018	FAST Act 405d Impaired Driving Mid	\$50,000.00	\$10,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.2.6 Countermeasure Strategy: Drug Recognition Expert (DRE) Training

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy Drug Recognition Expert (DRE) Training

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural

roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The State Drug Recognition Expert (DRE) Coordinator assists the GHSP's Impaired Driving Coordinator and Law Enforcement Liaison with statewide planning, management and coordination of the statewide impaired Driving Plan.

The guiding philosophy in determining locations of DUI enforcement is based on three factors; where people live, alcohol is available, and alcohol/drug related fatal DUI crashes occur. Critical, and in addition to this philosophy, is the use of and availability of DREs. The GHSP's goal is to have a DRE available for call out within one hour of each county seat in the state and for all Regional Traffic Safety Programs to have sufficient number of DREs to handle drug-impaired drivers.

In FFY 2019, West Virginia will conduct a baseline of impaired driving enforcement in all counties and enhanced enforcement in counties as determined by West Virginia census data (population by county), ABCA Class "A" License information (liquor by the drink-on premise), ABCA Class "B" License information (carry out alcohol sales-off premise), county alcohol-related fatal crash data, and proximity of available DREs. These counties are shown in the table titled "ABCA Licenses, Fatal Crashes Over .08 BAC, DUI and Drug Arrests, and DREs by Priority Counties" which is in the Impaired Driving program area problem identification section.

State DRE Coordinator Joey Koher is a leader in statewide law enforcement training. Officer Koher will continue to use these training opportunities to identify motivated officers with a demonstrated performance in impaired driving enforcement for possible DRE selection and additional training.

The GHSP will conduct a DRE School again in FFY 2019 to train new DREs. After graduating, a minimum three-year obligation as a DRE is required. Since DREs tend to be "cream of the crop" officers, many are selected for other positions that take them out of their daily DRE

responsibilities and as many as 25 percent are lost through attrition after serving as a DRE for the initial three years. The GHSP will continue to support an annual DRE school until sufficient DREs are certified and available statewide. The course is offered by the GHSP are free of charge to any member of law enforcement agencies.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Prior to becoming a DRE state in 2013, the drug related percentage (drug only and drug/alcohol combined) of statewide impaired driving arrests was less than 10 percent. At the end of 2016 the percentage was just over 35 percent. This increase is directly contributed to the Standardized Field Sobriety Testing (SFST) refresher training with a drug impaired element, and the use of DRE's to properly identify drug impaired drivers.

ARIDE was created to address the gap in training between the SFST and the Drug Evaluation and Classification (DEC/DRE) Program. This 16-hour class is offered at least once in each of the eight Regional Traffic Safety Programs each year.

Currently, 22 of West Virginia's 55 counties have at least one agency with a DRE Officer, covering 70 percent of state population, and 50 counties have access to a DRE Officer within 1 hour call out time, covering 96 percent of state population.

This countermeasure will help in addressing outcome measures C-1 and C-5 by reducing impaired driving fatalities across the state by having properly educated law enforcement officers on the roadways who know how to detect and test for drug impaired drivers.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Several studies have shown DRE judgments of drug impairment are corroborated by toxicological analysis in 85% or more of cases (NHTSA, 1996).

Evidence of Effectiveness: CTW, Chapter 1: Section 7.1

It is estimated that over \$225,000 in 405d and 402 funds will be used for DRE/ARIDE training across the state. Other countermeasures, such as HVE impaired driving enforcement, will incorporate enforcement with DRE/ARIDE certified officers. With greater awareness by officers of the signs of drug impaired driving it is believed that greater detection, apprehension, and conviction of drug impaired drivers will occur.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
ID-19-02	Training	Drug Recognition Expert (DRE) Training
ID-19-03	ITSMER Maintenance	Drug Recognition Expert (DRE) Training
ID-19-04	DRE Coordination	Drug Recognition Expert (DRE) Training
ID-19-05	Equipment/Supplies	Drug Recognition Expert (DRE) Training
ID-19-06	DRE Callouts	Drug Recognition Expert (DRE) Training

5.2.6.1 Planned Activity: Training

Planned activity name	Training
Planned activity number	ID-19-02

Primary countermeasure strategy Drug Recognition Expert (DRE) Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Provides DRE Instructor Training, DRE In-service Training, SFST Refresher Training, ARIDE Training, Marijuana Impaired Driving Training, and any Impaired Driving Training needed.

Enter intended subrecipients.

City of Huntington, City of Beckley

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Drug Recognition Expert (DRE) Training

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Mid		\$200,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.2.6.2 Planned Activity: ITSMER Maintenance

Planned activity name	ITSMER Maintenance
Planned activity number	ID-19-03
Primary countermeasure strategy	Drug Recognition Expert (DRE) Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Maintenance Fee for the DRE Database (Reporting System for Drug Evaluations)

Enter intended subrecipients.

City of Huntington

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Drug Recognition Expert (DRE) Training

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2016	MAP 21 405c Data Program		\$15,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.2.6.3 Planned Activity: DRE Coordination

Planned activity name DRE Coordination
Planned activity number ID-19-04
Primary countermeasure strategy Drug Recognition Expert (DRE) Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Salary and Travel for State DRE Coordinator

Enter intended subrecipients.

City of Huntington

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Drug Recognition Expert (DRE) Training

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid		\$80,000.00	\$20,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.2.6.4 Planned Activity: Equipment/Supplies

Planned activity name	Equipment/Supplies
Planned activity number	ID-19-05
Primary countermeasure strategy	Drug Recognition Expert (DRE) Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting,

training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Purchase of equipment and supplies for DREs

Enter intended subrecipients.

City of Huntington

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Drug Recognition Expert (DRE) Training

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Mid		\$40,000.00		

Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.2.6.5 Planned Activity: DRE Callouts

Planned activity name	DRE Callouts
Planned activity number	ID-19-06
Primary countermeasure strategy	Drug Recognition Expert (DRE) Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Overtime Enforcement for Drug Impaired Driving

Enter intended subrecipients.

City of Huntington, Wood Co. Commission, City of Wheeling, City of Clarksburg, Jefferson Co. Commission, City of Beckley, City of Charleston, WV State Police, Kanawha Co. Commission, Mercer Co. Commission, Monongalia Co. Commission, City of Morgantown, Morgan Co. Commission, City of Parkersburg

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Drug Recognition Expert (DRE) Training

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Mid		\$50,000.00	\$10,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.2.6.6 Planned Activity: Data Tracking & Agency Support Program (DTASP)

Planned activity name	Data Tracking & Agency Support Program (DTASP)
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Planned activity number ID-19-07

Primary countermeasure strategy Drug Recognition Expert (DRE) Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Recognition of active i.e. officers/equipment purchases/database

Enter intended subrecipients.

City of Beckley

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Law Enforcement Outreach Liaison

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402		\$100,000.00		\$0.00
2017	FAST Act 405d Impaired Driving Mid		\$200,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

5.3 Program Area: Motorcycle Safety

Program area type Motorcycle Safety

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State’s highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

In 2016, 35 percent of all motorcyclist fatalities in West Virginia were unhelmeted, compared to 22 percent who were unhelmeted in 2014. Since 2008, the proportion of unhelmeted motorcyclist fatalities compared to all motorcyclist fatalities in West Virginia has not been steady. In 2010, unhelmeted motorcyclists fatalities represented nearly a third (30 percent) of all motorcyclist fatalities. The proportion decreased to 22.2 percent in 2011, and then jumped to 45.2 percent in 2012. Additionally, in the past few years, over 60 percent of fatal crashes involve a motorcyclist who did not have a motorcycle endorsement). Out of the 9 fatal crashes to date in 2018, seven did not have an endorsement. Data on motorcyclist fatalities is provided in the Table below.

Table: Motorcyclist Fatalities

Core Performance Measure	2009	2010	2011	2012	2013	2014	2015	2016
Motorcyclist Fatalities	26	33	27	31	24	26	32	29
Unhelmeted Motorcyclist Fatalities	5	10	6	14	8	7	7	10

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	27.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	7.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	MC-Communication Campaign

5.3.1 Countermeasure Strategy: MC-Communication Campaign

Program area	Motorcycle Safety
Countermeasure strategy	MC-Communication Campaign

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required

under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Motorcycle Safety is one component of the GHSP's coordinated Highway Safety Communication Campaign.

The West Virginia Motorcycle Safety Program Coordinator is assigned to the Governor's Highway Safety Program (GHSP) and works under the direction of State Programs Administrator Harry Anderson who oversees all aspects of the State's motorcycle safety program. This connection to the statewide motorcycle rider training program allows the GHSP to promote motorcycle safety messages not only through paid media and public information and education activities, but through motorcycle safety training courses.

In FFY 2019, an advertising contract will be in effect under the West Virginia Department of Transportation. This contract provides an advertising agency to place media buys on behalf of the GHSP for statewide campaigns, including television, billboards, and online advertisements. The GHSP will again use this contract to purchase paid media to promote motorcycle safety and motorist awareness messages. Radio television ads and billboards will be purchased to reach motor vehicle drivers to increase awareness of each individual's responsibility to share the road with motorcyclists to create safer roadways. The GHSP Public Affairs Coordinator will work very closely with the media vendors to ensure the media is reaching the target audiences, will coordinate the media program, and is responsible for arranging the media purchases and reporting.

Each Regional Traffic Safety Program also has funding available for some paid media and will coordinate with GHSP on any paid media motorcycle safety messages. The Regional Traffic Safety Program Coordinators and WVSP coordinator also conduct earned media activities in their respective areas and will include motorcycle safety messages in May during Motorcycle Awareness Month or as needed throughout the year.

The media plan also includes a social media aspect. All regions and the GHSP have Facebook pages; the state office, as well as Region 4, also actively manage a Twitter account. All social media pages cross-promote the motorcycle safety messages, as well as share related messages from NHTSA and other organizations across the country.

The planned motorcycle safety topics for FFY 2019 include sharing the roadway and an emphasis on West Virginia's motorcycle helmet law. However, the GHSP will continue to monitor crash data provided by the West Virginia Division of Highways and FARS to help identify problem areas and locations which pertain to motorcyclist safety and may add additional topics if warranted.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

In 2016, 35 percent of all motorcyclist fatalities in West Virginia were unhelmeted, compared to 22 percent who were unhelmeted in 2014. Since 2008, the proportion of unhelmeted motorcyclist fatalities compared to all motorcyclist fatalities in West Virginia has not been steady. In 2010, unhelmeted motorcyclist fatalities represented nearly a third (30 percent) of all motorcyclist fatalities. The proportion decreased to 22.2 percent in 2011, and then jumped to 45.2 percent in 2012. Additionally, in the past few years, over 60% of fatal crashes involve a motorcyclist who did not have a motorcycle endorsement). Out of the 9 fatal crashes to date in 2018, seven did not have an endorsement.

Section 405(f) funding will be used by DMV/GHSP to enhance the Motorcycle Safety Awareness Program through paid media and through PI&E. Each of the Regional Traffic Safety Programs will be responsible for Motorcycle Simulator Training in their areas. A reduction in the number of unhelmeted fatalities will be addressed through emphasis on West Virginia's motorcycle helmet law in both media campaigns and Motorcycle Safety training courses.

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

This countermeasure will help in addressing outcome measures C-1, C-7, and C-8 by reducing motorcycle fatalities across the state by promoting motorcycle awareness and safety messaging.

Evidence of effectiveness**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

There is very little flexibility in the use of 405f funding so it will largely be focused on motorist awareness efforts.

Evidence of Effectiveness: CTW, Chapter 5: Section 4

It is estimated that \$65,000 of 405f funding will be utilized for motorcycle safety paid media across the state. Other countermeasures, such as HVE impaired driving enforcement and communications, will be leveraged to promote the messaging of driving and riding sober.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
MS-19-01	Paid Media	MC-Communication Campaign

5.3.1.1 Planned Activity: Paid Media

Planned activity name	Paid Media
Planned activity number	MS-19-01
Primary countermeasure strategy	MC-Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Motorist Message via billboards

Enter intended subrecipients.

DMV/GHSP

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	MC-Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405f Motorcycle Programs		\$60,000.00	\$5,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.4 Program Area: Traffic Records

Program area type Traffic Records

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

West Virginia's most recent NHTSA Traffic Records Assessment was conducted from August 1, 2016 to November 3, 2016. The complete list of recommendations made from this assessment, and their status are listed in West Virginia's Traffic Records Strategic Plan, Appendix 2 which has been uploaded to GMSS. The TRCC is fully aware of, and has already directly addressed, the major Assessment recommendations. The current Traffic Records Strategic Plan is based upon the findings and recommendations from the 2016 Traffic Records Assessment and other federal and state safety data evaluations that occurred in recent years. All evaluations have been weighed carefully by West Virginia's Traffic Records Coordinating Committee (TRCC) for validity, applicability, and appropriate priority.

West Virginia's highest priority for highway safety data improvements continues to be the implementation and use of the State's electronic crash and citation reporting system, ReportBeam which was purchased in 2007. The software can be used on mobile computers or on desktop hardware inside the station. Adoption rates of the software are such that very nearly all the crash reports submitted to the State crash repository are electronic data transmissions. Crash data access has been given to key highway safety personnel and law enforcement. The Highway Safety office works to assist those personnel with the analysis of that data so it can be used effectively.

In previous years, emphasis has been placed on the crash data portion of this system, with the focus ranging from training law enforcement to utilize the system, to expanding the use of the system by assisting law enforcement agencies in obtaining the equipment needed to use the system. As timely and accurate crash data are a central component to a well-rounded traffic records system, the crash data collection portion of ReportBeam has remained a focus in 2018; however, additional focus areas have been added during this time period.

The use of ReportBeam has been expanded to include the Electronic Uniform Citation. The Electronic Uniform Citation has been developed to follow a citation through its entire process from issuance, to adjudication, and when applicable to the inclusion on the violator's driver record. The West Virginia State Police piloted using electronic citations for the state which has now been expanded for use at other agencies. West Virginia is in the process of rolling the citation out to all law enforcement agencies.

Another statewide initiative is working to combine data systems into functionally-related enterprise systems. One of these systems, the Enterprise Research Planning (ERP) system, is being designed to encompass safety related data including crashes, emergency medical, roadway, driver, and other data sources. This effort is separate from, and somewhat overlapping with, the efforts within DOH to develop a user-friendly web-based analysis tool for crash data. The intent is to create a system that will support all highway safety analyses, including those described in the Highway Safety Manual.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	Number of agencies using eCitation	5 Year	2019	174.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Improves timeliness of a core highway safety database
2019	Improves accessibility of a core highway safety database
2019	Highway Safety Office Program Management

5.4.1 Countermeasure Strategy: Improves timeliness of a core highway safety database

Program area	Traffic Records
Countermeasure strategy	Improves timeliness of a core highway safety database

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural

roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

West Virginia's focus remains to develop and deploy an effective means for the State's various highway safety officials to utilize all available data sources to best identify and analyze the State's highway safety concerns and to develop appropriate programs and projects to address them.

Electronic citations are not electronically submitted to the court system until such time the issuing officer's computer automatically obtains a wireless internet connection. The time between "issuing" an electronic citation to transmitting it to the court system has ranged between mere minutes to a few hours. Once a citation has been adjudicated, the Division of Motor Vehicles has immediate access to the information for processing onto driver records.

In FFY 2019, the State will continue to roll the availability of the Uniform Citation portion of the Report Beam data collection out to all law enforcement agencies and courts within the State. GHSP will continue to provide resources to assist law enforcement agencies and court personnel to fully and efficiently utilize ReportBeam. The GHSP LEL will coordinate and support the Regional Traffic Safety Program Coordinators and LELs' efforts to convert law enforcement agencies to electronic reporting and provide training to enforcement personnel in their region on electronic crash and citation reporting. Much of the focus currently revolves around providing in-car printers and computers to assist with the roll-out of the electronic citation.

This project will include the ability of the Division of Motor Vehicles (DMV) to more quickly obtain conviction data and add it to the driver's record. Additionally, the electronic processing of citations will significantly enhance DMV's ability to meet Federal Motor Carrier Safety Administration standards of timeliness for reporting CDL violations to driver records.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Timeliness: All law enforcement agencies in West Virginia have been using the paper version of the Uniform Citation since 2007, thus the focus of this area has shifted to the electronic version of the citation. Overall the paper Uniform Citation has decreased errors associated with applying convictions to driver records in West Virginia. It is anticipated that the electronic submission of citations and adjudications will further improve accuracy and timeliness of this data.

