

WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

FFY2016

OCTOBER 1, 2015 - SEPTEMBER 30, 2016

Annual Report



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Governor
State of West Virginia

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Secretary
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Commissioner
Division of Motor Vehicles

268

TRAFFIC FATALITIES

AS OF 12/31/15

19 PEDESTRIANS WERE KILLED BY MOTORISTS

1 BICYCLIST WAS KILLED BY A MOTORIST

28 WERE DRIVERS UNDER AGE 20

99 WERE UNRESTRAINED (NOT USING A SEAT BELT)

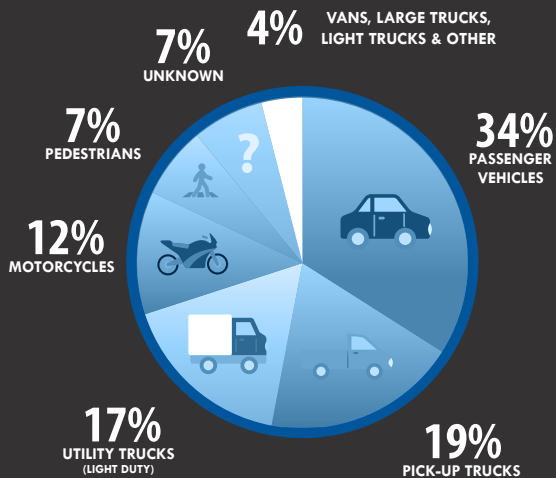
71 WERE ALCOHOL-IMPAIRED WITH A BAC OVER .08

66 MOTORISTS WERE KILLED IN SPEED-RELATED CRASHES

32 WERE MOTORCYCLISTS WEARING HELMETS

7 WERE MOTORCYCLISTS NOT WEARING HELMETS

FATALITIES BY VEHICLE TYPES



86.8%

SEAT BELT USE

1,264 TOTAL SERIOUS CRASH INJURIES

1.42 TOTAL FATALITIES PER VMT

0.84 TOTAL FATALITIES PER URBAN VMT

1.83 TOTAL FATALITIES PER RURAL VMT

Highway Safety Program 2016

The West Virginia Governor's Highway Safety Program (GHSP) has continued its mission to promote safe driving practices throughout the year. Through grassroots regional and community-based programs, to statewide high visibility enforcement campaigns, the program has worked diligently to spread awareness of occupant protection, child passenger safety, motorcycle safety, ATV safety, bicycle safety, and of the dangers of speeding, distracted driving, and impaired driving.

The GHSP also works with law enforcement agencies across the state to coordinate High Visibility Enforcement (HVE) activities, including sobriety and occupant protection checkpoints, increased patrols, and press events. These campaigns are frequently accompanied by paid media activities and earned media activities facilitated by the GHSP.

Traffic Safety Information System Improvements

The GHSP Traffic Records Coordinator oversees projects that improve the collection of crash, driver, citation and adjudication data to aid GHSP's ongoing efforts to reduce crashes, injuries, and fatalities on West Virginia's roadways. The Coordinator also serves as Chair of the Traffic Records Coordinating Committee (TRCC) which oversees the following projects:

E-Citation (Electronic Citation) began its official roll-out in 2015. Established to create a paperless citation process in which citation data could be effectively and efficiently recorded directly into a database for expedient judicial processing and data retrieval. At the time this report was compiled, 53 agencies in WV are using E-Citations, and the GHSP anticipates having at least double the number of agencies online with E-Citations by FFY 2017. There are approximately 380 municipalities and law enforcement agencies throughout WV that the GHSP hopes to eventually have online.

wvOASIS (Our Advanced Solution with Integrated Systems), a statewide, multi-agency Enterprise Resource Planning system that is designed to incorporate end-to-end support of financial management, procurement, and asset management for various administrative agencies. Eventually, data on crashes, including roadway types, drivers, and vehicle types will be included. Though this is not expected to roll out in the next few years, it is anticipated to have a tremendous impact on traffic safety data collection.

WVOLLV (West Virginia Online Insurance Verification Program), is utilized to quickly identify uninsured WV motorists and vehicles. This is accomplished through batch computer checks between the DMV and insurance companies, as well as roadside, as law enforcement can use the program roadside to cite under-insured and uninsured drivers and/or vehicle owners. This program can be used to verify data on vehicles and drivers, as well as potentially reduce overall crash costs.

UJA (Unified Judicial Application System) was developed by the Administrative Office of the Supreme Court and will provide electronic links between the courts and administrative agencies, providing essential conviction details that allow for accurate legal proceedings and will effectively hold drivers accountable for traffic safety violations.

Grant funding utilized for these State Traffic Safety Information Improvement projects adhere to MAP-21 and Section 402 grant requirements. Expenditures are outlined in the grant status report on page 24.

Training Classes Coordinated through GHSP

The GHSP encourages continuing education for its law enforcement officers in order to provide the best possible performance and results for those participating in High Visibility Enforcement activities. Various classes were held throughout the year for law enforcement officers as well as child passenger safety advocates.

Child Passenger Safety	Classes	Students
CPS Technician Certification	5	72
CPS Technician Recertification	1	4
Kidz in Motion (KIM)	8	95

Law Enforcement Only Training	Classes	Students
Speed Enforcement	3	4
LE Occupant Protection	35	801
Sobriety Checkpoints	4	28
DUI Detection (Drugs and/or Alcohol)	25	346
Radar Lidar	5	14
Crash Data & Reconstruction	3	12

Training Events

The GHSP hosts an annual “Highway2Enforcement” conference that provides essential training to law enforcement and legal professionals throughout the state to enhance their knowledge of impaired driving issues and how it pertains to their jobs. The conference provides up-to-date training on various issues from year-to-year, including impaired driving and substance abuse trends with the motoring public. The expectation for conference attendees is that they take this knowledge and apply it to more successfully combat impaired driving issues.

GHSP also worked with the WV Prosecuting Attorneys Institute to coordinate a training circuit in FFY 2016 to provide law enforcement,

emergency personnel, and legal professionals with information on how the GHSP can help them, impaired driving issues and detection, and how we can all work together to promote roadway safety. There were seven sessions throughout the state, hosted in locations where traffic safety issues and growing partnerships were most abundant.

Unfinished Projects

The GHSP implemented all projects outlined in the FFY 2016 Highway Safety Plan.

State Strategic Highway Safety Plan

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

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

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

The WV Department of Transportation (DOT) Traffic Engineering Division is responsible for the SHSP. In FFY 2015, the DOT contracted with a consultant to update the SHSP. As part of this process, the State has begun:

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

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

Status on Core Performance Goals & Measures

The core performance measures mirror the 11 outcome and 1 behavior performance measures developed by NHTSA in collaboration with Governor's Highway Safety Association (GHSA). Additionally, West Virginia has chosen to report on urban and rural fatalities per 100 million VMT. The FFY 2016 performance measures included the number and rate for fatalities and number for serious injuries, to ensure the HSP is consistent with the performance measures in the SHSP.

The status of the these measures follow in the table on the right.

Evidence-Based Traffic Safety Enforcement

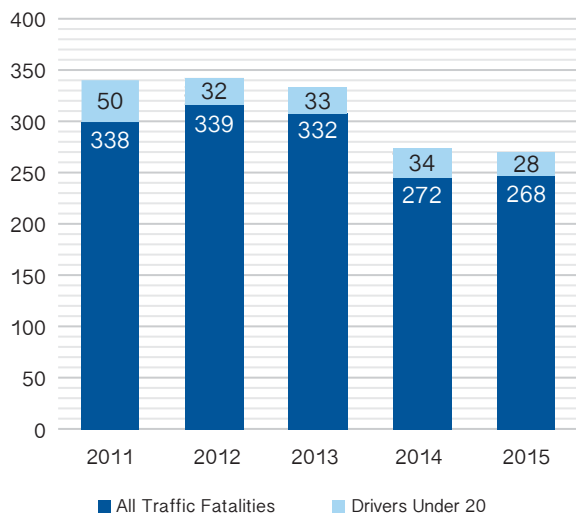
A significant portion of West Virginia's highway safety grant funds was awarded to law enforcement agencies in FFY 2016 through eight Regional Coordinators and the West Virginia State Police.

