

September 2019

Highway Safety Plan FY 2020 West Virginia

report

West Virginia Highway Safety Plan

Federal Fiscal Year 2020

prepared for

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

prepared by

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Executive Summary

On behalf of Adam Holley, Acting Commissioner of the Division of Motor Vehicles (DMV) and the Governor's Representative for Highway Safety, we are pleased to present the Federal Fiscal Year (FFY) 2020 West Virginia Highway Safety Plan (HSP), which will serve as a guide for improving the safety of all motorists on West Virginia's roadways. It will also detail our efforts to reduce traffic-related fatalities and injuries.

The Governor's Highway Safety Program (GHSP), a section within DMV, developed this comprehensive HSP to address the considerable challenges facing the State in 2020. The FFY2020 HSP sets the priorities and performance targets for the upcoming year to address these challenges.

Since FFY2014, the GHSP has focused on the basics with more direct involvement in the various activities and priorities, a practice that will continue in 2020. The priorities for 2020 will be occupant protection, impaired driving, regional traffic safety programs, motorcycle/ATV safety, traffic records, and the coordination of law enforcement, State, community, and the private sector. Programs for teen drivers are addressed within the first three priorities.

The GHSP, along with highway safety partners and advocates, has worked tirelessly to raise the seat belt use rate from 49.5 percent in 2000 to an historic high rate of 90.5 percent in 2018. This level of seat belt use is a direct result of the passage of a primary seat belt law that went into effect as of July 1, 2013, and the annual statewide Click It or Ticket campaign (CIOT) that emphasizes enforcement and media outreach. The GHSP will continue to review the results from CIOT and other efforts to determine each campaign's successful elements that resulted in increased use rates and focus on appropriate solutions to address the male population that continues to have low-usage rates. The non-use and misuse of child passenger safety (CPS) devices continues to be approximately 85 percent according to observations at CPS safety events conducted at 50 permanent fitting stations throughout the State. Currently, there are 266 CPS Technicians statewide, and 10 CPS Instructors.

In 2017, alcohol-related fatalities at a blood alcohol content level (BAC) of 0.08 and above comprised 24 percent of all traffic fatalities versus 26 percent in 2016. The vast majority of alcohol-related fatalities occur at night in single-vehicle, run-off-the-road crashes. The GHSP Law Enforcement Liaison (LEL) Office continues to reach out to law enforcement agencies about this problem. A statewide DUI task force, formed to implement the Impaired Driving Strategic Plan, also focuses on this issue and includes the West Virginia State Police, local law enforcement agencies, GHSP, Regional Traffic Safety Programs, other State and community agencies, and advocacy groups. West Virginia's Evidence-Based Traffic Safety Enforcement Program, now referred to as the Traffic Safety Enforcement Program (TSEP) by the National Highway Traffic Safety Administration (NHTSA) is detailed in Section 1.7 and in Section 3.0.

State crash data for 2017 indicate that 62 percent of all fatalities in West Virginia involved a single vehicle crash. Almost three quarters of fatalities involved a roadway departure (71 percent). Rollovers also were common, comprising 28 percent of all fatalities in West Virginia. The causes of these crashes include impairment, moving violations, and speeding; distraction may also play a role but as a factor it is difficult to determine due to underreporting by law enforcement agencies and self-identifying attitudinal surveys. Of note is the increase in unrestrained fatalities from 2016 to 2017, which could point to the nonuse of safety belts as another factor in West Virginia's fatality rates.

West Virginia became a Drug Evaluation Classification (DEC) State in 2013. Joey Koher of the Huntington, West Virginia Police Department was named as the State Drug Recognition Expert (DRE) Coordinator the

same year. Since this time the number of DRE's in the State has increased from 4 to 48 certified DRE's as of May 2019. The GHSP oversees the DRE program with the goal to make available a certified DRE within 1 hour of every county seat of the States' 55 counties. As a result of increasing the number of DRE's and an aggressive training program focused on Advanced Roadside Impaired Driving Enforcement (ARIDE) and Standard Field Sobriety Test (SFST) refresher training, drug-related impaired driving arrests have increased from 9 percent of all arrests in 2013 to over 37 percent of all arrests in 2018.