As the edits for the data collection software are designed to largely set up to control law enforcement's ability to enter inaccurate data or leave out required data, this plan will most likely focus on the further enhancement of the existing edits and clarifications to officer training. Additionally, attention will be directed to those law enforcement agencies that still struggle with the completion and submission process in order to improvement timeliness of the data. Based on the more recent traffic records assessment this has been an identified area for improvement and targeted for improvement. It is unclear at the time of this report funding that will be approved for this initiative from the TRCC.

This program will help to address the performance measure of the number of agencies using eCitations. On average, the Chief of Police, patrol officer(s), and a municipal clerk access the report beam/eCitation system. From that understanding, for every agency brought onto the system, at a minimum, three people get accessibility to the accurate and timely data.

Accessibility goes up three to one for each agency brought on.

Accuracy goes up three to one for each agency brought on.

Timeliness goes up three to one for each agency brought on.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The Governor's Highway Safety Program provides support to the TRCC in implementation of the *FFY 2018 Traffic Records Strategic Plan*. The GHSP's Traffic Records Coordinator serves as the champion for safety data initiatives and markets the traffic records ideal throughout the State, is chairperson of the TRCC, and administers the daily business of the committee. All aspects of the Strategic Plan are maintained and managed by the Coordinator, as well as providing regular progress reports to Federal sponsors about its implementation. The GHSP Director and Federal Programs Administrator also serve on the Traffic Records Coordinating Committee.

The NHTSA Traffic Records Program Assessment Advisory, which is the framework for the Traffic Records Assessment conducted notes that the TRCC coordinator is designated by the committee to aid the technical TRCC chair, the executive TRCC, and technical TRCC. The coordinator may be an employee of a key custodial agency or a contractor. Specific duties include coordination of the technical TRCC at the direction of the chair; coordination of the development, implementation, and maintenance of the TRCC strategic plan; and providing secretariat support for the executive TRCC. The GHSP full supports the evidence of the effectiveness of having a Traffic Records Coordinator. The Traffic Records Coordinator in conjunction with the TRCC will work to continue to improve the accessibility, timeliness, uniformity, and accuracy of traffic records in the state. Based on review of proposals by the TRCC of projects that will improve traffic records and availability of 405c funding grant awards will be made accordingly.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
TR-19-02	Equipment and Training for LE Officers	
TR-19-03	Maintenance Fee	
TR-19-01	Traffic Records Coordination	Highway Safety Office Program Management

5.4.1.1 Planned Activity: Equipment and Training for LE Officers

Planned activity name Equipment and Training for LE Officers

Planned activity number TR-19-02

Primary countermeasure strategy

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Provide equipment and training for law enforcement agencies participating in e-citation

Enter intended subrecipients.

City of Huntington, Wood Co. Commission, City of Wheeling, City of Clarksburg, Jefferson Co. Commission, City of Beckley, City of Charleston, WV Stat Police, Kanawha Co. Commission, Mercer Co. Commission, Monongalia Co. Commission, City of Morgantown, Morgan Co. Commission, City of Parkersburg

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Improves timeliness of a core highway safety database
2019	Improves accessibility of a core highway safety database

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405c Data Program		\$400,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.4.1.2 Planned Activity: Maintenance Fee

Planned activity name	Maintenance Fee
Planned activity number	TR-19-03
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Maintenance Fee for Report Beam (delivery platform for Citation and Crash Reporting)

Enter intended subrecipients.

City of Beckley

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Improves timeliness of a core highway safety database
2019	Improves accessibility of a core highway safety database

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405c Data Program		\$40,000.00		

Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.4.2 Countermeasure Strategy: Improves accessibility of a core highway safety database

Program area Traffic Records

Countermeasure strategy Improves accessibility of a core highway safety database

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

West Virginia's focus remains to develop and deploy an effective means for the State's various highway safety officials to utilize all available data sources to best identify and analyze the State's highway safety concerns and to develop appropriate programs and projects to address them.

In FFY 2019, West Virginia will update and modernize the back-end of the Crash Records Database. This will allow the State to analyze and review data in a wide variety of manners. This effort will include the development of a new user interface which will be accessible by a variety of highway safety data users. The user interface will include a large number of customized reports tailored to the needs of regular users of highway safety data, as well as provide these users with the ability to develop additional reports and queries.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Accessibility. The Division of Highways (DOH) staff continues to produce ad hoc reports of crash data upon request. It is anticipated that the new web-based system will result in a reduced burden on the DOH staff and simultaneously improve access to the data for a broad variety of users. Based on the more recent traffic records assessment this has been an identified area for improvement and targeted for improvement. It is unclear at the time of this report funding that will be approved for this initiative from the TRCC.

This program will help to address the performance measure of the number of agencies using eCitations. On average, the Chief of Police, patrol officer(s), and a municipal clerk access the report beam/eCitation system. From that understanding, for every agency brought onto the system, at a minimum, three people get accessibility to the accurate and timely data.

Accessibility goes up three to one for each agency brought on.

Accuracy goes up three to one for each agency brought on.

Timeliness goes up three to one for each agency brought on.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The Governor's Highway Safety Program provides support to the TRCC in implementation of the *FFY 2018 Traffic Records Strategic Plan*. The GHSP's Traffic Records Coordinator serves as the champion for safety data initiatives and markets the traffic records ideal throughout the State, is chairperson of the TRCC, and administers the daily business of the committee. All aspects of the Strategic Plan are maintained and managed by the Coordinator, as well as providing regular progress reports to Federal sponsors about its implementation. The GHSP Director and Federal Programs Administrator also serve on the Traffic Records Coordinating Committee.

The NHTSA Traffic Records Program Assessment Advisory, which is the framework for the Traffic Records Assessment conducted notes that the TRCC coordinator is designated by the committee to aid the technical TRCC chair, the executive TRCC, and technical TRCC. The coordinator may be an employee of a key custodial agency or a contractor. Specific duties include coordination of the technical TRCC at the direction of the chair; coordination of the development, implementation, and maintenance of the TRCC strategic plan; and providing secretariat support for the executive TRCC. The GHSP full supports the evidence of the effectiveness of having a Traffic Records Coordinator. The Traffic Records Coordinator in conjunction with the TRCC will work to continue to improve the accessibility, timeliness, uniformity, and accuracy of traffic records in the state. Based on review of proposals by the TRCC of projects that will improve traffic records and availability of 405c funding grant awards will be made accordingly.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
TR-19-02	Equipment and Training for LE Officers	
TR-19-03	Maintenance Fee	
TR-19-01	Traffic Records Coordination	Highway Safety Office Program Management

5.4.2.1 Planned Activity: Equipment and Training for LE Officers

Planned activity name	Equipment and Training for LE Officers
Planned activity number	TR-19-02
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Provide equipment and training for law enforcement agencies participating in e-citation

Enter intended subrecipients.

City of Huntington, Wood Co. Commission, City of Wheeling, City of Clarksburg, Jefferson Co. Commission, City of Beckley, City of Charleston, WV Stat Police, Kanawha Co. Commission, Mercer Co. Commission, Monongalia Co. Commission, City of Morgantown, Morgan Co. Commission, City of Parkersburg

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Improves timeliness of a core highway safety database
2019	Improves accessibility of a core highway safety database

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405c Data Program		\$400,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.4.2.2 Planned Activity: Maintenance Fee

Planned activity name Maintenance Fee

Planned activity number TR-19-03

Primary countermeasure strategy

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating

that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Maintenance Fee for Report Beam (delivery platform for Citation and Crash Reporting)

Enter intended subrecipients.

City of Beckley

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Improves timeliness of a core highway safety database
2019	Improves accessibility of a core highway safety database

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405c Data Program		\$40,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.4.3 Countermeasure Strategy: Highway Safety Office Program Management

Program area	Traffic Records
Countermeasure strategy	Highway Safety Office Program Management

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative

countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b) (2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The Traffic Records Coordinator serves as a primary point of contact for information on its safety information systems and is housed within the West Virginia Governor's Highway Safety Office (GHSP) within the Division of Motor Vehicles. The GHSP recently hired Scott Harvey as the new Traffic Records Coordinator. In FFY 2019, as chairperson of the Traffic Records Coordinating Committee (TRCC), he will conduct TRCC meetings, serve as the champion for safety data initiatives, market the traffic records ideal throughout the State, and administer the daily business of the committee. The TRCC will continue to act as the primary advisory committee for traffic records-related activities and projects and will continue to monitor projects implemented as a result of the recommendations contained in the latest Traffic Records Assessment (conducted from August 1 to November 3, 2016). The GHSP provides support to the TRCC in implementation of the FFY 2019 Traffic Records Strategic Plan. All aspects of the Strategic Plan are maintained and managed by the Coordinator, including revising the Plan, as well as providing regular progress reports to Federal sponsors about its implementation. The GHSP Director and Federal Programs Administrator also serve on the Traffic Records Coordinating Committee.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

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

Performance Targets

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

Strategies

The Traffic Records Coordinator serves as a primary point of contact for information on its safety information systems and is housed within the West Virginia Governor's Highway Safety Office (GHSP) within the Division of Motor Vehicles. The GHSP recently hired Scott Harvey as the new Traffic Records Coordinator. In FFY 2019, as chairperson of the Traffic Records Coordinating Committee (TRCC), he will conduct TRCC meetings, serve as the champion for safety data initiatives, market the traffic records ideal throughout the State, and administer the daily business of the committee. The TRCC will continue to act as the primary advisory committee for traffic records-related activities and projects. The working Traffic Records Coordinating Committee will continue to strengthen its status by following the recommendations contained in the latest Traffic Records Assessment (conducted from August 1st to November 3rd 2016).

Accessibility. The Division of Highways (DOH) staff continues to produce ad hoc reports of crash data upon request. It is anticipated that the new web-based system will result in a reduced burden on the DOH staff and simultaneously improve access to the data for a broad variety of users to review to help improve traffic safety in the state.

Timeliness. All law enforcement agencies in West Virginia have been using the paper version of the Uniform Citation since 2007, thus the focus of this area has shifted to the electronic version of the citation. Overall the paper Uniform Citation has decreased errors associated with applying convictions to driver records in West Virginia. It is anticipated that the electronic submission of citations and adjudications will further improve accuracy and timeliness of this data.

As the edits for the data collection software are designed to largely set up to control law enforcement's ability to enter inaccurate data or leave out required data, this plan will most likely focus on the further enhancement of the existing edits and clarifications to officer training. Additionally, attention will be directed to those law enforcement agencies that still struggle with the completion and submission process in order to improve timeliness of the data.

HSO Program Management. A State's traffic safety information databases are the vital underpinnings of a strong highway safety program. A broad range of highway safety professionals and stakeholders rely on quality data to identify and understand the state's worst traffic safety problems so they can make informed decisions and spend their state's limited resources for the greatest safety benefit. Having a point person in the state to champion traffic records and oversee and support a fully functioning and active Traffic Records Coordinating Committee is an important component in helping any state move forward to improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of its traffic records systems.

This program will help to address the performance measure of the number of agencies using eCitations. On average, the Chief of Police, patrol officer(s), and a municipal clerk access the report beam/eCitation system. From that understanding, for every agency brought onto the system, at a minimum, three people get accessibility to the accurate and timely data.

Accessibility goes up three to one for each agency brought on.

Accuracy goes up three to one for each agency brought on.

Timeliness goes up three to one for each agency brought on.

The GHSP estimates that \$80,000 in 405c funds will be used in FFY 2019 to support management of the Traffic Records Program.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The Governor's Highway Safety Program provides support to the TRCC in implementation of the *FFY 2018 Traffic Records Strategic Plan*. The GHSP's Traffic Records Coordinator serves as the champion for safety data initiatives and markets the traffic records ideal throughout the State, is chairperson of the TRCC, and administers the daily business of the committee. All aspects of the Strategic Plan are maintained and managed by the Coordinator, as well as providing regular progress reports to Federal sponsors about its implementation. The GHSP Director and Federal Programs Administrator also serve on the Traffic Records Coordinating Committee.

The NHTSA Traffic Records Program Assessment Advisory, which is the framework for the Traffic Records Assessment conducted notes that the TRCC coordinator is designated by the committee to aid the technical TRCC chair, the executive TRCC, and technical TRCC. The coordinator may be an employee of a key custodial agency or a contractor. Specific duties include coordination of the technical TRCC at the direction of the chair; coordination of the development, implementation, and maintenance of the TRCC strategic plan; and providing secretariat support for the executive TRCC. The GHSP fully supports the evidence of the effectiveness of having a Traffic Records Coordinator.

The GHSP estimates that \$80,000 in 405c funds will be used for the Traffic Records Coordinator position in FFY 2019.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
TR-19-01	Traffic Records Coordination	Highway Safety Office Program Management

5.5 Program Area: Community Traffic Safety Program

Program area type Community Traffic Safety Program

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

Yes

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

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

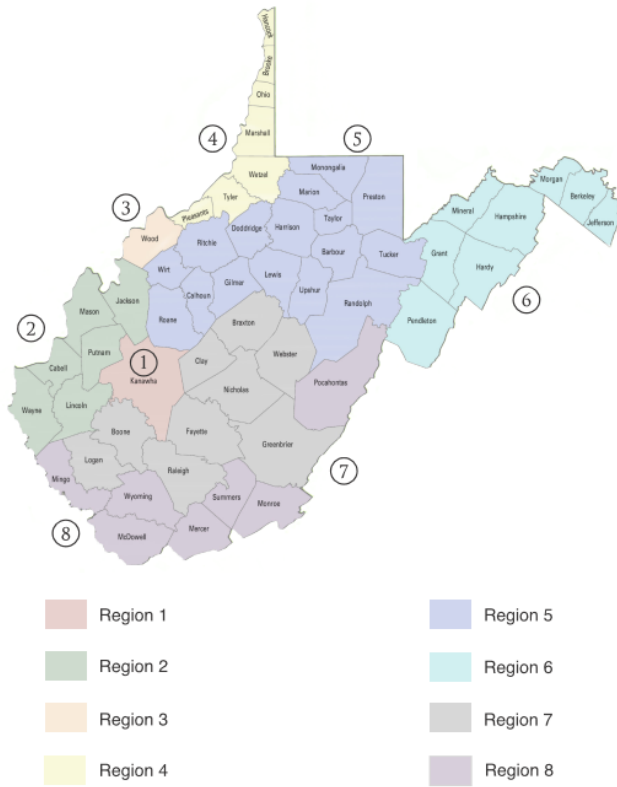
The GHSP will continue to fund traffic safety initiatives through Regional Traffic Safety Programs that cover all 55 counties in West Virginia in FFY 2019. Because of their collective statewide coverage, the State's problem identification and analysis described earlier in the Highway Safety Planning Process section applies to the Regional Traffic Safety Programs. Based on data analysis conducted each year, West Virginia's primary target audience in driving behavior programming and media messaging is the young male population. The priority areas outlined in this plan are in accordance with NHTSA Priorities (impairment, occupant protection, and speed) and supported by FARS data. These issues are consistent throughout each of the State's Regional Traffic Safety Programs and have priority status within each of these programs.

While all regional programs must focus on the State's priority issues, they are also allowed flexibility in funding projects that address issues which may be more prevalent in their region (i.e., ATV crashes on public roadways are more common in the southern/southwestern part of the State). Each Regional Traffic Safety Program will have goals and objectives tailored to their area based on the problems specific to their region. The following data sources are used by GHSP to identify traffic safety problems in each region: West Virginia DOT Crash Database, FARS, Division of Motor Vehicles, Alcohol Beverage Control Administration, and the GHSP Traffic Safety Programs. Collectively, the Regional Traffic Safety Programs will focus on the same five statewide performance targets (fatalities, and alcohol impaired, unrestrained passenger vehicle occupant, pedestrian and bicyclist fatalities).

The GHSP will continue to work diligently to support and promote efforts to upgrade occupant protection, impaired driving, and other laws that promote safer highways in West Virginia. In addition, the GHSP is aware of the issue of unsecured loads raised in the FAST Act and will continue to discuss the dangers of unsecured loads with our Regional Traffic Safety Program Coordinators and their law enforcement partners to remind them to enforce the laws regarding unsecured loads and to help inform the public of the danger of unsecured loads.

The State's Regional Traffic Safety Programs are based on geography and demographics. In FFY 2019, the GHSP will pilot a "hybrid" regional approach. While the plans have not been finalized, one certainty is that they will cover all counties and regions of the state. The map below shows the new regional boundaries.

FY 2019 REGIONS WEST VIRGINIA HIGHWAY SAFETY PROGRAM



Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.498
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	87.7
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	61.5
2019	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	18.0
2019	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	1.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year **Countermeasure Strategy Name**

2019 Regional Traffic Safety Programs

5.5.1 Countermeasure Strategy: Regional Traffic Safety Programs

Program area Community Traffic Safety Program

Countermeasure strategy Regional Traffic Safety Programs

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The Regional Traffic Safety Program goals, objectives, problem identification, and community applications, along with instructions on completing the application, will be provided to the regional programs by the GHSP. In FFY 2019, the Regional Traffic Safety Program Coordinators funded through the project's grant will be required to conduct the following activities within their assigned region.