Core Performance Goals and Measures	5-Year Average 2009 to 2013	2016 HSP Target	Total Reported to FARS 12/31/15
Fatalities An 11.6% reduction target was established in the 2016 HSP.	304	299	268
Serious Injuries A 17% reduction in serious injuries was established in the 2016 HSP.	1,962	1,629	1,264
Fatalities Per VMT An 11.2% reduction in fatalities was established in the 2016 HSP.	1.75	1.55	1.42
A 13.2% reduction in urban fatalities per VMT was established in the 2016 HSP.	1.13	0.98	0.84
A 13.2% reduction in rural fatalities per VMT was established in the 2016 HSP.	2.19	1.98	1.83
Unrestrained Passenger Vehicle Occupant Fatalities An 9.4% reduction target was established in the 2016 HSP.	133	121	99
Alcohol-Impaired Driving Fatalities An 8.8% reduction target for these fatalities was set in the 2016 HSP.	96	87	71
Speeding-Related Fatalities A 15.4% reduction target was established in the 2016 HSP.	129	109	66
Motorcyclist Fatalities A 6.7% reduction target was established in the 2016 HSP.	28	26	32*
Unhelmeted Motorcyclist Fatalities A 12.3% reduction target was established in the 2016 HSP.	9	8	7
Under Age 20 Driver Fatalities An 7.7% reduction target for these fatalities was set in the 2016 HSP.	42	39	28
Pedestrian Fatalities A 14.2% reduction target was established in the 2016 HSP.	23	19	19
Bicyclist Fatalities The target established on the 2016 HSP was zero.	.8	0	1
Observed Seat Belt Use A 4.2% point increase to a 92% use rate was the target for 2016.	<u>2015</u> 89%	<u>Goal</u> 92%	<u>2016</u> 86.8%*

*These numbers, which did not meet the target reductions, did not receive paid media coverage, except radio, during the national HVE blitzes in FFY 2015 and FFY 2016 due to the administrative function changes taking place under wvOASIS, which created the lack of an approved state contract to allow for the vast majority of paid media buys.

All Traffic Fatalities -vs- Fatalities of Drivers >20

From 2011 to 2015



The GHSP has developed policies and procedures to ensure enforcement resources are used efficiently and effectively to support its goals. It also incorporates an evidence-based approach to statewide enforcement programs through the following components:

Data-Driven Problem Identification

Through the statewide problem identification process used in the development of the HSP, data analyses are utilized to identify who is frequently involved in crashes and when, where, and why crashes are occurring.

All enforcement agencies receiving grant funding used a data-driven approach to identify the enforcement issues in their jurisdictions. Data documenting the identified highway safety issue(s) and the proven strategies implemented to address the problem were included in funding applications submitted to GHSP.

Also, each of the eight Regional Coordinators assigned specific enforcement activities based upon measurable data provided to them by the GHSP, and was monitored by the GHSP Program Managers.

Implementation of Evidence-Based Strategies

To ensure enforcement resources were effectively distributed, law enforcement agencies were directed to implement data-driven, evidence-based strategies.

The 2016 HSP narrative outlined West Virginia's broad approach to address key problem enforcement areas, with guidance for 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).

Proven strategies included targeted enforcement focusing on specific violations, such as distracted driving, speeding, or at specific times of day when more violations occurred, such as night time sobriety checkpoints and seat belt enforcement. Several NHTSA and State-mandated HVE blitzes were also conducted as targeted enforcement efforts. Multi-jurisdictional enforcement efforts were encouraged and supported by the GHSP.

The Data-Driven Approach to Crime and Traffic Safety (DDACTS) model and other strategies were used to identify high-crash locations.

By implementing these strategies that research has shown to be effective, more efficient use was made of the available resources and the success of enforcement efforts was enhanced. Further details on specific enforcement efforts can be found in each of the program areas to follow in this report.

Continuous Monitoring

Enforcement agencies' deployment strategies were continuously evaluated and adjusted to accommodate any shifts and changes to their local highway safety issues. Several methods were used to follow up on programs funded by GHSP.

All agencies receiving grant funding were required to detail program progress in their activity reports.

All enforcement grants were monitored throughout the year by the eight Regional Coordinators and by the corresponding GHSP Program Manager, as well as the participating agencies, LELs and the GHSP’s State LEL.

Frequent contact with enforcement agencies was maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events. Additionally, a citation/arrest database was used to track and monitor enforcement efforts.

Enforcement deployment strategies were and will continue to be evaluated for their impact and effectiveness, and modifications will be made when warranted.

Driver Attitudes and Awareness Survey

The GHSP State Highway Safety Office conducted a survey in FFY 2016 to track the knowledge, attitudes, and behavior of the driving public in relation to safety issues, such as seat belt use, impaired driving, speeding, and cell phone use.

The survey was voluntary and administered to persons of driving age that came into nine of the 24 DMV regional offices throughout the state.

The survey revealed that 54% of drivers had read, seen, or heard a message about speed enforcement 30 days prior to the survey, with 70% having read, seen, or heard a message about alcohol impaired driving 30 days prior. However, 72% of drivers had read, seen, or heard the “Click It or Ticket” message, in the 60 days prior and roughly 85% of drivers also reported that they buckle up.

The majority of drivers surveyed believed the chances of getting a ticket for speeding was “likely” or “somewhat likely” and that their chance of getting arrested and receiving a citation for

impaired driving was also “likely” or “somewhat likely”.

New: Data Tracking & Agency Support

(Formerly WV LifeSavers)

The GHSP has restructured the program formerly known as WV LifeSavers, in order to adhere to new FAST-ACT program requirements and provide better tracking of law enforcement agency-assigned duty gear for HVE campaigns and saturation patrols. The newly revised program will launch in FFY 2017 and serve as a means to more accurately track expenditures on duty gear as well as their agency assignments, while still promoting participation in GHSP safety initiatives.

Budget & Funding Summary

State and local matches were collected and utilized in accordance with federal grant program requirements and are outlined in approximate amounts on pages six and seven.

GHSP Grant-Funded Enforcement	Citations	Warnings
Seat Belt Violations	13,196	2,988
Child Restraint Violations	289	56
Speeding Violations	11,362	11,779
Red Light, Stop Sign & Yield Violations	1,682	1,872
Distracted (Cell phone) Violations	8,383	2,103
Grant-Funded Arrests		Total
Impaired Driving Arrests	3,549	
Misdemeanor Arrests	2,846	
Felony Arrests	545	
Drug Arrests	1,070	
Fugitive Arrests	81	
Other Results		
Underage Alcohol	574	

Cost Summary for 2016

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

402 Programs	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Planning & Administrative	\$162,839.04	\$162,839.04	\$100,652.96	\$0
Alcohol	\$95,660.76	\$0	\$24,339.24	\$0
Motorcycle Safety	\$0	\$0	\$14,483.72	\$0
Occupant Protection	\$1,754.68	\$0	\$28,245.32	\$1,754.68
Police Traffic Services	\$172,567.89	\$0	\$427,432.11	\$172,567.89
Safe Communities	\$607,144.79	\$452,924.89	\$2,462,855.90	\$446,191.29
Pupil Transportation Safety	\$15,152.13	\$0	\$84,847.87	\$15,152.13
Speed Enforcement	\$194,343.85	\$0	\$305,656.15	\$115,787.34
Child Restraints	\$3,981.88	\$0	\$6,018.12	\$3,981.88
Paid Media	\$327,634.22	\$0	\$538,787.14	\$327,634.22
	\$1,581,079.24	\$615,763.93	\$3,993,318.53	\$1,083,069.00

406 Programs	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Performance Incentives	\$144,337.89	\$0	\$76,033.90	\$0