Coordination/Project Coordinator

1. Successfully complete a NHTSA Project Management Class (i.e., Managing Highway Safety Programs).
2. Support or establish at least one Advocacy Group (i.e., Mothers Against Drunk Driving, MADD, Students Against Destructive Decisions, SADD, and Safe Kids). Funds may not be used for general operating or support costs for any of these groups. Funding is only available for activities worked in conjunction with these groups.
3. Establish and maintain a Task Force of Highway Safety advocates and hold a minimum of three meetings per year. A list of members must be maintained on file in the Coordinator's office.
4. Establish and conduct a Regional Highway Safety Award/Recognition program.
5. Make face-to-face contact with every (100 percent) law enforcement agency Executive or designee in the region's service area, and secure Letters of Support and Cooperation to participate in GHSP events and initiatives (which must be maintained which must be maintained on file in the Coordinator's office).
6. Develop and support one Law Enforcement Liaison (LEL) within each law enforcement agency.
7. Maintain a relationship with DMV Regional Offices in the assigned regional program area through public information and education (PI&E).
8. Assist the GHSP with the following surveys:
 - a. Statewide Seat Belt Use Survey (June – every year); and
 - b. Other surveys as needed/required.
9. Obtain a signed Conditions and Assurances/sub-grantee contract from all grant fund recipients.
10. Provide the GHSP with the following reports by the 20th of each month:
 - a. Monthly Activity Report;

- b. Data Report;
- c. CPS Installations;
- d. Media Report;
- e. Equipment Listing;
- f. Request for Reimbursement; and
- g. Calendar of Upcoming Events; and
- h. Evidence-Based Enforcement Forms (submit as completed).

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

11. Complete a sub-grantee risk assessment report on all sub-grantees by August 20.
12. Prepare and submit a detailed Year End report to the GHSP by the close of business on November 1.

Alcohol and Other Drugs Activities

1. Conduct two law enforcement events per week in the Region.
2. Conduct two Media activities per month in the Region. Each Coordinator shall attach a dollar value to earned media and track that value. The number of people that received the message is also to be tracked.
3. Conduct two age group activities per year in the Region.
4. Work with the GHSP LEL Office to facilitate training opportunities for impaired driving.
5. Ensure underage enforcement efforts are conducted at least once per quarter.
6. Participate in the State and national mandated blitz periods – Thanksgiving, Christmas/New Year's, West Virginia Day, Fourth of July weekend, and Labor Day. During these periods, all local law enforcement agencies supported by Highway Safety funds shall conduct a minimum of four enforcement events during the blitz/mobilization.
7. Develop and support at a minimum one college Public Information & Education (PI&E) activity.
8. Conduct or facilitate Retail Alcohol Training Activities (i.e., TIPS, WeCard).
9. Assist local law enforcement agencies in obtaining funding from the Commission on Drunk Driving Prevention (CDDP).
10. Complete and submit all DUI Information Sheets (i.e., DMV Form 314). Follow up at the request of GHSP to insure 100 percent submission. This form is available at <http://www.dmv.wv.gov> under Driver Services/Driver's Licenses/Forms.
11. Promote and participant in the Governor's Highway Safety Program and the Commission on Drunk Driving Prevention's Project. The project provides PBTs to local law enforcement agencies. This is an attempt to standardize PBTs in West Virginia. Each Coordinator shall:
 - a. Successfully complete the training, or train someone in their area to calibrate the local law enforcement PBT's in their area.
 - b. Support only the approved standardized PBT and no other type of PBT in their region.
 - c. Assist the GHSP in distributing, tracking, and inventory of the PBTs.

Occupant Protection Activities

1. Participate in the May CIOT blitz through enforcement and media/public awareness. Provide support and funding to participating law enforcement agencies.
2. Participate in each of the three additional Occupant Protection enforcement waves as outlined in the *FFY 2019 Strategic Occupant Protection Plan* by providing support and funding to participating law enforcement agencies.
3. Conduct "spot check" nonscientific pre- and post- seat belt surveys following each wave to assess results of enforcement.
4. Obtain written seat belt use policies by all law enforcement agencies receiving federal Highway Safety funds, and maintain copies on file in the Coordinator's office. These policies must be written and outline sanctions for noncompliance.
5. Conduct at least two earned media activities per month related to occupant protection/seat belt use/seat belt enforcement activities.
6. Conduct at least two PI&E activities per month related to seat belts/child safety seats.
7. Conduct a minimum of four occupation protection informational checkpoints (i.e., one per quarter).
8. The Project Coordinator must complete the 32-hour CPS Technician course and remain current with certification.
9. Establish and maintain a minimum of three CPS Fitting Station in the Region.
10. Conduct a minimum of four CPS Clinics/Events.
11. Conduct two "age group"-specific activities per year (i.e., visit drivers education/high schools/middle schools, grade schools; High School Seat Belt Challenge).
12. Conduct two child safety seat classes or demonstrations (i.e., one to eight hours) to a captive audience (i.e., hospital, daycare, church, civic, etc.).
13. Conduct PI&E, enforcement, and media events during Child Passenger Safety Week in September, including direct participation, if possible, in Seat Check Saturday.

14. Maintain a list of current CPS Technicians in the Region, and increase the number of Certified Technicians in the Region.
15. Conduct nighttime seat belt enforcement at least twice during the year, in addition to at least once during the May CIOT blitz.
Nighttime is considered 6:00 p.m. or after.
16. Encourage enforcement of seat belt laws during all enforcement efforts (DUI, speed, etc.).

Media Activities

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

Traffic Records Activities

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

Other Traffic Safety Initiatives

1. Conduct or facilitate a minimum of one ATV safety activity yearly.
2. Conduct or facilitate a minimum of one motorcycle safety activity, coordinating with the GHSP Motorcycle Safety Program Manager, i.e., Motorcycle Simulator presentations in driver's education classes.
3. Participate in the annual Target Red (Red Light Running) Campaign, which is generally in August, by conducting enforcement and media activities.
4. Conduct an enforcement campaign during School Bus Safety Week in October.
5. Conduct at least one Distracted Driving (cell phone/texting) enforcement event per quarter.
6. Conduct or facilitate at least one activity/media event on distracted driving (cell phone/texting) per quarter.
7. Conduct at least one PI&E/Law Enforcement effort for Back to School in August/September.
8. Conduct a minimum of two speed/aggressive driving enforcement efforts per year.
9. Conduct at least one PI&E event during the year based on the identification of a pedestrian/bicycle safety problem in the Region.
10. Provide information regarding the dangers of unsecured loads to their law enforcement partners and at public events if appropriate as required by Federal guidelines.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As mentioned previously in the problem ID, West Virginia utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. To provide the maximum impact and likelihood for improving all programmatic areas of traffic safety, the Regional Traffic Safety Coordinators provide leadership, training, and technical assistance to other state agencies, law enforcement agencies, and to local stakeholders. The LHSC conducts problem identification to identify the areas and populations that have the highest rate of traffic crashes. The state's Regional Traffic Safety Coordinators program is comprehensive in its geographic coverage, reach to high-risk populations, engagement with a strong network of safety partners and advocates who implement evidence-based countermeasures, and the funding support to ensure success. The LHSC uses input collected throughout the year from planning partners and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Eighth Edition, 2015 in the selection of effective, evidence based countermeasure strategies for the FFY 2019 program areas. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for traffic safety countermeasures, the likelihood of our strategies reaching our goals increases in reducing fatalities. Furthermore, West Virginia reviews literature and attends conferences to stay up to date on innovative and effective countermeasures to implement. The State considers the most recent proven countermeasures when planning legislative and programmatic strategies, based on the State's priorities, fiscal standing, staffing, and other factors.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Each of the Regional Traffic Safety Coordinators will be required arrange a minimum set of safety activities in each of their areas no less frequently than every two weeks. The seven West Virginia State Police coordinators will arrange a minimum number of activities within each of their troop areas every two weeks. Nighttime enforcement will be encouraged; however, the enforcement activities will be conducted primarily at locations where crash data demonstrates a need and officer availability to work in these high-crash location areas. The GHSP Law Enforcement Liaison will coordinate the efforts of the Regional Traffic Safety Coordinators and West Virginia State Police coordinators. These two group's activities cover 100 percent of the State.

The most common traffic safety law enforcement method consists of short (such as CIOT in May), intense, highly publicized periods of increased law enforcement, frequently using saturation patrols. All high visibility enforcement programs in West Virginia include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, State, regional, or national levels.

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

Funding will be based on available funds and personnel costs. The GHSP is also considering a restructuring of Regional Traffic Safety Coordinators that may impact funding levels in FFY 2019.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
CT-19-01	Regional Traffic Safety Programs	OP-Supporting Enforcement

5.6 Program Area: Speed Management

Program area type Speed Management

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Speed-related fatalities in West Virginia decreased significantly from 121 to 60 fatalities between 2009 and 2016. Between 2013 and 2014, speed-related fatalities decreased by almost half (49 percent), dropping from 130 to 66, remained at 66 in 2015 and fell to 60 in 2016. Analysis conducted for the Strategic Highway Safety Plan (SHSP) showed that speeding in combination with other high-risk behaviors (e.g., impaired driving and failure to wear a seat belt) is prevalent in a majority of fatalities. As a result, the Safety Management Task Force (SMTF) selected speed and aggressive driving as an emphasis area for the last SHSP update. Speeding-related fatalities and citations issued during grant-funded activities are shown below.

Table: Speeding-Related Fatalities and Citations

Core Performance Measure	Actual								
	2009	2010	2011	2012	2013	2014	2015	2016	2017
Speeding-Related Fatalities	121	133	115	144	130	66	66	60	
Speeding Citations Issued ^a	3,333	7,132	9,892	11,537	14,229	10,729	11,279	11,368	14,456

Source: Governor's Highway Safety Program.

^a Citations issued during grant-funded activities only.

The West Virginia Legislature passed legislation allowing all classes of cities to use radar speed measurements as prima facie evidence for speeding violations. The GHSP Law Enforcement Liaison Office will continue to provide this training statewide for law enforcement officers during 2019.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	65.1

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Sustained Enforcement

5.6.1 Countermeasure Strategy: Sustained Enforcement

Program area	Speed Management
Countermeasure strategy	Sustained Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The GHSP Law Enforcement Liaison (LEL) will be responsible for statewide oversight of overtime speed enforcement activities. All enforcement agencies use a data-driven approach to identify the specific speeding problems in their jurisdictions. The Regional Traffic Safety Programs must conduct a minimum of two speed/aggressive driving enforcement efforts in FFY 2019. The Regional Traffic Safety Program Coordinators and the seven West Virginia State Police troops will coordinate their speed enforcement efforts throughout the year. Each Region Coordinator and troop is also responsible for generating earned media to support their speed enforcement activities and increase public awareness of the dangers of speeding.

The West Virginia Legislature passed legislation allowing all classes of cities to use radar speed measurements as prima facie evidence for speeding violations. The GHSP Law Enforcement Liaison will continue to provide Speed Enforcement – Radar Training statewide for law enforcement officers during 2019.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

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

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

The GHSP Law Enforcement Liaison is responsible for oversight of the statewide overtime speed enforcement. The GHSP Law Enforcement Liaison coordinates with the eight Regional Traffic Safety Programs to provide Traffic Occupant Protection Strategies (TOPS), Speed Enforcement – Radar Training, Instructor Development, SFST Updates, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other law enforcement training.

Funding for this countermeasure is dependent largely on the amount of 402 funds available and awarded.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Speed enforcement campaigns have been used to deter speeding and aggressive driving through both specific and general deterrence. In the high visibility enforcement model, law enforcement targets selected high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. This model is based on the same principles as high visibility seat belt and alcohol-impaired-driving enforcement: to convince the public that speeding and aggressive driving actions are likely to be detected and that offenders will be arrested. Officers focus on drivers who commit common aggressive driving actions such as speeding, following too closely, and running red lights. Enforcement is publicized widely. The strategy is very similar to saturation patrols directed at alcohol-impaired drivers.

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

It is estimated that approximately \$175,000 in 402 funds will be allocated towards this initiative.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SP-19-01	Speed & Aggressive Driving Enforcement	Sustained Enforcement

5.6.1.1 Planned Activity: Speed & Aggressive Driving Enforcement

Planned activity name	Speed & Aggressive Driving Enforcement
Planned activity number	SP-19-01
Primary countermeasure strategy	Sustained Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Overtime Enforcement for Speed/Aggressive Driving

Enter intended subrecipients.

City of Huntington, Wood Co. Commission, City of Wheeling, City of Clarksburg, Jefferson Co. Commission, City of Beckley, City of Charleston, WV State Police, Kanawha Co. Commission, Mercer Co. Commission, , Monongalia Co. Commission, City of Morgantown, Morgan Co. Commission, City of Parkersburg

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Sustained Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2018	FAST Act NHTSA 402		\$100,000.00		\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.7 Program Area: Non-motorized (Pedestrians and Bicyclist)

Program area type Non-motorized (Pedestrians and Bicyclist)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned

activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

As can be seen in the table below, West Virginia's pedestrian fatalities over the last 10 years have fluctuated from 27 in 2007, to the span's lowest number of fatalities (13) in 2008 and 2010, to a high of 31 fatalities in 2012. Fatalities declined again from 2012 to 2015 (28, 19 and 19 fatalities respectively) only to increase again to 24 in 2016. Over this same period, bicyclist fatalities remained between zero to two, with the exception of 3 fatalities in 2010.

Table: West Virginia Traffic Safety Trends, 2006 to 2016

Core Performance Measure Outcome Measures	Actual										Change	
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2015,2016 Percent Change	Average Annual Change
C-10 Pedestrian Fatalities	27	13	21	13	20	31	28	19	19	24	26.3%	0.3%
C-11 Bicycle Fatalities	1	2	0	3	0	1	0	2	1	1	0.0%	0.0%

Although the number of pedestrian and bicycle fatalities are less than 10 percent of the state's total fatalities, the GHSP wants to move these numbers lower and feels that education on pedestrian/bicycle safety is warranted. The regional problem identification report that includes pedestrian and bicycle crash information will determine where to target pedestrian and/or bicycle safety programs in FFY 2019.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	18.0
2019	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	1.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year Countermeasure Strategy Name

2019 PI & E

5.7.1 Countermeasure Strategy: PI & E

Program area Non-motorized (Pedestrians and Bicyclist)

Countermeasure strategy PI & E

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of

counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

West Virginia will address this program area through the Regional Traffic Safety Programs in combination with activities conducted by the GHSP Pedestrian and Bicycle Coordinator. The regional problem identification report that includes pedestrian and bicycle crash information will determine where to target pedestrian and/or bicycle safety in the Regional Traffic Safety Programs in FFY 2019.

In FFY 2017, the GHSP, through the Region 1 Regional Traffic Safety Program, provided a subgrant to West Virginia Connecting Communities for a bicycle safety project that included printing and distribution of a bicycle rules of the road "rack card" and creating a bicycle safety video targeted to teen drivers and bicyclists. This video focuses on the rules of the road for bicyclists and also as they pertain to drivers. The video was previously disseminated to all Regional Traffic Safety Program Coordinators, child passenger safety technicians and law enforcement grantees and driver's education classes. The video is also now free to view online. The Regional Coordinators will continue to incorporate the video into their highway safety education programs.

The identified Regional Traffic Safety Programs will provide pedestrian and bicycle safety presentations to various age groups. Depending on the audience, presentations will address pedestrian and bicycle safety, both as being the pedestrian or bicyclist and being a safe driver alongside pedestrians and bicyclists. Regional Coordinators may also host and/or participate in local bicycle rodeos or other youth fairs in which youth are taught safety aspects of riding a bicycle where a variety of materials related to bicycle safety are handed out. In addition to bicycle safety, youth fair presentations also include pedestrian safety. All Coordinators will work to gain earned media for both pedestrian and bicycle safety, whether due to participation in an upcoming event or a recent crash. When there is a crash involving bicycles or pedestrians, the media often reach out to our regional program offices to discuss the issues as well as applicable state laws.