408 Programs	Approved \$	State/Local \$	Current Balance	Fed Share to Local
408 Data Program Incentive	\$838,379.29	\$225,000.00	\$1,091,573.01	\$0

410 Programs	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Alcohol	\$320,273.21	\$1,000,000.00	\$203,223.94	\$0
High Fatality Roads	\$333,127.27	\$1,000,000.00	\$207,513.79	\$0
High Visibility	\$159,000.00	\$500,000.00	\$286,401.35	\$0
	\$812,400.48	\$2,500,000.00	\$679,139.08	\$0

2010 Programs	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Motorcycle Safety Incentive	\$6,767.33	\$0	\$80,338.78	\$0

2011 Programs	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Child Seat Incentive	\$53,751.83	75,000.00	\$4,702.03	\$0

154 Alcohol Programs	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Alcohol Transfer	\$1,186,640.62	\$0	\$705,409.38	\$1,061,147.68
Alcohol Paid Media	\$408,371.13	\$0	\$221,351.81	\$408,371.13
	\$900,000.00	\$0	\$3,742,000.00	\$360,000.00
154 Hazard Elimination Programs	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Hazard Elimination	\$2,792,025.70	\$0	\$7,481,571.03	\$0
MAP 21 405b	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Low Occupant Protection	\$316,623.73	\$100,000.00	\$701,648.51	\$242,976.37
MAP 21 405c	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Traffic Safety Information System	\$45,614.59	\$25,000.00	\$1,057,931.29	\$45,614.59
MAP 21 405d	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Impaired Driving Mid HVE	\$847,779.01	\$225,000.00	\$3,552,344.89	\$818,033.75
MAP 21 405e	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Distracted Driving	\$236,340.88	\$100,000.00	\$13,172.89	\$0
MAP 21 405f	Approved \$	State/Local \$	Current Balance	Fed Share to Local
Motorcycle Safety	\$100,000.00	\$25,000.00	\$37,668.58	\$100,000.00
Total for All NHTSA Programs	\$9,370,759.12	\$3,890,763.93	\$19,714,203.71	\$3,759,212.95
Other Funding Sources (DOH/MOU)	Approved \$		Current Balance	
Distracted Driving	\$383,452.16		\$551,552.48	
Construction Zones	\$99,924.41		\$279,613.87	
Drugged Driving (Mass Spectrometer)	\$690,014.62		\$59,985.38	
	\$1,173,391.19		\$891,121.73	
Total for All Programs	\$10,544,150.31	\$3,890,763.93	\$20,605,325.44	\$3,759,212.95

Occupant Protection Programs



HVE Activity: Night time OP checkpoint (CIOT billboard appears in the background.)

The GHSP's Occupant Protection (OP) Plan is designed to reduce injuries and fatalities through increasing seat belt use. It is a continual, multi-year plan that will be evaluated annually, with changes made as needed.

This GHSP approach utilizes city, county, and state law enforcement agencies, as well as the eight Regional Coordinators, statewide community partners, and the media.

Strategic occupant protection tactics that were utilized in FFY 2016 are listed on page nine.

OP HVE: Click It or Ticket

The regional coordinators and their task forces continually used the local media markets and education systems to get the message out to West Virginians to buckle up.

The GHSP has also utilized the Click it or Ticket (CIOT) campaign to spread OP awareness and enforcement messages in West Virginia for several years.

During May of each year, an intensive CIOT campaign is launched statewide with a month-long enforcement and media blitz. In FFY 2016 the campaign resulted in:

- 3,545 seat belt citations
- 484 alcohol-impaired DUI arrests
- 199 drug-impaired DUI arrests
- 50 child safety seat violations
- 51 felony arrests
- 12 fugitives apprehended

These were accomplished through patrols and checkpoints by 156 law enforcement agencies.

The GHSP held a kick-off press conference with tri-state involvement of WV, OH, and KY.



OP Educational Activity: Student-made poster to promote seat belt use during "Battle of the Belts" at Fairmont High School

Approximately \$128,075 of 402 funds were spent on 129 billboards, 5,544 radio spots, and 66 streaming web ads. Earned media value estimates for the campaign were \$29,982 in earned media through 2,545 radio spots and 17 streaming web video ads, along with the earned local efforts of the eight Regional Coordinators wherein

stories were aired and/or printed covering CIOT campaign activities.

Statewide media buys during the National CIOT Blitz did not include TV advertising. These were unachievable as an advertising agency contract

OP Tactics	Activities
High Visibility Enforcement Activities (Daytime and nighttime)	Informational checkpoints, saturation patrols, directed patrols and media events provided a strong presence of HVE activities in FFY 2016.
Public Education & Information Activities (Age and Audience Specific)	<p>Materials such as brochures, fliers, posters, coloring books, and informational cards with OP messages were produced and distributed at various events to promote OP safety.</p> <p>OP and CPS activities were hosted to educate the public including informational booths at community events, baby showers, fairs, and in schools.</p> <p>Regional coordinators also utilized local task force groups to spread OP awareness.</p>
OP Training Classes	<p>Various courses were held including:</p> <ul style="list-style-type: none"> • <i>CPS Technician and Technician Recertification Courses</i> • <i>Kidz in Motion Classes</i> • <i>Below 100 Training</i> • <i>TOPS Training</i> <p>LE Officers who participate in GHSP grant-funded activities are required to adhere to their department's OP regulations.</p>
Child Passenger Safety Program Technician	<p>45 Permanent Seat Fitting Stations were maintained in 23 of 55 counties to ensure parents and caregivers have one-on-one assistance on how child safety seats are properly installed.</p> <p>106 Seat Fitting Events were hosted in FFY 2016 to reach large public segments and spread awareness.</p>
Law Enforcement Recognition & Awareness	Annual Recognition (Statewide & Regional) took place throughout the year during regional awards banquets, at the annual H2E Conference, and with the Data Tracking and Agency Support (DTAS) program to provide agencies with in-service tools to equip officers with GHSP enforcement.
Community Outreach	<p>The Occupant Protection Committee, comprised of medical, emergency medical services, and highway safety professionals met to discuss community-based approaches on OP issues.</p> <p>Additionally, regional activities included:</p> <ul style="list-style-type: none"> • <i>Safety City Education Events</i> • <i>Battle of the Belts (High School Seatbelt Use Competition)</i> • <i>Buckle Up Bear (GHSP OP Mascot) Appearances at Schools, Events, and Parades</i> • <i>The "Think Fast" Game show toured several WV schools to promote OP and DUI awareness</i> • <i>Partnerships with the Gabriel Project and County-wide Family Resource Networks, for providing Child Safety Seats to low income qualifying families in need</i>
National & Statewide Enforcement Initiatives	"Click it Or Ticket" (CIOT) HVE Campaigns were held in November, March, May, and August with law enforcement agencies statewide.
Participation in OP Legislation <i>There have not been any occupant protection related legislative changes since FFY 2013.</i>	<p>A Primary Seat Belt law went into effect July 9, 2013. The law carries a \$25 fine, but no points or associated court fees. Back seat passengers over the age of 18 are not required to wear seat belts.</p> <p>West Virginia's Child Passenger Safety Law requires children up to the age of eight and less than 4'9" to be secured in a child safety device.</p>
Media Activities	<p>Various events provided opportunities for Regional Coordinators to partner with schools and community groups to spread safety messages that generated media attention.</p> <p>Press events were hosted to promote Click it or Ticket during the month of May as part of the National Enforcement Blitz in addition to earned and paid media activities.</p> <p>During National CPS week, the GHSP held a "Celebrity" Car Seat Challenge where local media personalities and political figures competed to see who could BEST install a child safety seat and a Safety Fair to draw attention to the challenges of properly installing car seats.</p>
Continual Strategy & Evaluation	Analysis by Statewide OP Coordinator and Law Enforcement Liaison (LEL) is conducted after HVE activities to ensure electronic reporting of activities and citations.



Press Event: May 2016 National CIOT HVE Campaign kick-off
(Photo from The Daily Independent news article)

was not in place during the National CIOT Blitz in FFY 2016. The contract was finalized just after the May CIOT blitz and the current contract will provide TV buy coverage again in FFY 2017.

402 grant funds were supplied for local media efforts, and billboards were purchased across the state.

Seat Belt Survey

In FFY 2016 the annual seat belt survey was conducted at 132 locations throughout the state, following the Uniform Criteria for State Observational Surveys of Safety Belt Use. The survey concluded that 86.8 percent of West Virginians were buckling up. The report also concluded that:

- All regions of the state had safety belt use rates above 80.0% in 2016
- Pickup truck drivers and passengers were the least likely occupants to be observed wearing a safety belt

Child Passenger Safety Program

To combat the non-use and misuse of child passenger safety (CPS) seats, 45 permanent fitting stations are available across the State. FFY 2016 ended with 275 CPS Technicians statewide and eight CPST Instructors. CPS programs in FFY 2016, primarily funded

with Section 405b funds were utilized for fitting station supplies, clinics, and courses; 406 funds were used to purchase child safety devices; and 2011 funds (SAFTEA-LU) were used for CPST instruction costs, PI&E and media.

Approximately 818 child safety devices were purchased in FFY 2016, and \$32,000 was spent on media for online, print, and radio advertising during CPS Week Facebook and Twitter were also utilized to promote awareness.

CPST Classes

In FFY 2016, five Child Passenger Safety Technician (CPST) Certification classes were held, adding 72 new CPSTs. Additionally, one Renewal Class was offered in Huntington, in which four former technicians regained their certification.

Eight Kidz in Motion (KIM) courses were also held, with a total of 95 technicians at these classes.

Students learned the latest in car seat technology and hands-on



CPS Week: one of the seat checks that took place on Seat Check Saturday

demonstrations. Upon successful completion of the course, CPSTs obtained all six of the required CEUs in order to re-certify with Safe Kids. WV's CPST recertification rate in FFY 2016 was 52.9%.

Checks & Installations

Approximately 3,198 child safety devices were checked in FFY 2016.

CPS Fitting Stations

Twelve new child safety seat fitting stations were established in FFY 2016, bringing the total to 45 statewide.

National CPS Week

During National CPS Week, September 18 - 24, 2016, the GHSP held 8 free car seat check-up events throughout the state. In total, 101 seats were checked and 17 new seats were provided by the 39 certified technicians that participated.

On September 20, 2016, a “Celebrity Car Seat Challenge” and Kids Safety Fair was held at the Shops at Kanawha in Kanawha City. Local media personalities and political officials competed to see who could best install a child safety seat. The event has been hosted in WV for six years and provides a kick-off for CPS Week that draws attention to the importance of the program in the community and with the media.

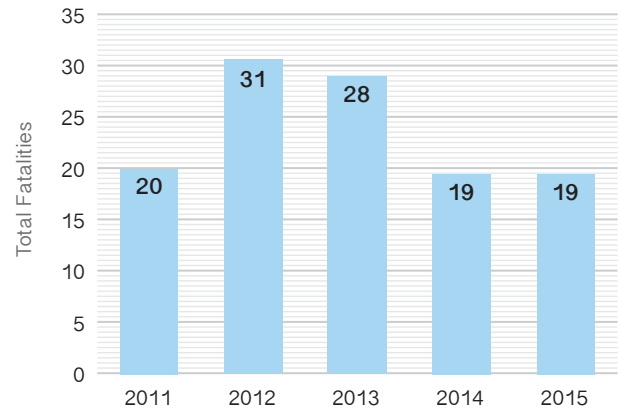


CPS Week: Celebrity Car Seat Challenge Winners

Pedestrian Safety

Pedestrian Fatalities

From 2011 to 2015



Even though the number of pedestrian fatalities made up less than 10% of all traffic fatalities, the GHSP feels that some education on pedestrian safety is warranted. This is accomplished through safety presentations, given to various age groups on a variety of traffic safety topics along with pedestrian safety.

During Back to School initiatives, students are educated on safely walking to and from school, the bus stop, and when crossing the street; especially when walking to and from the bus.

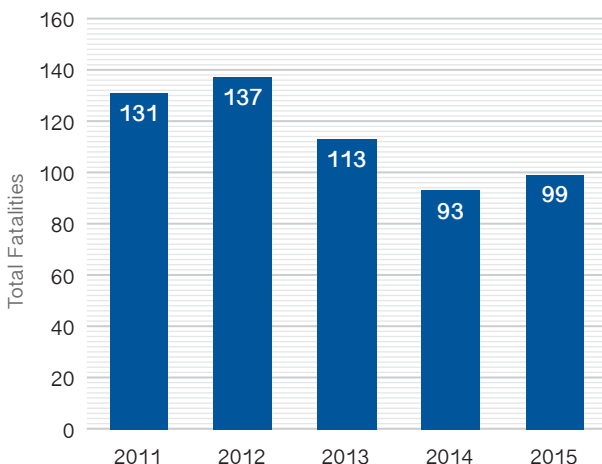
Also, “Safety City” teaches students in the Charleston area about a wide variety of topics, including pedestrian safety through videos, lectures, demonstrations, and question-and-answer sessions.

The GHSP also works to gain earned media for pedestrian safety, whether due to participation in an upcoming event or a recent crash. When there is a pedestrian fatality, the media often reaches out to the GHSP to discuss the issues as well as applicable state laws.

Projects for this program were funded with Section 402 funds.

Unrestrained Passenger Fatalities

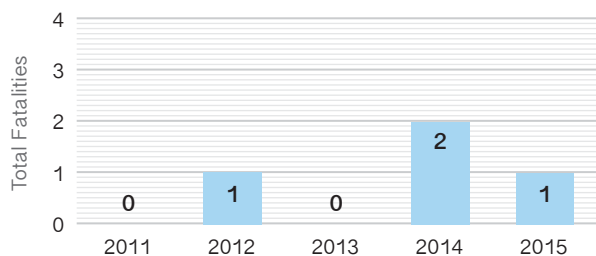
From 2011 to 2015



Bicycle Safety

Bicyclist Fatalities

From 2011 to 2015



Fortunately in West Virginia, bicycle fatalities are very minimal. The GHSP wants that trend to continue, therefore bicycle safety messages were spread yearlong with messages geared toward bicyclists and drivers while driving alongside bicyclists.

Students were educated through bicycle rodeos and other youth events in which youth are taught bicycle safety and a variety of bicycle safety materials were handed out. Other educational sessions were



Youth Education Event:
Bicycle Rodeo

provided to various age groups, and were covered using a mix of videos, lectures, and question-and-answer sessions.

Community outreach grew in FFY 2016 as the GHSP attended

the 1st Annual West Virginia Bike Summit and will be partnering with WV Connecting Communities to spread bicycle safety awareness.

Several news stories ran in the media pertaining to bicycle safety events, and social media was utilized to share these stories as well as other bicycle safety messages throughout the year.

Projects for this program were funded with Section 402 funds.

ATV Safety

West Virginia law requires an **ATV Safety Awareness Program** for riders under 18 years old. In FFY 2016, West Virginia had 18 ATV fatalities occurring on the state's roadways. Though WV law focuses on riders under 18, fatalities occur with all ages of riders.

Data supports that helmet use remains the most productive deterrent in preventing ATV injuries and fatalities, and that riders of all ages should be educated on ATV safety and helmet use.

The ATV Safety and Awareness Program provides safety training at WV DMV regional offices. The GHSP promotes an expanded



ATV Safety Training: provided by WVU Extension Service

version of the training through partnerships with a number of state agencies including West Virginia University (WVU) Extension Service, the Department of Natural Resources, the West Virginia National Guard, the Department of Education, and the Division of Forestry. A 2.5 hour online ATV safety course is also available for riders to increase safe ATV practices.

In addition to safety training, the GHSP has helped facilitate the construction of ATV trail systems that provide ATV riders the opportunity of riding on a dedicated course off public roads and reducing ATV fatalities.