The GHSP just began working with People Powered Huntington, a bicycle and pedestrian advocacy group tied to the City of Huntington and will continue to work with them in FFY 2019 to determine how our programs can best work together. The GHSP will continue to work with the Morgantown Pedestrian Board in FFY 2019. This Board is one of the few solely pedestrian-related organization in the state. The Board is comprised of pedestrian safety professionals and advocates across all sectors of the city, from highway engineering to university professors to city officials. Working with this Board can only help to improve pedestrian safety throughout the state. The GHSP will provide input on pedestrian safety issues, develop educational materials and opportunities in Morgantown and on the state's largest college campus, West Virginia University, and work to ensure what is developed can be adapted and implemented in communities statewide.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Pedestrian fatalities between 2008 and 2016 increased greatly, from 13 to 24. However, during this period, levels of fatalities have still decreased for periods of time. For example, between 2012 and 2014, fatalities dropped from 31 to 19. Overall, however, the trend line for pedestrian

fatalities continues to increase to forecast higher fatality rates. Over this same period, bicycle fatalities remained below three per year, including three years where zero fatalities were reported. As of 2015, many of the pedestrians seeking treatment were aged 15 to 24 or 35 to 44. Bicyclists seeking medical treatment were younger, predominantly between the ages of 5 and 9 or 10 and 14.

Although the number of pedestrian and bicycle fatalities are less than 10 percent of the state's total fatalities, the GHSP wants to move these numbers lower and feels that education on pedestrian/bicycle safety is warranted. West Virginia will address this program area through the Regional Traffic Safety Programs in combination with activities conducted by the GHSP Pedestrian and Bicycle Coordinator. The regional problem identification report that includes pedestrian and bicycle crash information will determine where to target pedestrian and/or bicycle safety programs in FFY 2019.

In FFY 2017, the GHSP, through the Region 1 Regional Traffic Safety Program, provided a subgrant to West Virginia Connecting Communities for a bicycle safety project that included printing and distribution of a bicycle rules of the road "rack card" and creating a bicycle safety video targeted to teen drivers and bicyclists. This video will focus on the rules of the road as they pertain to bicyclists and also as they pertain to drivers. The video will be disseminated to all driver's education classes and available to the Regional Coordinators to incorporate into existing highway safety education programs. The video should be ready to distribute for the 2017-2018 school year, which overlaps FFY 2017 and FFY 2018.

The GHSP will continue to work with the Morgantown Pedestrian Board in FFY 2019. This Board is one of the few, if not the only, solely pedestrian-related organization in the state. The Board is comprised of pedestrian safety professionals and advocates across all sectors of the city, from highway engineering to university professors to city officials. Working with this Board can only help to improve pedestrian safety throughout the state. The GHSP will work with them to provide input on pedestrian safety issues, as well as to develop educational materials and opportunities not just in Morgantown and on the state's largest college campus, West Virginia University, but to develop materials and opportunities that can be adapted and implemented in communities statewide.

Performance Targets

1. Reduce pedestrian fatalities by 25.6 percent from 24 (2012-2016 average) to 18 by December 31, 2019
2. Reduce bicyclist fatalities by 100 percent from one (2012-2016 average) to zero by December 31, 2019.

The appropriate Regional Traffic Safety Programs will provide pedestrian and bicycle safety presentations to various age groups. Depending on the audience, presentations will address pedestrian and bicycle safety: that of being the pedestrian or bicyclist and that of being safe while driving alongside pedestrians and bicyclists. Regional coordinators may also host and/or participate in local Bicycle Rodeos or other youth fairs in which youth are taught safety aspects of riding a bicycle where a variety of materials related to bicycle safety are handed out. In addition to bicycle safety, youth fair presentations also include pedestrian safety. All Coordinators will work to gain earned media for both pedestrian and bicycle safety, whether due to participation in an upcoming event or a recent crash. When there is a crash involving bicycles or pedestrians, the media often reach out to our regional program offices to discuss the issues as well as applicable state laws.

In addition, the GHSP will continue to coordinate with the Morgantown Pedestrian Board, a municipal board that strives to create a pedestrian-friendly environment in this populous college town. The Board works with city, state and federal government officials, community members, and developers to ensure that common routes through the city are safe, attractive, and accessible by pedestrians and bicyclists. The GHSP Pedestrian and Bicycle Coordinator will be working with the Board to create pedestrian safety materials to disseminate to West Virginia University students, as well as city residents.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Regional Traffic Safety Programs will conduct pedestrian and/or bicycle safety programs. Throughout the year, safety presentations will be given to various age groups, including youth and senior drivers, addressing a variety of traffic safety topics including pedestrian and bicycle safety. Depending on the audience, presentations incorporate both aspects of pedestrian and bicycle safety: that of being the pedestrian or bicyclist and that of being safe while driving alongside pedestrians and bicyclists. During Back to School initiatives, presentations are given to educate students on safely walking to and from school and the bus stop and crossing the street when walking to and from the bus. Some regional coordinators also host and/or participate in local Bicycle Rodeos or other youth fairs in which youth are taught safety aspects of riding a bicycle. In many cases, bicycle helmets are distributed to those participants in need of one, and a variety of materials related to bicycle safety are handed out. In many cases, bicycle helmets are distributed to those participants in need of one, and a variety of materials related to bicycle safety are handed out. In addition to bicycle safety, youth fair presentations also include pedestrian safety.

Evidence of Effectiveness: CTW, Chapter 8: Sections 2.1 and 2.3, Chapter 9: Sections 1.3, 1.4, 2.2, 3.3, and 4.1 and 4.2

The GHSP estimates that approximately \$15,000 in 402 funding will be spent on bicycle and pedestrian safety based on the historical fatality numbers shown in this area.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
PB-19-01	Awareness Materials	PI & E

5.7.1.1 Planned Activity: Awareness Materials

Planned activity name	Awareness Materials
Planned activity number	PB-19-01
Primary countermeasure strategy	PI & E

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Print Materials for bicycle/pedestrian safety

Enter intended subrecipients.

City of Huntington, City of Wheeling, City of Clarksburg, City of Beckley, Mercer Co. Commission

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	PI & E

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2018	FAST Act NHTSA 402		\$5,000.00		\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.8 Program Area: Distracted Driving

Program area type Distracted Driving

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

West Virginia passed a cell phone/texting ban while driving which prohibits texting or the use of a cell without hands free technology while operating a motor vehicle In July 2012. The number of drivers found guilty of using a cell without hands free technology while operating a motor vehicle averaged 12 per month statewide ten months after the ban was passed and rose to 389 per month in 2016. As of June 2018, 3,705 individuals were issued citations for distracted driving-related violations and 1,111 individuals have been convicted of distracted driving-related violations.

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

Annually the GHSP tracks the number of citations issued during grant funded enforcement activities. In FFY 2015, citation data reported under grant-funded activities include 8,554 cell phone citations and 3,254 warnings, in addition to 761 texting citations and 263 warnings. As of May 2016, 6,348 cell phone citations and 3,338 warnings, and 636 texting citations and 366 warnings have been issued under grant-funded activities. In FFY 2017, there were 7,616 cell phone citations and 3,761 warnings, and 834 texting citations and 405 texting warnings, issued during grant-funded activities.

The GHSP also conducts surveys of drivers regarding their attitudes and awareness of programs addressing seat belt use, speeding, and impaired driving. The last survey conducted, the *West Virginia Driver Attitudes and Awareness Survey, 2016: Selected Results*, compared survey results for every two years starting in 2010. In this survey, respondents were asked to self-report how often they talk on a cell phone and text when driving their vehicles. In 2016, the most respondents reported never talking on their cell phone (33.5 percent). Fifty-nine percent of respondents reported never texting while driving, which was close to the 2014 rate of 58.4 percent but a decline from 2010 and 2012 rates which were 63 and 62.3 percent, respectively. Across the years, very few individuals report texting or talking while driving all the time; most drivers who talk on their phone while driving do so some of the time, rarely, or never while most drivers who text while behind the wheel report doing so rarely or never.

In addition, the Alcohol Beverage Control Administration (ABCA) sets up a DUI Simulator at schools, fairs, etc., and asks event participants to take a 22 question survey regarding their alcohol use, seat belt use, adherence to speed limits, use of electronic devices while driving, etc. Two of the questions are: a) Have you ever talked on a cell phone while driving, and b) Have you ever texted on a cell phone while driving. In 2015, 2,058 individuals took the survey (98 percent were ages 15-18); following is their response to these two questions:

827 people (40.18 percent) indicated they had talked on a cell phone while driving; and

668 people (32.46 percent) indicated they had texted on a cell phone while driving.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	D-1) Percent of drivers 20 or younger who reported driving a vehicle while talking on a cell phone	Annual	2019	20.0

2019 D-2) Percent of drivers 20 or younger who reported texting on a cell phone while driving Annual 2019 15.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Cellphone/Text Messaging Enforcement
2019	DD-Communication Campaign

5.8.1 Countermeasure Strategy: High Visibility Cellphone/Text Messaging Enforcement

Program area Distracted Driving

Countermeasure strategy High Visibility Cellphone/Text Messaging Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at

the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

West Virginia will continue its successful strategy of addressing this program area through law enforcement and the Regional Traffic Safety Programs, coordinated with through the statewide Law Enforcement Liaison. Law enforcement agencies will implement targeted enforcement focusing on distracted driving violations as coordinated through the Regional Traffic Safety Program Coordinators who will simultaneously conduct or facilitate activities/media events on distracted driving, cell phone use/texting while driving. The Coordinators are also responsible for earned media associated with the activities. Their combined events will be held in conjunction with The GHSP will provide statewide support of the effort through awareness materials and paid media messaging.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

West Virginia passed a cell phone/texting ban while driving which prohibits texting or the use of a cell without hands free technology while operating a motor vehicle in July 2012. The number of drivers found guilty of using a cell without hands free technology while operating a motor vehicle averaged 12 per month statewide ten months after the ban was passed and rose to 389 per month in 2016. As of June 2018, 3,705 individuals were issued citations for distracted driving-related violations and 1,111 individuals have been convicted of distracted driving-related violations.

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

Annually the GHSP tracks the number of citations issued during grant funded enforcement activities. In FFY 2015, citation data reported under grant-funded activities include 8,554 cell phone citations and 3,254 warnings, in addition to 761 texting citations and 263 warnings. As of May 2016, 6,348 cell phone citations and 3,338 warnings, and 636 texting citations and 366 warnings have been issued under grant-funded activities. In FFY 2017, there were 7,616 cell phone citations and 3,761 warnings, and 834 texting citations and 405 texting warnings, issued during grant-funded activities.

The GHSP also conducts surveys of drivers regarding their attitudes and awareness of programs addressing seat belt use, speeding, and impaired driving. The last survey conducted, the *West Virginia Driver Attitudes and Awareness Survey, 2016: Selected Results*, compared survey results for every two years starting in 2010. In this survey, respondents were asked to self-report how often they talk on a cell phone and text when driving their vehicles. In 2016, the most respondents reported never talking on their cell phone (33.5 percent). Fifty-nine percent of respondents reported never texting while driving, which was close to the 2014 rate of 58.4 percent but a decline from 2010 and 2012 rates which were 63 and 62.3 percent, respectively. Across the years, very few individuals report texting or talking while driving all the time; most drivers who talk on their phone while driving do so some of the time, rarely, or never while most drivers who text while behind the wheel report doing so rarely or never.

In addition, the Alcohol Beverage Control Administration (ABCA) sets up a DUI Simulator at schools, fairs, etc., and asks event participants to take a 22 question survey regarding their alcohol use, seat belt use, adherence to speed limits, use of electronic devices while driving, etc. Two of the questions are: a) Have you ever talked on a cell phone while driving, and b) Have you ever texted on a cell phone while driving. In 2018, 606 individuals took the survey (99 percent were ages 15-18); following is their response to these two questions:

Performance Targets

1. Decrease the percent of drivers 20 or younger who reported driving a vehicle while talking on a cell phone from 22.94 percent in 2018 to 20 percent by December 31, 2019.
2. Decrease the percent of drivers 20 or younger who reported texting on a cell phone while driving from 17.82 percent in 2015 to 15 percent by December 31, 2019.

The Division of Highways provided \$1,500,000 to the GHSP in FFY 2015 to provide awareness, education, and enforcement programs that address distracted driving. Any remaining funds will be carried over to FFY 2019 to continue efforts to decrease distracted driving. If additional funds are needed for distracted driving projects, the GHSP anticipates using 402 funds

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The countermeasure strategy is for the Regional Traffic Safety Programs coordinate their region's distractive driving effort in collaboration with the seven West Virginia State Police troops. Each region must conduct or facilitate at least one activity/media event on distracted driving, cell phone use/texting while driving and is responsible for associated enforcement and earned media. The seven West Virginia State Police troops coordinate the statewide overtime distracted driving and speed enforcement effort in collaboration with the eight Regional Traffic Safety Programs. Each troop is responsible for enforcement and earned media.

It is anticipated that a number of local law enforcement agencies will receive funding once again to conduct distracted driving overtime enforcement. To support law enforcement's efforts to address distracted driving and enhance the HVE efforts funds will also be used to purchase paid media by the Governor's Highway Safety Program to support law enforcement's targeted enforcement focusing on distracted driving violations and/or the Regional Traffic Safety Programs' activities on distracted driving, cell phone use and texting while driving.

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

Although most funding for HVE will be concentrated on impaired driving and occupant protection for law enforcement and media, some will be utilized to address cellphone use while driving.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

5.8.1.1 Planned Activity: Distracted Driving Awareness Month

Planned activity name Distracted Driving Awareness Month
Planned activity number DD-19-02
Primary countermeasure strategy High Visibility Cellphone/Text Messaging Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

DD Month Overtime Enforcement

Enter intended subrecipients.

City of Huntington, Wood Co. Commission, City of Wheeling, City of Clarksburg, Jefferson Co. Commission, City of Beckley, City of Charleston, WV State Police, Kanawha Co. Commission, Mercer Co. Commission, Public Service Commission, Monongalia Co. Commission, Morgan Co. Commission, City of Parkersburg

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Cellphone/Text Messaging Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402		\$50,000.00	\$10,000.00	\$0.00
2018	FAST Act 405e Comprehensive Distracted Driving		\$50,000.00	\$10,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share	Total Cost
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No records found.

5.8.2 Countermeasure Strategy: DD-Communication Campaign

Program area Distracted Driving
Countermeasure strategy DD-Communication Campaign

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Distracted Driving is one component of the GHSP's coordinated Highway Safety Communication Campaign.

West Virginia will continue its successful strategy of addressing distracted driving through the Regional Traffic Safety Programs, coordinated with the West Virginia State Police and local law enforcement through the statewide Law Enforcement Liaison. The Regional Traffic Safety Program Coordinators will conduct or facilitate one or more activities/media events on distracted driving, cell phone use, and/or texting while driving. Both the Regional Coordinators and State Police are also responsible for earned media and associated enforcement. These events will be held in conjunction with targeted enforcement focusing on distracted driving violations. This has proven to be a successful strategy for addressing this program area.

The GHSP will provide statewide support of the effort through awareness materials and paid media messaging. In FFY 2019, an advertising contract will be in effect under the West Virginia Department of Transportation. This contract provides an advertising agency to place media buys on behalf of the GHSP for statewide campaigns, including television, billboards, and online advertisements. The GHSP will again use this contract to purchase paid media to promote distracted driving messages. Radio ads will be purchased to reach motor vehicle drivers with distracted driving messages. The GHSP Public Affairs Coordinator will work very closely with the media vendors to ensure the media is reaching the target audiences, will coordinate the media program, and is responsible for arranging the media purchases and reporting.

The media plan also includes a social media aspect. All regions and the GHSP have Facebook pages; the state office, as well as Region 4, also actively manage a Twitter account. All social media pages cross-promote the distracted driving messages, as well as share related messages from NHTSA and other organizations across the country.

The planned distracted driving topics for FFY 2019 are increasing awareness of the State's primary laws banning handheld device use and texting for all drivers, and all cell phone use for novice drivers. However, the GHSP will continue to monitor crash data provided by the West Virginia Division of Highways and FARS to help identify problem areas and locations which pertain to distracted driving and may add additional topics if warranted.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

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

Furthermore, the seven West Virginia State Police troops coordinate the statewide overtime distracted driving and speed enforcement effort in collaboration with the eight Regional Traffic Safety Programs. Each troop is responsible for enforcement and earned media.

Lastly, project funds purchase of paid media by the Governor's Highway Safety Program to support law enforcement's targeted enforcement focusing on distracted driving violations and/or the Regional Traffic Safety Programs' activities on distracted driving, cell phone use and texting while driving.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Distracted driving communications and outreach campaigns for the general public face different, but equally difficult, obstacles than drowsy driving campaigns. Drivers "know" at some level that they should be alert. However, distractions come in many forms. Distractions outside the car are not under the driver's control. Many distractions inside the car also cannot be controlled easily (conversations, children), or are intentional (listening to the radio or CD player, eating). They may in fact be useful, to keep drivers alert on a long trip. The state will continue to develop, refine and educate drivers on the dangers of distracted driving.