Though NHTSA has no measures for the GHSP on ATV Safety, and no federal funding is received for the ATV Safety Program, the GHSP will continue to improve public awareness and reinforce outreach efforts to reduce ATV fatalities and injuries.

Motorcycle Safety

The GHSP utilizes the **West Virginia Motorcycle Safety Program (WVMSP)** to enhance motorcycle safety awareness, promoting alcohol and drug effect awareness for motorcyclists, rider improvement, licensing improvement, program promotions, and education.



Educational and Training Event: McKee's Sky Ranch

Motorcycle Data

Motorcycle registrations for FFY 2016 totaled 53,312 with 108,397 WV licensees holding a valid motorcycle endorsement.

Safety Training

The GHSP utilizes the Motorcycle Safety Foundation (MSF) to provide motorcycle training, technical assistance, and all of the required equipment and training materials. The MSF also certifies the WVMSP's curriculum and its RiderCoaches (trainers).

Additionally, the "SMART" (Safe Motorcyclist Awareness & Recognition Trainer), a motorcycle safety training simulator, was utilized to train riders by creating a virtual environment where the rider could negotiate road hazards in a safe manner while helping them learn valuable crash avoidance skills. They are frequently utilized

Motorcycle Safety Trainees	Passed	Failed	Pass Rate
Basic Rider Skills	1005	36	96%
Expert Rider Skills	30	0	100%
3Wheel Basic Skills	3	0	100%
Mobile Training Unit	29	2	93%

in high school Driver's Education programs, as well as at safety fairs throughout the state as a powerful teaching tool.

The WVMSP also used a Mobile Training Unit for safety training at special events and in more remote locations in the state.

Program Highlights

The WVMSP participated in a number of motorcycle-related events and rallies in FFY 2016 where program promotion, safety training, and media coverage was attained.

- *The McKee's Sky Ranch Vintage Motorcycle Rally*
- *Mountain Fest Bike Rally*
- *River Fest*
- *Rod Run and Doo Wop*
- *Dagger's Toy Run*
- *Capitol City FOP Car & Bike Show*
- *Donel C. Kinnard Memorial Run*

These events garnered media coverage and were promoted by the GHSP on social media as well.

Media

The WVMSP utilized radio PSAs, talk shows, billboards, social media, and event sponsorships to promote motorcycle safety.



Promotional Event: Rod Run Doo Wop

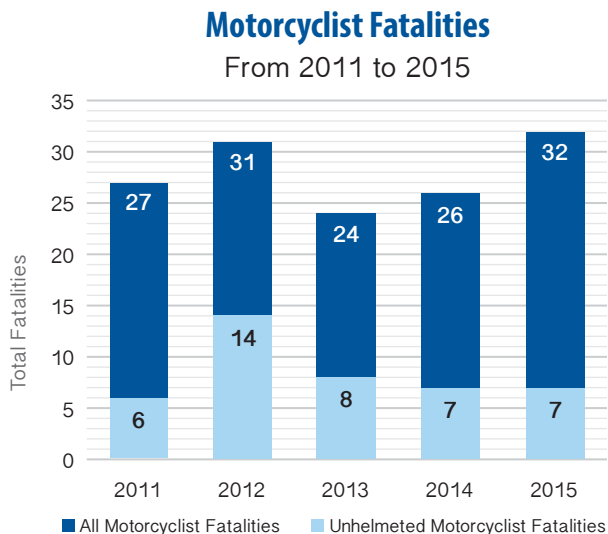
The primary focus of motorcyclist messages was the enforcement elements of helmet use and impaired-free riding, as well as efforts to encourage potential and future riders to obtain their motorcycle endorsement by taking the BRC prior to experiencing riding on our public roads.

A television campaign ran from June through September to encourage riders to take the WVMSP BRC training. Additionally, billboards were placed around the state in geographic locations closest to motorcycle fatalities that displayed the message “Look Once, Look Twice for Motorcycles”. The 30 second “Road Warrior” spot placement and talent fee renewal, and billboards utilized the remaining 405f funds at a cost of \$101,680.

The WVMSP actively promotes program goals on the radio talk show “Cycle Talk”, which airs during the most active 20 weeks of motorcycle riding. This program uses local radio personalities, WVMSP Staff, and select motorcycle safety and technical experts to inform the public on a wide scope of motorcycle-related subjects.

Program Budget

The WVMSP is primarily funded through the “Motorcycle Safety Fund”, which is established in WV Code §17B-1D-7. This account retains all motorcycle endorsement fees (except for instruction permit fees) for WVMSP use. Additionally, the WVMSP utilizes residual federal funding from Section 2010 and federal 405(f) funds to operate its programs.



Traffic Safety

Red Light & Stop Sign HVE Campaigns

To combat the traffic safety issue of red light and stop sign violations, the GHSP utilized “Target Red” during August 1-14, 2016.

During the campaign, the GHSP funded enforcement patrols, public information and education materials, and media.

A total of 53 law enforcement agencies

Media Blitz Breakdown	Count	Paid \$	Earned \$
Billboards/Ride-Overs	122	\$ 56,241	\$ 99,555
Radio Spots/PSAs	105	\$ 13,425	\$ 10,995
		\$ 69,666	\$ 110,550

participated statewide in the August Target Red campaign, working 1,062 hours, and issuing 722 citations and 246 warnings for running red lights and stop signs. There were 754 other citations and 315 other warnings written during the campaign as well.

Speeding HVE Campaigns

Speed-related crashes contributed to nearly one-fourth of all motor vehicle fatalities.

In FFY 2016, the GHSP had 66 speed-related fatalities, and the GHSP funded enforcement and saturation patrols in efforts to reduce speed-related crash fatalities.

Participating county and municipal law enforcement agencies focused on city, county, and state routes, with locations determined primarily by crash frequency, fatalities, volume

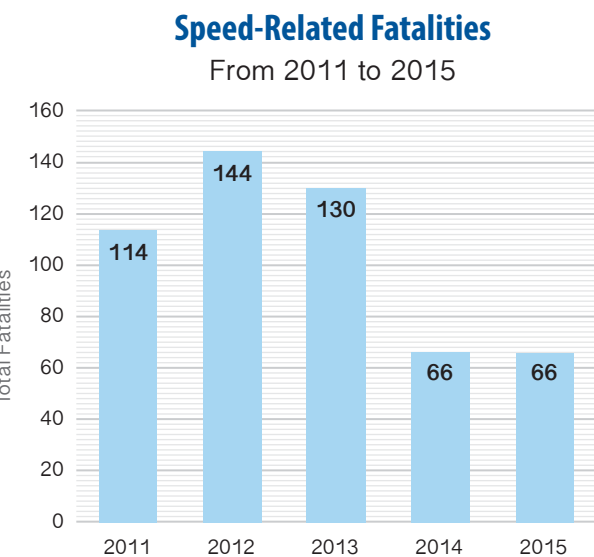
of citizen complaints regarding speeders, and traffic volume. State Police focused enforcement efforts primarily on interstates.

Weekday “rush-hours” of 7:00 a.m. – 9:00 a.m. and 4:00 p.m. – 6:00 p.m., Saturday and Sunday afternoons, and holiday weekends were the targeted times for speed enforcement.

A total of 102 law enforcement agencies participated in speed enforcement in FFY 2016, working 5,554 hours, and issuing 5,337 citations and 3,021 warnings specifically for speeding.

In FFY 2016, 59 law enforcement agencies participated in work zone safety with 114 hours on work zone speed enforcement. Approximately \$90,995 was spent in total by The WV Department of Highways on work zone enforcement throughout the state.

Sixty-eight speed detection devices (radars/ lidars) were purchased in FFY 2016 for various law enforcement agencies throughout West Virginia.