Evidence of Effectiveness: CTW, Chapter 1: Section 5.2, Chapter 2: Section 3.2, and Chapter 4: Section 2.2

The GHSP estimates that approximately \$100,000 in 405e funding will be spent on distracted driving enforcement and an additional \$25,000 in 402 funds for paid media.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
DD-19-01	Paid Media	DD-Communication Campaign

5.8.2.1 Planned Activity: Paid Media

Planned activity name	Paid Media
Planned activity number	DD-19-01
Primary countermeasure strategy	DD-Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Paid Media during Distracted Driving Awareness Month

Enter intended subrecipients.

DMV/GHSP

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	DD-Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	NHTSA 402	405e Paid Advertising (FAST)	\$10,000.00	\$1,000.00	\$0.00
2017	FAST Act 405e Special Distracted Driving	405e Paid Advertising (FAST)	\$15,000.00	\$1,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9 Program Area: Planning & Administration

Program area type Planning & Administration

Will countermeasure strategies and planned activities be described in this plan to address the program area?

No

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

The Governor's Highway Safety Office serves as the primary agency responsible for ensuring that the State's highway safety concerns are identified and addressed through the development and implementation of appropriate countermeasures. Refer to the Highway Safety Planning Process section for a description and analysis of West Virginia's overall highway safety problems as identified through an analysis of data, how the GHSP used the data to set performance targets for the FFY 2019 Highway Safety Plan and select countermeasure strategies, and how the GHSP plans to develop projects to implement this plan.

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

In FFY 2019, The GHSP will:

1. Administer the statewide traffic safety program:
 - a. Implement the FFY 2019 HSP and develop future initiatives;
 - b. Provide sound fiscal management for traffic safety programs;
 - c. Coordinate state plans with other Federal, state, and local agencies; and
 - d. Assess program outcomes.
2. Provide data required for Federal and state reports.
3. Provide program staff, professional development, travel funds, space, equipment, materials, and fiscal support for all programs.
4. Provide data and information to policy and decision-makers on the benefits of various traffic safety laws.
5. Identify and prioritize highway safety problems for future GHSP attention, programming, and activities.
6. Implement program management and oversight for all activities within this priority area.

Planned Activities in the Planning & Administration

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
PA-19-01	Staff Salary and Travel Match	

5.9.1 Planned Activity: Staff Salary and Travel Match

Planned activity name	Staff Salary and Travel Match
Planned activity number	PA-19-01
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Salaries/Travel Costs for HSO Staff

Enter intended subrecipients.

DMV/GHSP

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
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No records found.

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402		\$600,000.00	\$170,000.00	\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

6 Evidence-based Traffic Safety Enforcement Program (TSEP)

Evidence-based traffic safety enforcement program (TSEP) information

Identify the planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP).

Planned activities in the TSEP:

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
ID-19-02	Training	Drug Recognition Expert (DRE) Training
ID-19-04	DRE Coordination	Drug Recognition Expert (DRE) Training
ID-19-05	Equipment/Supplies	Drug Recognition Expert (DRE) Training
ID-19-06	DRE Callouts	Drug Recognition Expert (DRE) Training
ID-19-07	Data Tracking & Agency Support Program (DTASP)	Drug Recognition Expert (DRE) Training
OP-19-04	CIOT Nat'l/State Blitzes	Short-term, High Visibility Seat Belt Law Enforcement
CT-19-01	Regional Traffic Safety Programs	OP-Supporting Enforcement
DD-19-02	Distracted Driving Awareness Month	High Visibility Cellphone/Text Messaging Enforcement
ID-19-01	Paid Media	ID-Communication Campaign
ID-19-08	DSOGPO State and National Blitzes	
ID-19-09	Sobriety Checkpoints/Directed Patrols	
ID-19-11	Enforcement Grants	
ID-19-15	Compliance Checks	
OP Short term/HVE	CIOT Nat'l/State Blitzes	
SP-19-01	Speed & Aggressive Driving Enforcement	Sustained Enforcement

Analysis

Enter analysis of crashes, crash fatalities, and injuries in areas of highest risk.

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

All enforcement agencies receiving grant funding must also use a data-driven approach to identify the enforcement issues in their jurisdictions. Data documenting the identified highway safety issue(s) and proven strategies that will be implemented to address the problem must be included in the funding application submitted to GHSP. In 2016 and 2017, the GHSP provided the Regional Coordinators with a data presentation that included a breakdown of fatalities and serious injuries for their region including the numbers and percentages of fatal and serious injury crashes by day of week, time of day, and road classification type. The presentation also included the total number (and percentages) of fatalities and serious injuries further broken down by gender, age, vehicle type, and events (run-off-road, impaired driving involved, vehicle occupants unrestrained and motorcyclist or ATV riders unhelmeted, speeding or aggressive driving related, young or older driver involved, CMV involved, intersection-related, motorcycle and ATV involved, pedestrian or bicyclist involved, distracted driving-related, drowsy driving-related, work zones-related, and train-related).

Each Regional Traffic Safety Program Coordinator will assign enforcement activities based upon measurable data provided to them by the GHSP. The Regional Coordinators are required to submit a form to the GHSP each time they award funds to another law enforcement agency which outlines the basis for the award. The expected enforcement effort will be by written agreement (and included as part of their grant file) and the agency has to address the problem detailed in the agreement. The enforcement effort and progress will be monitored by the GHSP Program Managers.

Enter explanation of the deployment of resources based on the analysis performed.

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

Enter description of how the State plans to monitor the effectiveness of enforcement activities, make ongoing adjustments as warranted by data, and update the countermeasure strategies and projects in the Highway Safety Plan (HSP).

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

Enforcement grants also are monitored throughout the year by the Regional Traffic Safety Program Coordinators for the GHSP. Enforcement activities and efforts also are monitored continuously, not only from the GHSP Program Manager and the Regional Coordinators, but also by agency Law Enforcement Liaisons (LEL) and the State LEL. (The GHSP requires each law enforcement agency that is a recipient of Highway Safety funding to assign an officer to serve as the agency LEL). Contact with enforcement agencies is maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events. Enforcement

deployment strategies are continuously evaluated for their impact and effectiveness and modifications are made where warranted. A citation/arrest database is used to track and monitor enforcement efforts. Special projects are implemented as needed.

7 High Visibility Enforcement

High-visibility enforcement (HVE) strategies

Planned HVE strategies to support national mobilizations:

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name

Short-term, High Visibility Seat Belt Law Enforcement

Regional Traffic Safety Programs

Regional Traffic Safety Programs

OP-Supporting Enforcement

Law Enforcement Outreach Liaison

ID-Communication Campaign

Highway Safety Office Program Management

High Visibility Enforcement

HVE activities

Select specific HVE planned activities that demonstrate the State's support and participation in the National high-visibility law enforcement mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles.

HVE Campaigns Selected

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-19-04	CIOT Nat'l/State Blitzes	Short-term, High Visibility Seat Belt Law Enforcement
ID-19-08	DSOGPO State and National Blitzes	
ID-19-11	Enforcement Grants	
OP Short term/HVE	CIOT Nat'l/State Blitzes	

8 405(b) Occupant Protection Grant

Occupant protection information

405(b) qualification status: Lower seat belt use rate State

Occupant protection plan

Submit State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems.

Program Area

Occupant Protection (Adult and Child Passenger Safety)

Community Traffic Safety Program

Participation in Click-it-or-Ticket (CIOT) national mobilization

Select or click Add New to submit the planned participating agencies during the fiscal year of the grant, as required under § 1300.11(d)(6).

Agencies planning to participate in CIOT**Agency**

Alderson PD

Barbour CSO

Beckley PD

Belle PD

Bluefield PD

Braxton CSO

Brooke CSO

Buckhannon PD

Burnsville PD

Cabell County SO

Chapmanville PD

Charleston PD

Dunbar PD

Fayetteville PD

Clarksburg PD

Fayette CSO

Gassaway PD

Glen Dale PD

Granville PD

Greenbrier CSO

Hancock CSO

Harrison CSO

Huntington PD

Jackson County SD

Kanawha CSO

Kermit PD

Lester PD
Lewis CSO
Lewisburg PD
Logan CSO
Mabscott PD
Marshall CSO
Mason County SO
Mercer CSD
Milton PD
Mingo County SO
Monongalia CSO
Morgan CSO
Morgantown PD
Moundsville PD
MT Hope PD
Nicholas CSO
Nitro PD
Nutter Fort PD
Oak Hill PD
Ohio CSO
Parkersburg PD
Pocahontas CSO
Point Pleasant PD
Preston CSO
Princeton PD
Putnam CSO
Raleigh CSO
Ravenswood PD
Ritchie County SD
Ronceverte PD
Shinnston PD
Sophia PD
South Charleston PD
St. Albans PD
Summersville PD
Webster Springs PD
Wellsburg PD

West Hamlin PD

Weston PD

Westover PD

Wheeling PD

White Sulphur Springs PD

Williamstown PD

Williamson PD

Winfield PD

Wood County SD

WVU PD

Wyoming CSD

Enter description of the State's planned participation in the Click-it-or-Ticket national mobilization.

Participation in the Click It or Ticket (CIOT) Mobilization in May - West Virginia's CIOT enforcement campaign will run from May 20 – June 2, 2019. Funds provided to the eight regional coordinators will be granted to law enforcement agencies based on a pre-developed enforcement plan coordinated by the coordinator, law enforcement agencies and local law enforcement liaisons in each region, as well as the GHSP LEL. Enforcement activities will occur daily in each region, during all daylight hours, with nighttime enforcement encouraged. Funds will be provided directly to the WVSP to be divided among the seven troop areas. The WVSP will be primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low manpower departments. By using WVSP in conjunction with municipal and county law enforcement agencies, enforcement and education will serve all geographic areas within the state, including the locations with at least 70 percent of the state's unrestrained passenger vehicle occupant fatalities and serious injuries.

CIOT Mobilization and Enforcement Waves: All forms of media will be utilized during the May CIOT Mobilization and the three state enforcement waves, which will run concurrently with the enforcement campaigns. More than \$400,000 in federal highway safety funds will be dedicated to this effort alone. Funds will be used for statewide television (network and cable) and radio airtime, as well as billboards. Social media, such as Facebook and Twitter, will also be utilized. Paid boosted posts will be utilized on Facebook and Twitter.

Media: A statewide media campaign is conducted every May for the Click It or Ticket blitz. A paid television and radio campaign reaches every part of the state, and will continue in FFY 2019. A statewide billboard campaign runs at the same time, with many of the billboards located in rural areas of the state. The coordinators conduct earned media activities in their respective areas, which include television and radio public service announcements, media talk shows, and newspaper articles.

There is also a social media aspect to the media plan. Almost all of the Regional Traffic Safety Programs and the GHSP now have Facebook pages; the state office, as well as Region 4, also actively manage Twitter accounts. All social media pages cross-promote the CIOT message, as well as share related messages from NHTSA and other organizations across the country. In addition to regular social media posts in FFY 2019, the GHSP will pay for boosted posts on Facebook and Twitter that can be specifically targeted to the key demographics. By boosting posts on Facebook, GHSP has greatly increased page likes, reach and public interaction.

Child restraint inspection stations

Submit countermeasure strategies, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name

Regional Traffic Safety Programs

Regional Traffic Safety Programs

OP-Communication Campaign

Law Enforcement Outreach Liaison

Highway Safety Office Program Management

Child Restraint System Inspection Station(s)

Submit planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.

***Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-19-03	Paid Media	OP-Communication Campaign
OP-19-06	Training	Law Enforcement Outreach Liaison
CT-19-01	Regional Traffic Safety Programs	OP-Supporting Enforcement
OP-19-01	CPS Training	Child Restraint System Inspection Station(s)
OP-19-02	Car Seats/Supplies	Child Restraint System Inspection Station(s)

Enter the total number of planned inspection stations and/or events in the State.

Planned inspection stations and/or events: 150

Enter the number of planned inspection stations and/or inspection events serving each of the following population categories: urban, rural, and at-risk.

Populations served - urban 63

Populations served - rural 87

Populations served - at risk 150

CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.

Child passenger safety technicians

Submit countermeasure strategies, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name

Regional Traffic Safety Programs

Regional Traffic Safety Programs

OP-Communication Campaign

Law Enforcement Outreach Liaison

Highway Safety Office Program Management

Child Restraint System Inspection Station(s)

Submit planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.

***Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-19-03	Paid Media	OP-Communication Campaign
OP-19-06	Training	Law Enforcement Outreach Liaison
CT-19-01	Regional Traffic Safety Programs	OP-Supporting Enforcement
OP-19-01	CPS Training	Child Restraint System Inspection Station(s)
OP-19-02	Car Seats/Supplies	Child Restraint System Inspection Station(s)

Enter an estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

Estimated total number of classes 10

Estimated total number of technicians 287

Maintenance of effort

ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.

Qualification criteria for a lower seat belt use rate State

To qualify for an Occupant Protection Grant in a fiscal year, a lower seat belt use rate State (as determined by NHTSA) must submit, as part of its HSP, documentation demonstrating that it meets at least three of the following additional criteria. Select application criteria from the list below to display the associated requirements.

Primary enforcement seat belt use statute Yes

Occupant protection statute No

Seat belt enforcement No

High risk population countermeasure program Yes

Comprehensive occupant protection program Yes

Occupant protection program assessment Yes

Primary enforcement seat belt use statute

Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.

The State's statute(s) demonstrates that the State has enacted and is enforcing occupant protection statutes that make a violation of the requirement to be secured in a seat belt or child restraint a primary offense.

17C-15-46; 17C-15-49-

High risk population countermeasure programs

Submit countermeasure strategies, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan.

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name

Short-term, High Visibility Seat Belt Law Enforcement

Regional Traffic Safety Programs

Regional Traffic Safety Programs

OP-Supporting Enforcement

Law Enforcement Outreach Liaison

Highway Safety Office Program Management

Child Restraint System Inspection Station(s)

Submit planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan.

***Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-19-04	CIOT Nat'l/State Blitzes	Short-term, High Visibility Seat Belt Law Enforcement
OP-19-05	Data Tracking & Agency Support Program (DTASP)	OP-Supporting Enforcement
OP-19-06	Training	Law Enforcement Outreach Liaison
OP-19-07	Cambridge Systematics Contract	Law Enforcement Outreach Liaison
CT-19-01	Regional Traffic Safety Programs	OP-Supporting Enforcement
OP-19-01	CPS Training	Child Restraint System Inspection Station(s)

OP-19-02	Car Seats/Supplies	Child Restraint System Inspection Station(s)
OP Short term/HVE	CLOT Nat'l/State Blitzes	
OP-19-05	Data Tracking & Agency Support Program (DTASP)	

Comprehensive occupant protection program

Enter the date of NHTSA-facilitated program assessment that was conducted within five years prior to the application due date that evaluates the occupant protection program for elements designed to increase seat belt use in the State.

Date of NHTSA-facilitated program assessment 4/12/2017

Upload the multi-year strategic plan based on input from Statewide stakeholders (task force) under which the State developed – (A) Data-driven performance targets to improve occupant protection in the State, at the level of detail required under § 1300.11(c); (B) Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach) designed to achieve the performance targets of the strategic plan, at the level of detail required under § 1300.11(d); (C) A program management strategy that provides leadership and identifies the State official responsible for implementing various aspects of the multi-year strategic plan; and (D) An enforcement strategy that includes activities such as encouraging seat belt use policies for law enforcement agencies, vigorous enforcement of seat belt and child safety seat statutes, and accurate reporting of occupant protection system information on police accident report forms, at the level of detail required under § 1300.11(d)(5).

Documents Uploaded

WV Strategic Occupant Protection Plan-FFY 2019 and Beyond.pdf

List the page number(s) from your occupant protection multi-year strategic plan that addresses:

Data-driven performance targets page 16
 Countermeasure strategies pages 1-14
 Program management strategy page 2
 Enforcement strategy pages 2 - 4

Enter the name and title of the State's designated occupant protection coordinator responsible for managing the occupant protection program in the State, including developing the occupant protection program area of the HSP and overseeing the execution of the projects designated in the HSP.

Designated occupant protection coordinator name Amy Boggs

Designated occupant protection coordinator title Occupant Protection Coordinator

Enter a list that contains the names, titles and organizations of the Statewide occupant protection task force membership that includes agencies and organizations that can help develop, implement, enforce and evaluate occupant protection programs.

West Virginia Occupant Protection Task Force

Tara Bartlett, Marketing Director, Warner Law Offices
Amy Boggs, Occupant Protection and Child Passenger Safety Coordinator, GHSP; Chair
Aimee, Cantrell, Public Information Specialist II, GHSP
Dean Capehart, Law Enforcement Liaison, GHSP; CPST Lead Instructor
Jeb Corey, CEO, C&H Taxi
Doug Douglas, Trauma Nurse Clinician, Charleston Area Medical Center, General Hospital
Debbie Gilbert, Trauma Coordinator, Charleston Area Medical Center, Women & Children's Hospital
Crissy Gray, Retail Manager, AAA Club Alliance, Inc.
Donna Hardy, Highway Engineer, WV Division of Highways
Matthew Herbert, RN, CNRN, TIPS Coordinator, St. Mary's Medical Center; CPST Instructor
Vicki Hildreth, Coordinator, EMS for Children, WVDHHR
Shane Hudnall, Occupant Safety Specialist II, WV Division of Highways
Mary Jarrell, Motorcycle Safety Training Coordinator, GHSP
Thomas Judy, Safety & Loss Control Manager, Office of the Insurance Commissioner
Kristi Justice, Executive Director, Kanawha Communities That Care
Robin Lassak, Grant Coordinator, WV Public Service Commission
Barbara Lobert, Federal Programs Administrator, GHSP
Zoe Morris, Public Affairs Specialist, WV National Guard
Shaneka Owens, Safety and Traffic Operations Engineer, FHWA, WV Division
Brett Pickens, Sergeant, Wood County Sheriff's Office; CPST Lead Instructor
Andrea Thomas, Manager of Health & Safety Programs, WV American Water
Bob Tipton, Director, GHSP; CPST Instructor

Submit countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach) designed to achieve the performance targets of the strategic plan, at the level of detail required under § 1300.11(d).

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name

Short-term, High Visibility Seat Belt Law Enforcement
 Regional Traffic Safety Programs
 Regional Traffic Safety Programs
 OP-Supporting Enforcement
 Law Enforcement Outreach Liaison
 Highway Safety Office Program Management
 Child Restraint System Inspection Station(s)

Occupant protection program assessment

Enter the date of the NHTSA-facilitated assessment of all elements of its occupant protection program, which must have been conducted within three years prior to the application due date.

Date of the NHTSA-facilitated assessment 4/12/2017

9 405(c) - State Traffic Safety Information System Improvement Grant

Traffic records coordinating committee (TRCC)

Submit at least three meeting dates of the TRCC during the 12 months immediately preceding the application due date.

Meeting Date

10/20/2017

4/24/2018

6/22/2018

Enter the name and title of the State's Traffic Records Coordinator

Name of State's Traffic Records Coordinator: Scott Harvey

Title of State's Traffic Records Coordinator: Traffic Records Coordinator

Enter a list of TRCC members by name, title, home organization and the core safety database represented, provided that at a minimum, at least one member represents each of the following core safety databases: (A) Crash; (B) Citation or adjudication; (C) Driver; (D) Emergency medical services or injury surveillance system; (E) Roadway; and (F) Vehicle.

Traffic Records Coordinating Committee Members

Scott Harvey	GHSP	Traffic Records Coordinator
Marshall Burgess	DOH-GIS	Programmer / Analyst
Kevin Burgess	FHWA, WV Division	Program Coordinator
Maura Burke	DOH – Traffic Engineering	FARS Data Analyst
Larry Cavender	DMV-Driver Services	Manager, DUI Programs
Lonnie Christian	Beckley Police Department	Chief of Police
Cindy Cramer	DOH – Traffic Engineering	Director of Traffic Engineering
Robert Dozier	Office of Emergency Medical Services	Data Systems Director
Hussein Elkhansa	DOH-GIS	Geographic Information Systems Manager
Debbie Fields	DMV-Driver Services	Manager, Driver Improvement Programs
James Kaplan	Office of the Chief Medical Examiner	Chief Medical Examiner
Emily Kilgore	Office of Technology	ITS Manager
Robin Lassak	Public Service Commission	Transportation - Enforcement Division
Barbara Lobert	Governor's Highway Safety Program	Federal Programs Administrator
Marsha Mays	DOH – Traffic Engineering	Safety Planning & Analysis Engineer
Meg Miller	National Highway Traffic Safety Administration	Program Manager, NHTSA Region 3
Janie Moore	WV Supreme Court of Appeals	Director of Magistrate Court Services
Michael Myers	Federal Motor Carrier Safety Administration	Division Administrator, FMCSA-St
Shaneka Owens	Federal Highway Administration	Safety Engineer
Sherry Rockwell	Emergency Medical Services	Program Manager
Gladys Sasser	DOT - Information Services	Programmer / Analyst
Shawn Schoolcraft	WV State Police	Deputy Director Traffic Records
Lynette Shaw	DOT - Information Services	Programmer Analyst
Robin Smith	Nitro Municipal Clerk	Court Clerk
Caroline Stoker	WV Supreme Court of Appeals	Field Coordinator
Doug Thompson	BPH - Health Statistics Center	Assistant Director of the HSC
Bob Tipton	Governor's Highway Safety Program	Director of the GHSP
Michael Vaughn	Federal Motor Carrier Safety Administration	State Program Specialist, FMCSA-St
Jason Workman	Federal Highway Administration	Director of Program Development
Yeuming Wu	DOH - GIS	Geographic Information Systems Manager
John Yauch		
Brett Young	State Police	WVSP Technology
Chris Zerkle	WV State Police	Director of Traffic Records

State traffic records strategic plan

Upload a Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements, as described in paragraph (b)(3) of this section, that are anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases; (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

Documents Uploaded

WV_Quantitative Improvement over Preceding Year.pdf

FFY 2019 WV Traffic Records Strategic Plan.pdf

Enter a direct copy of the section of the State traffic records strategic plan that lists all recommendations from the State's most recent highway safety data and traffic records system assessment.

Appendix 2: 2016 Traffic Records Assessment Recommendations and Update Report

Date on which the most recent assessment was completed: November 3, 2016

1-A: Traffic Records Coordinating Committee Status Recommendations

- There were no Recommendations made in this area of the Assessment.

2-A: Traffic Records Coordinating Committee Status Considerations

1. Form an Executive Committee of the TRCC that is separate from the Technical Committee.
2. Define the role that the TRCC will play in the transition to, and successful implementation of, wvOASIS.
3. The two-tier, revitalized TRCC should review the strategic plan and consider strategic planning processes that involve the entire membership, independent of where funding has been awarded in the past.
4. Develop a traffic records inventory.

How the State Has Addressed Each Recommendation/Consideration Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress			
Rec.	Explanation	Performance Measure(s)	Corresponding Project #
2-A-1	WV will not be forming a separate Executive committee at this time. The primary goal of the TRCC is to get projects moving at this time.	N/A – Not database related.	N/A
2-A-2	The TRCC will continue to help troubleshoot and find solutions to issues and complications as they arise.	Timeliness, Accuracy, Completeness, Uniformity, Integration, and Accessibility	F19-HS-01
2-A-3	This will be implemented in how future Strategic Plans are achieved.	N/A – Not database related.	F19-HS-01
2-A-4	This will be implemented and the necessary information has already begun to be gathered.	N/A – Not database related.	F19-HS-01

1-B: Strategic Planning Status Recommendations

- There were no Recommendations made in this area of the Assessment.

2-B: Strategic Planning Status Considerations

1. Have strategic plan reviewed by TRCC and projects updated with timelines
2. Review performance measures, numerical goals and benchmarks in Strategic Plan.
3. Identify, with appropriate citations, how the strategic plan addresses existing data and data systems deficiencies and document how they were identified.

4. Federal key systems should be considered in strategic planning.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress			
Rec.	Explanation	Performance Measure(s)	Corresponding Project #
2-B-1	This will be implemented in how future Strategic Plans are achieved.	N/A – Not database related.	F19-HS-01
2-B-2	This will be done by both the full TRCC and the Traffic Records Coordinator.	N/A – Not database related.	F19-HS-01
2-B-3	During review of the Strategic Plan at TRCC meetings this will be implemented.	Timeliness, Accuracy, Completeness, Uniformity, Integration, and Accessibility	F19-HS-01
2-B-4	The TRCC and the Traffic Records Coordinator will consider them as needed.	Timeliness, Accuracy, Completeness, Uniformity, Integration, and Accessibility	F19-HS-01

1-C: Crash Data Component Status Recommendations

1. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
2. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-C: Crash Data Component Status Considerations

1. Create a formal plan to increase electronic crash reporting
2. Complete an updated analysis of crash system against MMUCC standards.
3. Encourage use of crash data for law enforcement traffic safety initiatives.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-C-1	Not a priority of the DOH at this time.	Accessibility
1-C-2	DOH has not made this a priority at this time.	Timeliness, Accuracy, Completeness, Uniformity, Integration,

		and Accessibility
2-C-1	With the E-Citation rollout more agencies are open to begin using Report Beam than they were in the past and are being given access as the program develops. F19-HS-09	Timeliness, Accuracy, Completeness, Uniformity, Integration, and Accessibility
2-C-2	This is being worked on and should be completed before the end of 2017.	Accuracy, Completeness, Uniformity,
2-C-3	Highways is going to set some examples of use so that law enforcement can better utilize the information available.	Accessibility

1-D: Driver System Status Recommendations

1. Improve the data dictionary for the Driver Data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
2. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-D: Driver System Status Considerations

1. Create documented procedures and process flows for the driver data system.
2. Establish purge procedures.
3. Establish procedures to detect internal fraud.
4. Explore electronic linkage with the crash system and adjudication data system.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-D-1	Driver Services is going to work to complete this task in a reasonable time frame.	Uniformity
1-D-2	Driver Services will address these issues as they arise.	Accuracy, Completeness, Uniformity,
2-D-1	This initiative began in 2016 and is a priority for the DMV.	Accuracy, Completeness, Uniformity
2-D-2	The DMV will continue to save all information, only to be deleted when said information needs to be updated.	
2-D-3	There are several checks already in place that will be better established with the process flows document.	Accuracy, Completeness, Uniformity,
2-D-4	At this time linkage is not a priority.	Integration,

1-E: Vehicle System Status Recommendations

1. Improve the date dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
3. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-E: Vehicle System Status Considerations

1. Automate the NMVTIS query prior to issuance of new titles.
2. Implement purge process that includes timing, conditions, and procedures.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-E-1	This recommendation is currently being discussed and Vehicle Service is working to accomplish.	Uniformity
1-E-2	These issues will be handled as they arise.	Integration, and Accessibility
1-E-3	These issues will be handled as they arise.	Accuracy, Completeness, Uniformity
2-E-1	Not a priority at this time.	
2-E-2	Should be accomplished as the process flows document comes together.	Accuracy, Completeness, Uniformity,

1-F: Roadway Data Component Status Recommendations

1. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the procedures / process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
3. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-F: Roadway Data Component Status Considerations

1. Establish an enterprise roadway information system that contains roadway and traffic data elements for all public roads.
2. Establish an outreach initiative to increase communication with local agencies.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-F-1	Information is currently being gathered here as a part of another project and should meet these requirements.	Accuracy, Completeness, Uniformity

1-F-2	Information is currently being gathered here as a part of another project and should meet these requirements.	Accuracy, Completeness, Uniformity
1-F-3	The entire inventory system here is being revamped. As it comes online quality control will be addressed.	Accuracy, Completeness, Uniformity
2-F-1	This information is being gathered as part of the ERP project for WV.	Accuracy, Completeness, Uniformity
2-F-2	Not a priority as 96% of all public roads are owned by the state.	N/A

1-G: Citation/Adjudication Data Component Status Recommendations

1. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
3. Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-G: Citation/Adjudication Data Component Status Considerations

1. Increase interoperability of case management system for courts
2. Utilize citation and adjudication data for traffic safety analysis
3. Creation of an impaired driver tracking system.
4. Creation of a citation inventory tracking system.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-G-1	This will be completed in 2018. Involves WV Code Chapter 17 code writing	Accuracy, Completeness, Uniformity
1-G-2	This recommendation is an ongoing project at the WV Magistrate Court level. The use of XML stream data from adjudication to DMV and from eCitation to Magistrate Courts	Accuracy, Completeness, Uniformity
1-G-3	This has been completed.	Accuracy, Completeness, Uniformity
2-G-1	Being a bifurcated state, the two court systems are separate.	N/A
2-G-2	With the development of Electronic Citations this will become priority as access to comprehensive data becomes available.	Accuracy, Completeness, Uniformity
2-G-3	This has been completed.	Timeliness, Accuracy, Completeness,

		Uniformity, Integration, and Accessibility
2-G-4	This should be met when Electronic Citations have gone statewide and there are not two different kinds of ticket numbers being used.	Accuracy, Completeness, Uniformity

1-H: Injury Surveillance Component Status Recommendations

1. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-H: Injury Surveillance Component Status Recommendations

1. Collection of rehabilitation data should be explored
2. Include traumatic brain injury, stroke and STEMI data registries as part of injury surveillance system.
3. Track the frequency, severity, and nature of injuries sustained in motor vehicle crashes in the EMS system.
4. Use EMS, emergency department, and hospital discharge data for analysis.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-H-1	This is being pursued.	N/A
1-H-2	This is being pursued.	
2-H-1	Not a priority at this time	
2-H-2	Not a priority at this time	
2-H-3	Several agencies are looking into the best practice on achieving this goal.	Integration, and Accessibility
2-H-4	This is done to an extent and is going to be pushed out to the Highway Safety Partners.	Integration, and Accessibility

1-I: Data Use and Integration Data Component Status Recommendations

1. Improve the traffic records systems capacity to integrate data to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-I: Data Use and Integration Data Component Status Considerations

1. Implement a data governance process.
2. The development of a complete traffic records system inventory that includes all data dictionaries, data definitions, identifies linkages useful the to the State and data access policies.
3. Explore opportunities to link driver and vehicle data to crash data.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-I-1	This is currently being developed.	Uniformity
2-I-1	This has been discussed, and this project is ongoing.	Accessibility
2-I-2	This has been discussed, and this project is ongoing.	Accessibility
2-I-3	Not a priority at this time.	N/A

Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under 23 C.F.R. 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress.

Appendix 2: 2016 Traffic Records Assessment Recommendations and Update Report

Date on which the most recent assessment was completed: November 3, 2016

1-A: Traffic Records Coordinating Committee Status Recommendations

- There were no Recommendations made in this area of the Assessment.

2-A: Traffic Records Coordinating Committee Status Considerations

1. Form an Executive Committee of the TRCC that is separate from the Technical Committee.
2. Define the role that the TRCC will play in the transition to, and successful implementation of, wvOASIS.
3. The two-tier, revitalized TRCC should review the strategic plan and consider strategic planning processes that involve the entire membership, independent of where funding has been awarded in the past.
4. Develop a traffic records inventory.

How the State Has Addressed Each Recommendation/Consideration Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress			
Rec.	Explanation	Performance Measure(s)	Corresponding Project #
2-A-1	WV will not be forming a separate Executive committee at this time. The primary goal of the TRCC is to get projects moving at this time.	N/A – Not database related.	N/A
2-A-2	The TRCC will continue to help troubleshoot and find solutions to issues and complications as they arise.	Timeliness, Accuracy, Completeness, Uniformity, Integration, and Accessibility	F19-HS-01
2-A-3	This will be implemented in how future Strategic Plans are achieved.	N/A – Not database related.	F19-HS-01
2-A-4	This will be implemented and the necessary information has already begun to be gathered.	N/A – Not database related.	F19-HS-01

1-B: Strategic Planning Status Recommendations

- There were no Recommendations made in this area of the Assessment.

2-B: Strategic Planning Status Considerations

1. Have strategic plan reviewed by TRCC and projects updated with timelines
2. Review performance measures, numerical goals and benchmarks in Strategic Plan.
3. Identify, with appropriate citations, how the strategic plan addresses existing data and data systems deficiencies and document how they were identified.