Fatalities in Crashes Involving Speeding

Speeding Fatalities Per 100,000 Population

County	Fatalities	Per 100k	County	Fatalities	Per 100k
Barbour	0	0.00	Mineral	0	0.00
Berkeley	4	3.57	Mingo	2	7.91
Boone	0	0.00	Monongalia	2	1.92
Braxton	2	13.87	Monroe	0	0.00
Brooke	0	0.00	Morgan	0	0.00
Cabell	6	6.20	Nicholas	0	0.00
Calhoun	0	0.00	Ohio	1	2.32
Clay	1	11.22	Pendleton	1	13.83
Doddridge	0	0.00	Pleasants	0	0.00
Fayette	2	4.44	Pocahontas	0	0.00
Gilmer	0	0.00	Preston	1	2.95
Grant	2	17.00	Putnam	1	1.76
Greenbrier	0	0.00	Raleigh	4	5.16
Hampshire	1	4.28	Randolph	0	0.00
Hancock	1	3.35	Ritchie	0	0.00
Hardy	0	0.00	Roane	2	13.86
Harrison	3	4.37	Summers	1	7.55
Jackson	2	6.84	Taylor	0	0.00
Jefferson	2	3.54	Tucker	1	14.36
Kanawha	8	4.25	Tyler	0	0.00
Lewis	3	18.24	Upshur	0	0.00
Lincoln	1	4.67	Wayne	0	0.00
Logan	2	5.76	Webster	0	0.00
Marion	3	5.27	Wetzel	0	0.00
Marshall	2	6.25	Wirt	0	0.00
Mason	2	7.40	Wood	1	1.16
McDowell	0	0.00	Wyoming	1	4.51
Mercer	1	1.63			

Public Information & Education (PI&E) and Media Efforts

Primarily, Regional Coordinators conducted outreach through schools and community events to educate and generate earned media. Social media also took place during the Target Red campaign and with year-long speed enforcement.

Distracted Driving

Despite West Virginia's primary cell phone and texting laws, distracted driving is still a problem in West Virginia. While detailed distracted driving crash data is currently not available, the GHSP's citation data supports the need to address distracted driving.

In FFY 2016, GHSP grant-funded activities include 6,924 cell phone citations and 1,426 warnings and 613 texting citations and 108 warnings.

The GHSP provided \$250,000 in 405e funds in FFY 2016 for distracted driving enforcement. The West Virginia Division of Highways (WVDOH) provided the GHSP with additional funds to provide awareness, education, and enforcement programs addressing distracted driving.

While enforcement funds were spent throughout FFY 2016, there was a major focus during April for Distracted Driving Awareness Month and HVE activities included paid media from grants provided by WVDOH.

Media Blitz Breakdown	Count	Paid \$	Earned \$
Billboards	3	\$ 1,300	\$ 1,000
Radio Spots/PSAs	5,512	\$ 39,962	\$ 35,852
Online Ads	58	\$ 2,452	\$ 780
Print Ads	2	\$ 0	\$ 2,627
		\$ 43,714	\$ 40,259

A total of 137 law enforcement agencies participated statewide in the April campaign, working 3,860 hours, and issuing 2,421 citations and 629 warnings for distracted driving.

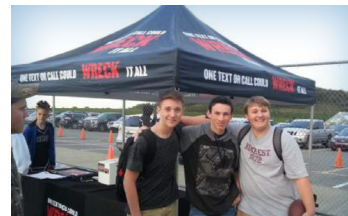
Throughout the remainder of the year, enforcement efforts resulted in an additional 6,332 citations and 3,156 warnings for distracted driving.



Public Information and Education: Classroom visit with elementary students

To reach teen drivers with distracted driving messages, the GHSP hosted high school football game promotional events with the NHTSA message "One Text or Call Could Wreck it All". Informational tents, spirit signs, and pledge forms were utilized during the games to get the message across. The GHSP also developed pledge cards with distracted driving messages for teen drivers to carry in their wallet as a reminder to never drive distracted. GHSP Regional Coordinators visited younger

students as well to promote distracted driving safety messages at schools.



Public Education and Information: Teen driver messages at high school football games

Social media is especially effective with teen drivers and

was utilized year round to provide continual safety messages on distracted driving.

Impaired Driving

The GHSP's Impaired Driving Plan is designed to reduce injuries and fatalities through decreasing instances of alcohol-impaired and drug-impaired driving. It is a continual, multi-year plan that will be evaluated annually, with changes made as needed.

This GHSP approach utilizes city, county, and state law enforcement agencies, as well as the eight Regional Coordinators, statewide community partners, and the media.

Sustained DUI Enforcement Plan

The GHSP has developed a statewide plan to reduce DUI-related crashes, injuries, and fatalities by using a sustained enforcement effort.

This plan is led by GHSP's Alcohol Programs coordinator and the Law Enforcement Liaison, and takes a comprehensive approach by using city, county, and state law enforcement agencies, Regional Coordinators, the enforcement agents of the West Virginia Alcohol Beverage Control Administration (ABCA), community agencies, schools, and colleges.

The plan covers the entire state in a comprehensive and sustained manner using the following categories:

- *Public Information & Education Activities*
- *Media Activities*
- *Training Activities*
- *Age Group Activities*
- *Underage Enforcement Activities*
- *Sobriety Checkpoints*
- *Focused Patrols*

The plan also includes GHSP's efforts to enhance the effectiveness of its impaired driving program by equipping the criminal justice community and law enforcement officials with the knowledge and skills to detect, arrest and prosecute impaired drivers.

Specific sustained DUI Enforcement tactics that were utilized in FFY 2016 are listed on page 21.

DUI HVE: Drive Sober or Get Pulled Over

West Virginia participates in NHTSA's National DUI Blitz for Labor day and Christmas

Additionally, the GHSP has designated HVE periods established as State Mandated Blitz Periods which take place around West Virginia Day, Fourth of July weekend and Thanksgiving through New Year's.



*Public information and Education:
College Student Informational Booth
(WVU Mountainlair Recreational Hall)*

High Visibility Enforcement

Each campaign utilizes the NHTSA message "Drive Sober or Get Pulled Over" (DSOGPO) to convey the dangers of impaired driving through paid media and on social media.

Enforcement activities that took place included:

- *Visible Saturation Patrols in high DUI areas*
- *Saturation/Directed Patrols (in accordance with the state's 410 Plan)*
- *Sobriety Checkpoints*
- *Underage Alcohol Sales Stings*
- *Targeted enforcement activities during peak alcohol-related crash times including holidays, special events, and at high alcohol-related crash locations.*

- DUI Patrols in the “Top 100” alcohol-related crash locations (locations provided by DOH)

Media

The December NHTSA Holiday campaign was extended to include Thanksgiving through New Year’s from November 25, 2015 through January 3, 2016, and utilized \$336,072 of 154AL and 405d funds to buy:

- 5,984 30 second TV spots
- 6,851 radio spots
- 116 streaming web ads
- 16 static web ads
- 6 billboards
- 3 online radio ads
- 1 print ad

During the Labor Day enforcement campaign, from August 17, 2016 through September 5, 2016, \$336,069 of 154AL and 405d funds were used to buy:

- 4,916 30 second TV spots
- 5,630 radio spots
- 44 streaming web ads
- 24 billboards
- 3 print ads

Two press events were held on August 11 and 17, 2016 to gain earned media coverage. Social media was also used to promote the event, and news stories that ran throughout the campaign.



Press Event: DSOGPO Labor Day 2016

Additionally, three free online ads provided added value and generated 183,026 impressions.

Additional paid media included year-round sports advertising during basketball



Paid Media: DSOGPO Billboards design debuted Labor Day 2016

and football sporting events at the states largest universities to target males 18 to 34 for a total of \$124,500.

Earned media was also generated year-round by Regional Coordinators presenting impaired driving prevention information through media outlets such as TV, radio, newspaper and news sites, and at community based events. Social media was also utilized heavily to promote awareness messages and to share news stories that ran.



Earned Media: ABCA “No School Spirits” PSA Contest

Funding

The federal funding sources for impaired driving initiatives include Sections 410, 410 HVE, 410 HFR, 154 AL Transfer, 402 AL, and 405(d). Funds are also generated through a six percent excise tax on the sale of liquor and wine, and funding for impaired driving projects is available through a quarterly application process by any law enforcement agency in West Virginia.