- Federal key systems should be considered in strategic planning.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress			
Rec.	Explanation	Performance Measure(s)	Corresponding Project #
2-B-1	This will be implemented in how future Strategic Plans are achieved.	N/A – Not database related.	F19-HS-01
2-B-2	This will be done by both the full TRCC and the Traffic Records Coordinator.	N/A – Not database related.	F19-HS-01
2-B-3	During review of the Strategic Plan at TRCC meetings this will be implemented.	Timeliness, Accuracy, Completeness, Uniformity, Integration, and Accessibility	F19-HS-01
2-B-4	The TRCC and the Traffic Records Coordinator will consider them as needed.	Timeliness, Accuracy, Completeness, Uniformity, Integration, and Accessibility	F19-HS-01

1-C: Crash Data Component Status Recommendations

- Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
- Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-C: Crash Data Component Status Considerations

- Create a formal plan to increase electronic crash reporting
- Complete an updated analysis of crash system against MMUCC standards.
- Encourage use of crash data for law enforcement traffic safety initiatives.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-C-1	Not a priority of the DOH at this time.	Accessibility
1-C-2	DOH has not made this a priority at this time.	Timeliness, Accuracy, Completeness, Uniformity, Integration,

		and Accessibility
2-C-1	With the E-Citation rollout more agencies are open to begin using Report Beam than they were in the past and are being given access as the program develops. F19-HS-09	Timeliness, Accuracy, Completeness, Uniformity, Integration, and Accessibility
2-C-2	This is being worked on and should be completed before the end of 2017.	Accuracy, Completeness, Uniformity,
2-C-3	Highways is going to set some examples of use so that law enforcement can better utilize the information available.	Accessibility

1-D: Driver System Status Recommendations

1. Improve the data dictionary for the Driver Data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
2. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-D: Driver System Status Considerations

1. Create documented procedures and process flows for the driver data system.
2. Establish purge procedures.
3. Establish procedures to detect internal fraud.
4. Explore electronic linkage with the crash system and adjudication data system.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-D-1	Driver Services is going to work to complete this task in a reasonable time frame.	Uniformity
1-D-2	Driver Services will address these issues as they arise.	Accuracy, Completeness, Uniformity,
2-D-1	This initiative began in 2016 and is a priority for the DMV.	Accuracy, Completeness, Uniformity
2-D-2	The DMV will continue to save all information, only to be deleted when said information needs to be updated.	
2-D-3	There are several checks already in place that will be better established with the process flows document.	Accuracy, Completeness, Uniformity,
2-D-4	At this time linkage is not a priority.	Integration,

1-E: Vehicle System Status Recommendations

1. Improve the date dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
3. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-E: Vehicle System Status Considerations

1. Automate the NMVTIS query prior to issuance of new titles.
2. Implement purge process that includes timing, conditions, and procedures.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-E-1	This recommendation is currently being discussed and Vehicle Service is working to accomplish.	Uniformity
1-E-2	These issues will be handled as they arise.	Integration, and Accessibility
1-E-3	These issues will be handled as they arise.	Accuracy, Completeness, Uniformity
2-E-1	Not a priority at this time.	
2-E-2	Should be accomplished as the process flows document comes together.	Accuracy, Completeness, Uniformity,

1-F: Roadway Data Component Status Recommendations

1. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the procedures / process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
3. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-F: Roadway Data Component Status Considerations

1. Establish an enterprise roadway information system that contains roadway and traffic data elements for all public roads.
2. Establish an outreach initiative to increase communication with local agencies.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-F-1	Information is currently being gathered here as a part of another project and should meet these requirements.	Accuracy, Completeness, Uniformity

1-F-2	Information is currently being gathered here as a part of another project and should meet these requirements.	Accuracy, Completeness, Uniformity
1-F-3	The entire inventory system here is being revamped. As it comes online quality control will be addressed.	Accuracy, Completeness, Uniformity
2-F-1	This information is being gathered as part of the ERP project for WV.	Accuracy, Completeness, Uniformity
2-F-2	Not a priority as 96% of all public roads are owned by the state.	N/A

1-G: Citation/Adjudication Data Component Status Recommendations

1. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
3. Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-G: Citation/Adjudication Data Component Status Considerations

1. Increase interoperability of case management system for courts
2. Utilize citation and adjudication data for traffic safety analysis
3. Creation of an impaired driver tracking system.
4. Creation of a citation inventory tracking system.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-G-1	This will be completed in 2018. Involves WV Code Chapter 17 code writing	Accuracy, Completeness, Uniformity
1-G-2	This recommendation is an ongoing project at the WV Magistrate Court level. The use of XML stream data from adjudication to DMV and from eCitation to Magistrate Courts	Accuracy, Completeness, Uniformity
1-G-3	This has been completed.	Accuracy, Completeness, Uniformity
2-G-1	Being a bifurcated state, the two court systems are separate.	N/A
2-G-2	With the development of Electronic Citations this will become priority as access to comprehensive data becomes available.	Accuracy, Completeness, Uniformity
2-G-3	This has been completed.	Timeliness, Accuracy, Completeness,

		Uniformity, Integration, and Accessibility
2-G-4	This should be met when Electronic Citations have gone statewide and there are not two different kinds of ticket numbers being used.	Accuracy, Completeness, Uniformity

1-H: Injury Surveillance Component Status Recommendations

1. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-H: Injury Surveillance Component Status Recommendations

1. Collection of rehabilitation data should be explored
2. Include traumatic brain injury, stroke and STEMI data registries as part of injury surveillance system.
3. Track the frequency, severity, and nature of injuries sustained in motor vehicle crashes in the EMS system.
4. Use EMS, emergency department, and hospital discharge data for analysis.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-H-1	This is being pursued.	N/A
1-H-2	This is being pursued.	
2-H-1	Not a priority at this time	
2-H-2	Not a priority at this time	
2-H-3	Several agencies are looking into the best practice on achieving this goal.	Integration, and Accessibility
2-H-4	This is done to an extent and is going to be pushed out to the Highway Safety Partners.	Integration, and Accessibility

1-I: Data Use and Integration Data Component Status Recommendations

1. Improve the traffic records systems capacity to integrate data to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-I: Data Use and Integration Data Component Status Considerations

1. Implement a data governance process.
2. The development of a complete traffic records system inventory that includes all data dictionaries, data definitions, identifies linkages useful the to the State and data access policies.
3. Explore opportunities to link driver and vehicle data to crash data.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-I-1	This is currently being developed.	Uniformity
2-I-1	This has been discussed, and this project is ongoing.	Accessibility
2-I-2	This has been discussed, and this project is ongoing.	Accessibility
2-I-3	Not a priority at this time.	N/A

Submit the planned activities, at the level of detail required under § 1300.11(d), that implement recommendations.

*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure Strategy
CT-19-01	Regional Traffic Safety Programs	OP-Supporting Enforcement
TR-19-02	Equipment and Training for LE Officers	

Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

Appendix 2: 2016 Traffic Records Assessment Recommendations and Update Report

Date on which the most recent assessment was completed: November 3, 2016

1-A: Traffic Records Coordinating Committee Status Recommendations

- There were no Recommendations made in this area of the Assessment.

2-A: Traffic Records Coordinating Committee Status Considerations

1. Form an Executive Committee of the TRCC that is separate from the Technical Committee.
2. Define the role that the TRCC will play in the transition to, and successful implementation of, wvOASIS.
3. The two-tier, revitalized TRCC should review the strategic plan and consider strategic planning processes that involve the entire membership, independent of where funding has been awarded in the past.
4. Develop a traffic records inventory.

How the State Has Addressed Each Recommendation/Consideration Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress			
Rec.	Explanation	Performance Measure(s)	Corresponding Project #
2-A-1	WV will not be forming a separate Executive committee at this time. The primary goal of the TRCC is to get projects moving at this time.	N/A – Not database related.	N/A
2-A-2	The TRCC will continue to help troubleshoot and find solutions to issues and complications as they arise.	Timeliness, Accuracy, Completeness, Uniformity, Integration, and Accessibility	F19-HS-01
2-A-3	This will be implemented in how future Strategic Plans are achieved.	N/A – Not database related.	F19-HS-01
2-A-4	This will be implemented and the necessary information has already begun to be gathered.	N/A – Not database related.	F19-HS-01

1-B: Strategic Planning Status Recommendations

- There were no Recommendations made in this area of the Assessment.

2-B: Strategic Planning Status Considerations

1. Have strategic plan reviewed by TRCC and projects updated with timelines
2. Review performance measures, numerical goals and benchmarks in Strategic Plan.
3. Identify, with appropriate citations, how the strategic plan addresses existing data and data systems deficiencies and document how they were identified.

4. Federal key systems should be considered in strategic planning.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress			
Rec.	Explanation	Performance Measure(s)	Corresponding Project #
2-B-1	This will be implemented in how future Strategic Plans are achieved.	N/A – Not database related.	F19-HS-01
2-B-2	This will be done by both the full TRCC and the Traffic Records Coordinator.	N/A – Not database related.	F19-HS-01
2-B-3	During review of the Strategic Plan at TRCC meetings this will be implemented.	Timeliness, Accuracy, Completeness, Uniformity, Integration, and Accessibility	F19-HS-01
2-B-4	The TRCC and the Traffic Records Coordinator will consider them as needed.	Timeliness, Accuracy, Completeness, Uniformity, Integration, and Accessibility	F19-HS-01

1-C: Crash Data Component Status Recommendations

1. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
2. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-C: Crash Data Component Status Considerations

1. Create a formal plan to increase electronic crash reporting
2. Complete an updated analysis of crash system against MMUCC standards.
3. Encourage use of crash data for law enforcement traffic safety initiatives.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-C-1	Not a priority of the DOH at this time.	Accessibility
1-C-2	DOH has not made this a priority at this time.	Timeliness, Accuracy, Completeness, Uniformity, Integration,

		and Accessibility
2-C-1	With the E-Citation rollout more agencies are open to begin using Report Beam than they were in the past and are being given access as the program develops. F19-HS-09	Timeliness, Accuracy, Completeness, Uniformity, Integration, and Accessibility
2-C-2	This is being worked on and should be completed before the end of 2017.	Accuracy, Completeness, Uniformity,
2-C-3	Highways is going to set some examples of use so that law enforcement can better utilize the information available.	Accessibility

1-D: Driver System Status Recommendations

1. Improve the data dictionary for the Driver Data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
2. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-D: Driver System Status Considerations

1. Create documented procedures and process flows for the driver data system.
2. Establish purge procedures.
3. Establish procedures to detect internal fraud.
4. Explore electronic linkage with the crash system and adjudication data system.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-D-1	Driver Services is going to work to complete this task in a reasonable time frame.	Uniformity
1-D-2	Driver Services will address these issues as they arise.	Accuracy, Completeness, Uniformity,
2-D-1	This initiative began in 2016 and is a priority for the DMV.	Accuracy, Completeness, Uniformity
2-D-2	The DMV will continue to save all information, only to be deleted when said information needs to be updated.	
2-D-3	There are several checks already in place that will be better established with the process flows document.	Accuracy, Completeness, Uniformity,
2-D-4	At this time linkage is not a priority.	Integration,

1-E: Vehicle System Status Recommendations

1. Improve the date dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
3. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-E: Vehicle System Status Considerations

1. Automate the NMVTIS query prior to issuance of new titles.
2. Implement purge process that includes timing, conditions, and procedures.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-E-1	This recommendation is currently being discussed and Vehicle Service is working to accomplish.	Uniformity
1-E-2	These issues will be handled as they arise.	Integration, and Accessibility
1-E-3	These issues will be handled as they arise.	Accuracy, Completeness, Uniformity
2-E-1	Not a priority at this time.	
2-E-2	Should be accomplished as the process flows document comes together.	Accuracy, Completeness, Uniformity,

1-F: Roadway Data Component Status Recommendations

1. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the procedures / process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
3. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-F: Roadway Data Component Status Considerations

1. Establish an enterprise roadway information system that contains roadway and traffic data elements for all public roads.
2. Establish an outreach initiative to increase communication with local agencies.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-F-1	Information is currently being gathered here as a part of another project and should meet these requirements.	Accuracy, Completeness, Uniformity

1-F-2	Information is currently being gathered here as a part of another project and should meet these requirements.	Accuracy, Completeness, Uniformity
1-F-3	The entire inventory system here is being revamped. As it comes online quality control will be addressed.	Accuracy, Completeness, Uniformity
2-F-1	This information is being gathered as part of the ERP project for WV.	Accuracy, Completeness, Uniformity
2-F-2	Not a priority as 96% of all public roads are owned by the state.	N/A

1-G: Citation/Adjudication Data Component Status Recommendations

1. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
3. Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-G: Citation/Adjudication Data Component Status Considerations

1. Increase interoperability of case management system for courts
2. Utilize citation and adjudication data for traffic safety analysis
3. Creation of an impaired driver tracking system.
4. Creation of a citation inventory tracking system.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-G-1	This will be completed in 2018. Involves WV Code Chapter 17 code writing	Accuracy, Completeness, Uniformity
1-G-2	This recommendation is an ongoing project at the WV Magistrate Court level. The use of XML stream data from adjudication to DMV and from eCitation to Magistrate Courts	Accuracy, Completeness, Uniformity
1-G-3	This has been completed.	Accuracy, Completeness, Uniformity
2-G-1	Being a bifurcated state, the two court systems are separate.	N/A
2-G-2	With the development of Electronic Citations this will become priority as access to comprehensive data becomes available.	Accuracy, Completeness, Uniformity
2-G-3	This has been completed.	Timeliness, Accuracy, Completeness,

		Uniformity, Integration, and Accessibility
2-G-4	This should be met when Electronic Citations have gone statewide and there are not two different kinds of ticket numbers being used.	Accuracy, Completeness, Uniformity

1-H: Injury Surveillance Component Status Recommendations

1. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-H: Injury Surveillance Component Status Recommendations

1. Collection of rehabilitation data should be explored
2. Include traumatic brain injury, stroke and STEMI data registries as part of injury surveillance system.
3. Track the frequency, severity, and nature of injuries sustained in motor vehicle crashes in the EMS system.
4. Use EMS, emergency department, and hospital discharge data for analysis.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-H-1	This is being pursued.	N/A
1-H-2	This is being pursued.	
2-H-1	Not a priority at this time	
2-H-2	Not a priority at this time	
2-H-3	Several agencies are looking into the best practice on achieving this goal.	Integration, and Accessibility
2-H-4	This is done to an extent and is going to be pushed out to the Highway Safety Partners.	Integration, and Accessibility

1-I: Data Use and Integration Data Component Status Recommendations

1. Improve the traffic records systems capacity to integrate data to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2-I: Data Use and Integration Data Component Status Considerations

1. Implement a data governance process.
2. The development of a complete traffic records system inventory that includes all data dictionaries, data definitions, identifies linkages useful the to the State and data access policies.
3. Explore opportunities to link driver and vehicle data to crash data.

How the State Has Addressed Each Recommendation Since The Assessment Was Completed And The Performance Measures To Be Used in Demonstrating Quantifiable and Measurable Progress		
Rec.	Explanation	Performance Measure(s)
1-I-1	This is currently being developed.	Uniformity
2-I-1	This has been discussed, and this project is ongoing.	Accessibility
2-I-2	This has been discussed, and this project is ongoing.	Accessibility
2-I-3	Not a priority at this time.	N/A

Quantitative improvement

Enter a direct copy of the section of the State traffic records strategic plan that describes specific, quantifiable and measurable improvements, as described in 23 C.F.R. 1300.22(b)(3), that are anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system,

roadway, and vehicle databases. Specifically, the State must demonstrate quantitative improvement in the data attribute of accuracy, completeness, timeliness, uniformity, accessibility or integration of a core database by providing a written description of the performance measures that clearly identifies which performance attribute for which core database the State is relying on to demonstrate progress using the methodology set forth in the “Model Performance Measures for State Traffic Records Systems” (DOT HS 811 441), as updated.

Appendix 5: Quantitative Improvement over the Preceding Year

State Traffic Safety Information System Improvements Grant Interim Progress Report

State: West VirginiaReport Date: 6/6/2018Submitted by: Scott Harvey

Regional Reviewer:

System to be Impacted	<input checked="" type="checkbox"/> CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> VEHICLE <input type="checkbox"/> ROADWAY <input type="checkbox"/> CITATION/ADJUDICATION <input type="checkbox"/> EMS/INJURY OTHER specify:
Performance Area(s) to be Impacted	<input type="checkbox"/> ACCURACY <input checked="" type="checkbox"/> TIMELINESS <input type="checkbox"/> COMPLETENESS <input type="checkbox"/> ACCESSIBILITY <input type="checkbox"/> UNIFORMITY <input type="checkbox"/> INTEGRATION OTHER specify:
Performance Measure used to track Improvement(s)	Narrative Description of the Measure Timeliness of crash information submission – Actual Crash date/time VS. crash system input date/time.
Relevant Project(s) in the State’s Strategic Plan	Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates Crash System Project #1: Page 22
Improvement(s) Achieved or Anticipated	Narrative of the Improvement(s) The average number of days has improved from 7.054 in 2017 to 5.465 in 2018 Which is a 29.07% improvement in the number of days between crash date and submission date.
Specification of how the Measure is calculated / estimated	Narrative Description of Calculation / Estimation Method <ul style="list-style-type: none"> Each record is electronically examined. The average number of days is then calculated for each record. The percent difference is then calculated and the average number of days it took to submit between 6/1/2016-5/31/17 and 6/1/17-5/31/18 A Random 20 record list is extracted/shown for each timeframe sample.
Date and Baseline Value for the Measure	For 6/1/2016-5/31/2017
Date and Current Value for the Measure	For 6/1/2017-5/31/2018
Regional Reviewer’s Conclusion	Check one <input type="checkbox"/> Quantitative performance improvement <i>has</i> been documented <input type="checkbox"/> Quantitative performance improvement has <i>not</i> been documented <input type="checkbox"/> Not sure
If “has not” or “not sure”: What remedial guidance have you given the State?	
Comments	

Screenshot of the Interim Progress Report Data

DCRS = Days Between Date of Crash and Report Submission				
YRR = Yearly Records Reviewed				
	FFY 2017	FFY2018		
DCRS	7.054	5.465	29.07%	Change in DCRS in FFY2018
YRR	36629	35788	2.35%	Difference in Total Records submitted

20 Record Random Sample

Twenty Random Records Pulled From Each Reporting Timeframe

Records pulled 6/1/2017 thru 5/31/2018					Records pulled 6/1/2016 thru 5/31/2017						
Report Number 2018	Date Of Crash	State Crash Number	Date Reported	Date Of Submission	DaysBetween	Report Number 2017	Date Of Crash	State Crash Number	Date Reported	Date Of Submission	DaysBetween
201807468	3/26/18 0:00	201807468	3/26/2018	3/26/18 0:00	0	201617651	7/9/2016 0:00	201617651	7/9/2016	7/9/2016	0
201810779	4/25/18 0:00	201810779	4/25/2018	4/23/18 0:00	2	201718245	5/29/2017 0:00	201718245	5/29/2017	7/20/2017	52
201715094	6/17/17 0:00	201715094	6/17/2017	6/17/17 0:00	0	201621434	8/5/2016 0:00	201621434	8/5/2016	8/10/2016	5
201734641	12/19/17 0:00	201734641	12/19/2017	12/29/17 0:00	4	201708962	2/14/2017 0:00	201708962	2/14/2017	2/16/2017	2
201721710	8/21/17 0:00	201721710	8/21/2017	8/22/17 0:00	1	201711383	5/10/2017 0:00	201711383	5/10/2017	5/11/2017	1
201755279	12/25/17 0:00	201755279	12/25/2017	12/31/17 0:00	6	201700099	1/4/2017 0:00	201700099	1/4/2017	1/4/2017	0
201725796	9/26/17 0:00	201725796	9/26/2017	1/3/18 0:00	99	201618061	7/12/2016 0:00	201618061	7/12/2016	7/13/2016	1
201733502	12/6/17 0:00	201733502	12/6/2017	12/12/17 0:00	6	201633841	11/23/2016 0:00	201633841	11/23/2016	11/30/2016	7
201715856	6/19/17 0:00	201715856	6/19/2017	6/25/17 0:00	6	201617325	7/2/2016 0:00	201617325	7/2/2016	7/6/2016	4
201713718	6/2/17 0:00	201713718	6/2/2017	6/4/17 0:00	3	201708082	3/27/2017 0:00	201708082	3/27/2017	4/3/2017	7
201732627	11/19/17 0:00	201732627	11/19/2017	12/1/17 0:00	12	201705543	2/28/2017 0:00	201705543	2/28/2017	3/1/2017	1
201721349	8/14/17 0:00	201721349	8/14/2017	8/14/17 0:00	0	201707594	3/28/2017 0:00	201707594	3/28/2017	4/2/2017	4
201805376	2/28/18 0:00	201805376	2/28/2018	3/5/18 0:00	5	201616380	6/11/2016 0:00	201616380	6/11/2016	6/19/2016	8
201806929	2/12/18 0:00	201806929	2/12/2018	2/17/18 0:00	5	201624570	9/5/2016 0:00	201624570	9/5/2016	9/7/2016	2
201729828	10/19/17 0:00	201729828	10/19/2017	10/28/17 0:00	9	201713164	5/29/2017 0:00	201713164	5/29/2017	5/29/2017	0
201734479	12/15/17 0:00	201734479	12/15/2017	12/15/17 0:00	0	201633227	12/9/2016 0:00	201633227	12/9/2016	12/9/2016	0
201723386	8/19/17 0:00	201723386	8/19/2017	9/8/17 0:00	20	201618713	7/19/2016 0:00	201618713	7/19/2016	7/19/2016	0
201806424	3/14/18 0:00	201806424	3/14/2018	3/14/18 0:00	0	201622987	8/26/2016 0:00	201622987	8/26/2016	8/29/2016	3
201722535	8/31/17 0:00	201722535	8/31/2017	8/31/17 0:00	0	201696109	12/26/2016 0:00	201696109	12/26/2016	1/1/2017	6

Upload supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

Documents Uploaded

WV_Quantitative Improvement over Preceding Year.pdf

FFY 2019 WV Traffic Records Strategic Plan.pdf

State highway safety data and traffic records system assessment

Enter the date of the assessment of the State’s highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date and that complies with the procedures and methodologies outlined in NHTSA’s “Traffic Records Highway Safety Program Advisory” (DOT HS 811 644), as updated.

Date of Assessment: 11/3/2016

Requirement for maintenance of effort

ASSURANCE: The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

10 405(d) Impaired Driving Countermeasure Grant

Impaired driving assurances

Impaired driving qualification - Mid-Range State

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

ASSURANCE: The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

Authority to operate

Enter a direct copy of the section of the statewide impaired driving plan that describes the authority and basis for the operation of the Statewide impaired driving task force, including the process used to develop and approve the plan and date of approval.

West Virginia Impaired Driving Plan

West Virginia 405(d) Application

The following plan was reviewed, updated and approved on May 2, 2018 by the Impaired Driving Advisory Board. This plan has been previously found to be compliant with NHTSA Guideline No.8. in 2017 405d application process.

I. PROGRAM MANAGEMENT AND STRATEGIC PLANNING

A. Advisory Board and Commission

The West Virginia Governor's Highway Safety Program (GHSP) created the Impaired Driving Advisory Board to foster leadership, commitment and coordination on impaired driving issues. The Board was created in 2006, as designated by Joseph Cicchirillo, Commissioner of the DMV and Governor's Representative for Highway Safety, as an outcome of the West Virginia Alcohol Forum conducted on July 14, 2006, and has been active since that time. This group is also responsible for developing and approving the statewide Impaired Driving Plan. A NHTSA facilitated Impaired Driving Assessment was conducted on February 2-6, 2015. The final report for this assessment was posted by NHTSA on March 27, 2015. The Impaired Driving Task Force Board took the Assessment recommendations into consideration while developing this statewide Impaired Driving Plan and will continue to do so in our program planning in future years.

Members of this Board are as follows:

Impaired Driving Advisory Board

Stakeholder Name	Agency	Organization Function
1SG C. K. Zerkle	West Virginia State Police	Also serves as the WV State Police Traffic Records Director
Caroline Stoker	West Virginia Supreme Court	Magistrate Court Field Coordinator (Statewide)
Bob Tipton	Director Governor's Highway Safety Program	Member of: Safety Management Task Force (SMTF), TAC Committee (DRE selection/oversight), CDDP, SMTF-OP
Harry Anderson	Alcohol Programs Administrator GHSP	Member of: CDDP Board, DRE Program TAC Committee (DRE selection/oversight), LEL and State Police Grant Manger
Larry Cavender	Director, Driver Services, WVDMV	Oversees reinstatement of all DUI license revocations and Interlock Program oversight
Vacant	WV Prosecuting Attorneys Institute	Former Prosecutor/TSRP
CPT Charles Sadler	WV Division of Criminal Justice Services	Law Enforcement Professional Standards Coordinator
Charlotte Blankenship	WV Alcohol Beverage Control Administration	Statewide underage enforcement officer

2

Input the date that the Statewide impaired driving plan was approved by the State's task force.

Date impaired driving plan approved by task force: 5/2/2018

Task force member information

Enter a direct copy of the list in the statewide impaired driving plan that contains names, titles and organizations of all task force members, provided that the task force includes key stakeholders from the State highway safety agency, law enforcement and the criminal justice system (e.g., prosecution, adjudication, probation) and, as determined appropriate by the State, representatives from areas such as 24-7 sobriety programs, driver licensing, treatment and rehabilitation, ignition interlock programs, data and traffic records, public health and communication.

Impaired Driving Advisory Board

Stakeholder Name	Agency	Organization Function
1SG C. K. Zerkle	West Virginia State Police	Also serves as the WV State Police Traffic Records Director
Caroline Stoker	West Virginia Supreme Court	Magistrate Court Field Coordinator (Statewide)
Bob Tipton	Director Governor's Highway Safety Program	Member of: Safety Management Task Force (SMTF), TAC Committee (DRE selection/oversight), CDDP, SMTF-OP
Harry Anderson	Alcohol Programs Administrator GHSP	Member of: CDDP Board, DRE Program TAC Committee (DRE selection/oversight), LEL and State Police Grant Manger
Larry Cavender	Director, Driver Services, WVDMV	Oversees reinstatement of all DUI license revocations and Interlock Program oversight
Vacant	WV Prosecuting Attorneys Institute	Former Prosecutor/TSRP
CPT Charles Sadler	WV Division of Criminal Justice Services	Law Enforcement Professional Standards Coordinator
Charlotte Blankenship	WV Alcohol Beverage Control Administration	Statewide underage enforcement officer

Ed Preston	Chief, Morgantown Police Department	Medium Size Police Department's Representative
Dean Capehart	West Virginia Law Enforcement Liaison	Retired WV State Trooper and statewide LEL
Chuck Zerkle	Cabell County Sheriff's Office	Sheriff Department's Representative
Meg Miller	National Highway Traffic Safety Administration	NHTSA Region 3, West Virginia Regional Program Manager
Joey Koher	State DRE Coordinator, Huntington Police Department	DRE/ARIDE/SFST Instructor, TAC Committee member for DRE selection
Jani Moore	West Virginia Supreme Court	Director, Division of Magistrate Court Services (Statewide)
Peggy Runyon	Police Officer WVU Police Department	College/University Representative

Note: Board members updated as of May 2018

Strategic plan details

Select whether the State will use a previously submitted Statewide impaired driving plan that was developed and approved within three years prior to the application due date.

Click link to view Highway Safety Guidelines No. 8

<http://icsw.nhtsa.gov/nhtsa/whatsup/tea21/tea21programs/pages/ImpairedDriving.htm>

Continue to use previously submitted plan

No

List the page number(s) from your impaired driving strategic plan that is based on the most recent version of Highway Safety Program Guideline No. 8 - Impaired Driving, which at a minimum covers the following:

Prevention:	Pages 9 - 11
Criminal justice system:	Pages 11 - 19
Communication program:	Pages 19 - 21

Alcohol and other drug misuse, including screening, treatment, assessment and rehabilitation: Pages 21 - 22

Program evaluation and data: Pages 22 - 23

Upload a copy of the Statewide impaired driving plan. The strategic plan must contain the following information, in accordance with part 3 of appendix B: (i) Section that describes the authority and basis for the operation of the Statewide impaired driving task force, including the process used to develop and approve the plan and date of approval; (ii) List that contains names, titles and organizations of all task force members, provided that the task force includes key stakeholders from the State highway safety agency, law enforcement and the criminal justice system (e.g., prosecution, adjudication, probation) and, as determined appropriate by the State, representatives from areas such as 24-7 sobriety programs, driver licensing, treatment and rehabilitation, ignition interlock programs, data and traffic records, public health and communication; (iii) Strategic plan based on the most recent version of Highway Safety Program Guideline No. 8—Impaired Driving, which, at a minimum, covers the following— (A) Prevention; (B) Criminal justice system; (C) Communication programs; (D) Alcohol and other drug misuse, including screening, treatment, assessment and rehabilitation; and (E) Program evaluation and data.

Statewide impaired driving plan type:

New

Documents Uploaded

WV FY19 405(d) Impaired Driving Plan.pdf

11 405(e) Distracted Driving

Sample distracted driving questions

Enter sample distracted driving questions from the State's driver's license examination.

QUESTIONS FOR EXAMS ON TEXTING

1. **Who is not considered in violation of the law regarding handheld cell phone use/texting prohibition while driving?**
 - a. Law enforcement officers
 - b. Paramedics
 - c. Firefighters
 - d. All of the above
2. **How many points can be assessed against a driving record for violation of this law on the second offense?**
 - a. 0
 - b. 1
 - c. 2
 - d. 3
3. **Use of an electronic communications device while operating a motor vehicle on a public highway or road is illegal unless:**
 - a. A parent says it's okay
 - b. You are at a stop sign
 - c. You are stopped in traffic
 - d. You are using hands free enabled technology
4. **It's okay to use a cell phone to talk or text when you are the driver if...**
 - a. It's in your lap

- b. It's in the seat beside you
- c. If you are stopped at a traffic signal or sign
- d. None of the above

5. If you receive a call or text message while driving you should...

- a. Hand it to a passenger behind you
- b. Ignore it
- c. Stop what you are doing and turn the device off
- d. Answer it

6. It's okay to answer a text when driving if...

- a. You limit it to 15 seconds
- b. It's an emergency
- c. You are stopped in traffic on a public highway
- d. None of the above

7. If you are 16 and operating a motor vehicle, you may answer your phone or send a text message:

- a. Only when your parents call or text
- b. Never
- c. If you need to let someone know you are running late
- d. If you need to call your school

8. While operating a motor vehicle, you may use your hand held device to place a call:

- a. If someone else is in the vehicle with you and holds the steering wheel
- b. If you plan to be using the device for one minute or less
- c. If there is an emergency you need to report, like a traffic accident
- d. If you need to cancel plans with friends

Legal citations

The State's texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?: Primary Offense

Date Enacted: 6/8/2012

Date Amended:

Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.

Prohibition on texting while driving.

Prohibition on texting while driving.

17C-14-15(a) (1)

Definition of covered wireless communication devices.

17C-14-15(b) (3)

Minimum fine of at least \$25 for an offense.

17C-14-15(e)

Click Add New to provide legal citations for exemption(s) to the State's texting ban.

Citation	Amended Date
17C-14-15(c) (1)	

The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?: Primary Offense

Date Enacted: 6/1/2007

Date Amended: 7/10/2009

Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.

Prohibition on youth cell phone use while driving.

Prohibition on youth cell phone use while driving.

17C-14-15 and 17B-2-3(c) (2) (F)

Definition of covered wireless communication devices.

17C-14-15(b) (3)

Minimum fine of at least \$25 for an offense.

17C-14-15(e) and 17B-2-3a(c) (2) (F)

Click Add New to provide legal citations for exemption(s) to the State's youth cell phone use ban.

Citation	Amended Date
17B-2-3a(c) (2) (F) and 17C-14-15(c) (2)	7/10/2009

12 405(f) Motorcyclist Safety Grant

Motorcycle safety information

To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria. Select application criteria from the list below to display the associated requirements.

Motorcycle rider training course	Yes
Motorcyclist awareness program	No
Reduction of fatalities and crashes	No
Impaired driving program	No
Reduction of impaired fatalities and accidents	No
Use of fees collected from motorcyclists	Yes

Motorcycle rider training course

Enter the name and organization of the head of the designated State authority over motorcyclist safety issues.

State authority agency: West Virginia Governor's Highway Safety Program

State authority name/title: Donnie Hale, Motorcycle Safety Coordinator

Select the introductory rider curricula that has been approved by the designated State authority and adopted by the State.

Approved curricula: (i) Motorcycle Safety Foundation Basic Rider Course

CERTIFICATION: The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted the selected introductory rider curricula.

Enter a list of the counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant and the number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records, provided the State must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for a majority of the State's registered motorcycles.

County or Political Subdivision Number of registered motorcycles

Barbour	518
Berkeley	3929
Brooke	776
Cabell	2136
Calhoun	166
Doddridge	160
Fayette	1243
Grant	375
Hampshire	878
Hancock	1032
Boone	540
Hardy	475
Harrison	2342
Jackson	955
Jefferson	1989
Kanawha	4429
Lincoln	423
Marion	2541
Marshall	1004
Mercer	1612
Mineral	1295
Monongalia	2692

Morgan	722
Ohio	1197
Pendleton	241
Pleasants	186
Pocahontas	280
Preston	1427
Putnam	1444
Raleigh	1888
Randolph	908
Ritchie	340
Roane	310
Summers	259
Taylor	671
Tucker	253
Tyler	274
Upshur	718
Wetzel	603
Wirt	130
Wood	2358
Wyoming	481

Enter the total number of registered motorcycles in State.

53215

Use of fees collected from motorcyclists for motorcycle programs

A State shall have a process under which all fees collected by the State from motorcyclists for the purposes of funding motorcycle training and safety programs are used for motorcycle training and safety programs. A State may qualify under this criterion as either a Law State or a Data State.

Use of fees criterion

Law State

+ Enter legal citations for each law state criteria.

The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.

WC Code Section 17B-1D-7

The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.

WV Code Section 17B-1D-4

13 Certifications, Assurances, and Highway Safety Plan PDFs

Documents Uploaded

Certifications and Assurances FY19_signed-WV.pdf