More specific breakdowns begin on page 24.

State Specific

Impaired Driving Prevention

Commission on Drunk Driving Prevention

The GHSP works closely with the Commission on Drunk Driving Prevention (CDDP) to combat impaired driving in West Virginia.

The CDDP is a state-funded program addressing drunk driving, and receives its funding from a dedicated state tax on alcoholic beverages. In FFY 2016, the CDDP provided nearly \$92,400 for DUI enforcement activities, resulting in 2,819 hours of overtime to 253 police officers, and 267 DUI Arrests. Additionally, the CDDP paid for 75 West Virginia State Police checkpoints resulting in 50 DUI arrests.

The CDDP also provides funds for the maintenance and purchase of the GHSP approved Intoximeter evidentiary breath testing devices, preliminary portable breath testing devices (PBTs), Mobile Breath Alcohol Test Vehicles (BAT Mobiles), and some expenses incurred by the blood testing lab, in addition to the funding granted to enforcement.

Law enforcement agencies use these machines, without cost, to prosecute all persons who are arrested in West Virginia for driving under the influence.

Drug Evaluation Classification (DEC) Program

West Virginia was granted DEC status with the International Association of Chiefs of Police (IACP) in 2013 to establish a statewide Drug Evaluation and Classification Program (DEC).

Ever since, the GHSP has maintained a State DRE Coordinator, who reports to the GHSP Alcohol Program Coordinator and together they have worked diligently to develop a DEC program designed to remove alcohol and drug-impaired drivers from WV roadways.

The strategic approach of the DEC program is to train law enforcement officers how to detect drug-impaired drivers affected by seven major drug categories via a twelve step process. Once the law enforcement officers complete the training, they become Drug Recognition Experts, or DREs.

As of FFY 2016, there were 26 DREs, and in FFY 2017 ten more officers are enrolled to complete DRE training.

The state DRE Coordinator also conducted classes for Standardized Field Sobriety Testing (SFST) and Advanced Roadside Impaired Driving Evaluation (ARIDE) training around the state to 336 law enforcement officers. Additionally, a mix of 448 law enforcement, EMS, and legal professionals were educated on drug-impaired driving during the WVPAL training circuit.

Alcohol Advisory Board

The GHSP maintains an Alcohol Advisory Board to establish and modify the alcohol enforcement measures for the GHSP.

The Alcohol Advisory Board meets quarterly and helps establish the expectations and standards for the law enforcement officers who work under the highway safety grants. They also aid in determining the type of training, as well as the content of the training, for the law enforcement officers who work the alcohol grants. The Alcohol Advisory Board assists in the preparation of the GHSP's Alcohol Enforcement Plan as well as the state's Section 405d grant application and the state's federal grant application.

Traffic Safety Resource Prosecutor

The GHSP also provides funding for a Traffic Safety Resource Prosecutor (TSRP) within the West Virginia Prosecuting Attorneys Institute who is tasked with training and providing technical

assistance to the state’s prosecutors and assistant prosecutors on a variety of impaired driving issues.

The TSRP also coordinates traffic safety efforts between prosecutors, magistrates and law enforcement. Prior to the TSRP program, no consistent statewide training on traffic-related issues existed between prosecutors and law enforcement.

In FFY 2016, the TSRP provided training to WV magistrates, law enforcement officers and prosecutors through a variety of opportunities. Training topics at these included Following Through with DUI Cases, WV DRE Program, Common Defense Misconceptions, Preparing DUI Cases for Trial, DUI Direct and Cross



Training & Recognition: H2E Conference

Examinations, and updates to DUI and Traffic Safety laws within the last year. During WVPAL training tour, 448 law enforcement officers and prosecutors were trained at seven locations across the state.

Highway 2 Enforcement Conference

The GHSP held its fourth annual DUI Conference May 20-23, 2016 at the Glade Springs Resort near Beckley, WV. This conference was branded the “Highway 2 Enforcement” Conference with the motto “Recognize-Act-Enforce”.

During this conference the state’s top law enforcement agencies, as well as the top individual officers from county sheriff

departments, municipal police departments and State Police detachments, were officially recognized for their DUI enforcement efforts.

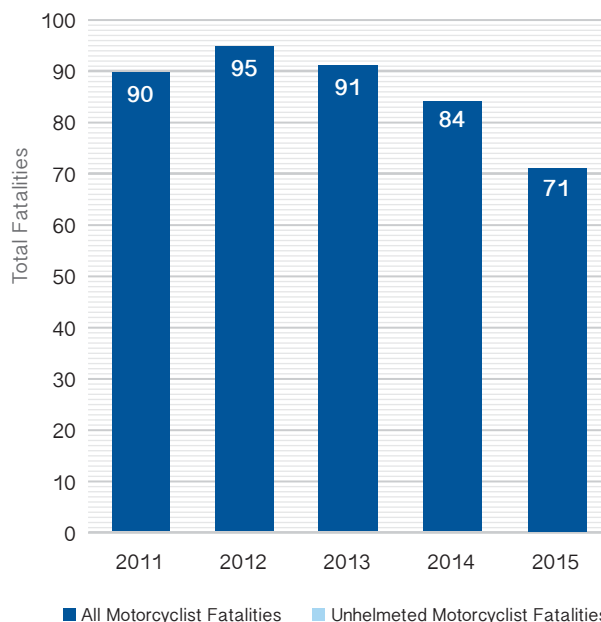
More than 250 officers and administrative staff attended the conference, which also included a two-day training curriculum that offered several core and special subject areas with ample drugged-driving themed sessions that earned in-service training credit.



H2E Conference: Training officers on drugged-driving detection techniques

Alcohol-Impaired Driving Fatalities (.08 BAC+)

From 2011 to 2015



Impaired Driving Tactics	Activities
High Visibility Enforcement Activities	Informational checkpoints, saturation patrols, directed patrols and media events provided a strong presence of HVE activities in FFY 2016.
Public Education & Information Activities (Age and Audience Specific)	<p>Educational brochures with impaired driving rules and consequences were produced by the GHSP for display in DMV regional offices, at sobriety checkpoints, and for use in any other informational setting.</p> <p>GHSP Regional Coordinators presented impaired driving prevention information to a groups such as school classes, civic groups, and in a face-to-face setting or public forums.</p> <p>GHSP Regional Traffic safety coordinators arranged DUI enforcement activities in each of their areas every week on high-risk days and times for DUI crashes.</p> <p>The seven WVSP Troop coordinators arrange DUI enforcement activities within each of their troop areas weekly and during high-risk days and times for DUI crashes.</p>
Impaired Driving Training Classes	<p>Various courses were held to train law enforcement on impaired driving issues, including:</p> <ul style="list-style-type: none"> • <i>Advanced Roadside Impaired Driving Enforcement (ARIDE)</i> • <i>Standardized Field Sobriety Testing (SFST)</i> • <i>Drug Recognition Expert (DRE)</i> • <i>ABC's to Impairment</i> • <i>H2E sessions on DUI Driving Law Enforcement training</i> <p>GHSP Regional Coordinators and LEL recruited law enforcement officers who showed dedication to DUI enforcement to participate in grant-funded activities, to attend additional training, and in some cases to invite them to the H2E Conference.</p>
Drug Recognition Expert Program	In FFY 2016 the GHSP had a total of 26 Drug Recognition Experts available to conduct drug impaired driving evaluations.
Law Enforcement Recognition & Awareness	<p>Annual Recognition (Statewide & Regional) took place throughout the year during regional awards banquets, at the annual H2E Conference, and with the Data Tracking and Agency Support (DTAS) program to provide agencies with in-service tools to equip officers with GHSP enforcement.</p> <p>GHSP Regional Coordinators and LEL worked with law enforcement agencies to recruit officers to participate in GHSP DUI Enforcement and recognize their enforcement efforts</p>
Community Outreach	<p>A statewide DUI Taskforce, formed to implement the Impaired Driving Enforcement Plan, also focuses on this issue and includes the West Virginia State Police, local law enforcement agencies, GHSP, Regional Traffic Safety Programs, other state and community agencies, and advocacy groups.</p> <p>153 Sobriety checkpoints were conducted in FFY 2016 as part of HVE activities to spread awareness on the dangers and consequences of impaired driving and removed impaired drivers from WV roadways.</p> <p>Additionally, regional activities included:</p> <ul style="list-style-type: none"> • <i>High School "Mock DUI Crash" scenes (Prom & Graduation Activities)</i> • <i>ABCA/GHSP Impaired Driving Simulator and drunk driving goggles were used as hands on education at various events across the state in FFY 2016</i> • <i>Educational sessions and discussions targeted toward specific age groups to educate the public on the dangers of impaired driving were held at colleges, in high schools, and other age appropriate events with added focus on underage drinking</i> • <i>The "Think Fast" Game show toured several WV schools to promote DUI and OP awareness</i> • <i>High School "No School Spirits" PSA Contest Sponsorship with the ABCA</i> • <i>"Students Against Destructive Decisions" (SADD) with 178 chapters statewide</i>
National & Statewide Enforcement Initiatives	"Drive Sober or Get Pulled Over" (DSOGPO) HVE Campaigns were held in September and December, as well as around July Fourth Weekend, and from Thanksgiving through New years Eve with law enforcement agencies statewide.
Media Activities	Various events provided opportunities for Regional Coordinators to partner with schools and community groups to spread safety messages that generated media attention. Press events were also hosted to promote DSOGPO as part of the National Enforcement Blitz for Labor Day. Grant-funding also provided paid media including TV, radio, online ads, billboards, and print ads.

Regional Program & Coordinators

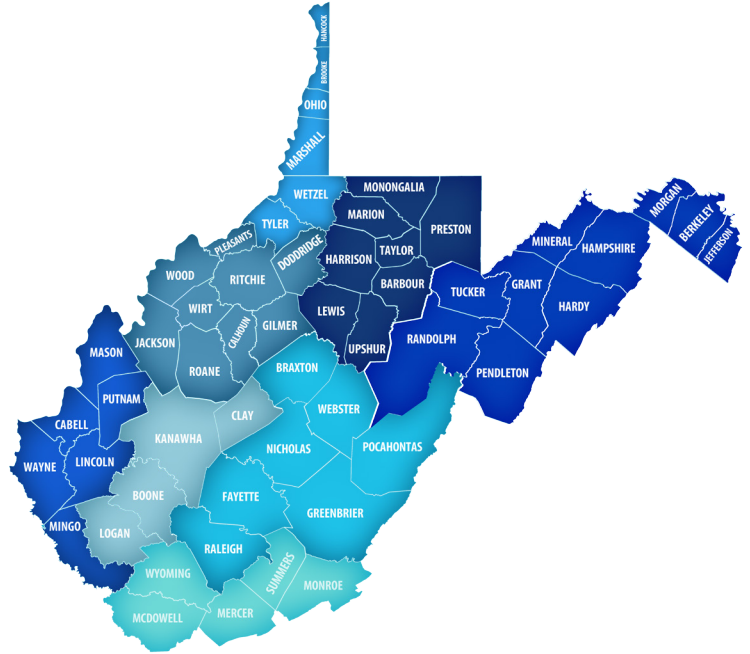
The GHSP contracts with eight counties and/or municipalities to create eight regional programs that cover all 55 counties in the state. The regions are divided up based on geography and demographics, and each region employs a full-time Regional Coordinator who maintains a fixed office site and coordinates a broad-based community task force.

Regional Coordinators are responsible for the implementation of evidence-based highway safety programs and projects throughout their region. Acting as an extension of the GHSP by facilitating training, media, PI&E, law enforcement activities, and legislative initiatives, they also support state and national highway safety initiatives in their respective regions.

Regional Coordinators plan their traffic safety improvement programs based on specific regional issues, then submit applications for grant funds providing problem identification and their plans to address them. The GHSP reviews the applications, and if grants are approved, specific activities or tasks they must complete are outlined as part of the grant agreement.

Additionally, the Regional Coordinators have created broad-based community task forces and programs draw heavily upon traditional traffic safety partners such as law enforcement, local governments, and the court system, but this concept is also expanded to include media, medical professionals, EMS, rehabilitation specialists, private businesses, schools and the general public.

Federal funding for regional programs comes from: Sections 402, 406, 408, 410, 154 AL, 2010, MAP 21 405 funds, and WV Department of Highways HSIP funds for Distracted Driving and Work Zone Safety.



#1: Metro Valley

Coordinator: Sgt. Mark Kinder

Counties: Boone, Clay, Kanawha, and Logan

#2 Safe Traffic Operations

Coordinator: Beau Evans

Counties: Cabell, Lincoln, Mason, Mingo, Putnam, and Wayne

#3 Mid-Ohio Valley Regional

Coordinator: Toni Tiano

Counties: Calhoun, Doddridge, Gilmer, Jackson, Pleasants, Ritchie, Roane, Wirt, and Wood

#4 Northern Regional

Coordinator: Melissa Taylor

Counties: Brooke, Hancock, Marshall, Ohio, Taylor, and Wetzel

#5 High-Tech Corridor Region

Coordinator: Lisa Hall

Counties: Barbour, Harrison, Lewis, Marion, Monongalia, Preston, Taylor, and Upshur

#6 Eastern Panhandle Community

Coordinator: Margaret Walker

Counties: Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, Pendleton, Randolph, and Tucker

#7 Southern Regional

Coordinator: Cpt. Paul Blume

Counties: Braxton, Fayette, Greenbrier, Nicholas, Pocahontas, Raleigh, and Webster

#8 WV Coalfields

Coordinator: Cpl. Adam Ballard

Counties: Mercer, Monroe, McDowell, Summers, and Wyoming

GHSP Staff

Director

Bob Tipton

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

Administrative Services Assistant III

Trish Anderson

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

Public Information Specialist II

Jennifer Floyd

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

Community Development Specialist III

Barbara Lobert

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

Community Development Specialist II

Amy Boggs

This Program Manager is currently responsible for three of the Regional Traffic Safety Programs and grants with the Monongalia County Commission, and the City of Morgantown. This position also serves as the statewide Occupant Protection Coordinator and Pedestrian/Bicycle Coordinator. Funding is 100 percent Federal.

Community Development Specialist I

Jolene Willard

This Program Manager is currently responsible for three of the Regional Traffic Safety Programs and grants with the Alcohol Beverage Control Administration (ABCA) and the Public Service Commission (PSC). This position also serves as the Distracted Driving Coordinator. Funding is 100 percent Federal.

Transportation Systems Analyst I

Austin Macri

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

Transportation Services Manager I

Harry Anderson

The State Programs Administrator/Program Manager serves as the Administrator of the Motorcycle Safety Awareness Program and ATV Safety Program. He also serves as the Alcohol Programs and Drug Recognition Expert (DRE) Program Coordinator. He is also currently responsible for two Regional Safety Community Programs, the West Virginia State Police, the LifeSavers Program, and the state LEL grant. Funding is 100 percent Federal.

Administrative Services Assistant III

Donnie Hale

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

Administrative Services Assistant I

Mary Jarrell

Motorcycle Safety Training Coordinator. Funding is 100 percent State.

Accountant/Auditor IV

William King

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

Accounting Tech IV

Tonya Smith

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

Law Enforcement Liaison

Dean Capehart

The position is responsible for the coordination of all law enforcement activities with GHSP projects and programs, including law enforcement training, the Traffic Occupant Protection Strategies (TOPS) course, the Standardized Field Sobriety Testing (SFST) training, and Mobile Video Training. The individual serves as the Project Director of the LifeSavers Program, and provides assistance to law enforcement agencies as needed with enforcement events. This position is contractual.

Child Passenger Safety Training Coordinator

Dean Capehart

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

Data Tracking & Agency Support/Lifesavers Program Coordinator

Amanda Green

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

DRE Program Coordinator

Joey Koher

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