The current Federal transportation law, Fixing America's Surface Transportation (FAST) Act, requires States to develop and implement the highway safety program using performance measures. Beginning with 2018, State Highway Safety Offices and Departments of Transportation must coordinate HSP and Highway Safety Improvement Program (HSIP) identical targets for the three common performance measures (i.e., fatalities, fatality rate, and serious injuries). This link is to harmonize performance measures that are common across programs of Department of Transportation (DOT) agencies to ensure the highway safety community is provided uniform measures of progress. The FAST Act continues the National Priority Safety Program that includes occupant protection, State traffic safety information systems, impaired driving countermeasures, motorcyclist safety, distracted driving, State graduated driver licensing and one new grant program on nonmotorized safety.

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

1.0 West Virginia Governor's Highway Safety Program Overview

1.1 Mission Statement

The mission of the GHSP is to nurture grassroots initiatives, programs, and projects that promote occupant protection, support law enforcement, and stop impaired drivers, thereby reducing crashes, injuries, and fatalities on the roadways of West Virginia.

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



WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

1.2 GHSP Staff and Responsibilities

Director (Bob Tipton)

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

Community Development Specialist III (Barbara Lobert)

The Federal Programs Administrator/Program Manager is responsible for administration of all Federal highway safety funding. The position also is responsible for developing the GHSP Administrative Manual, the 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 all grants in Regions 1, 4, and 5, plus the Statewide Traffic Safety Resource Prosecutor (TSRP) grant. This position also serves as the statewide Occupant Protection Coordinator, statewide Child Passenger Safety Coordinator, and Pedestrian/Bicycle Coordinator. Funding is 100 percent Federal.

Community Development Specialist I (Jolene Willard)

This Program Manager is currently responsible for all grants in Regions 3, 6, and 7, plus statewide grants with the Alcohol Beverage Control Administration and the Public Service Commission. This position also serves as the Distracted Driving Coordinator. Funding is 100 percent Federal.

Transportation Services Manager I (Harry Anderson)

The State Programs Administrator/Program Manager serves as the Administrator of the Motorcycle Safety Awareness Program and ATV Safety Program. He also serves as the Alcohol Programs and Drug Recognition Expert (DRE) Program Manager. He is also currently responsible for all grants in Regions 2 and 8, the West Virginia State Police, the Data Tracking and Support (DTAS) Program, and the state LEL grant. Funding is 100 percent Federal.

Data Warehouse Specialist I (Scott Harvey)

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

Public Information Specialist II (Aimee Cantrell)

This position 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 website development/maintenance. Funding is 100 percent Federal.

Administrative Services Assistant III (Trish Anderson)

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

Administrative Services Assistant III (Donnie Hale)

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

Administrative Services Assistant I (Mary Jarrell)

This position is the Motorcycle Safety Training Coordinator for the state. Funding is 100 percent State.

Accountant/Auditor IV (William King)

This position serves as the Fiscal Officer for GHSP. Funding is 50 percent Federal and 50 percent State.

Accounting Tech IV (Tonya Smith)

This position is the Assistant to the Fiscal Officer for GHSP. 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 SFST training, and Mobile Video Training. The individual serves as the Project Director of the DTAS Program and provides assistance to law enforcement agencies as needed with enforcement events. This position is contractual.

DTAS Program Coordinator (Amanda Green)

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

DRE Program Coordinator (Joey Koher)

This position coordinates the statewide DRE Program, and is a contractual position.

Traffic Safety Resource Prosecutor (Nicole Cofer)

This position coordinates Traffic Safety training for prosecutors and other related highway safety professionals statewide and is funded through a Highway Safety grant with the Kanawha County Commission (Prosecuting Attorney's Office).

Assistant Law Enforcement Liaison (Brett Pickens)

This position provides assistance to the LEL in law enforcement training, and is funded through a grant to the Wood County Commission.

Figure 1.1 shows a visual representation of the organization of GHSP. Figure 1.2 shows where the GHSP fits within DMV.

Figure 1.1 Governor's Highway Safety Program

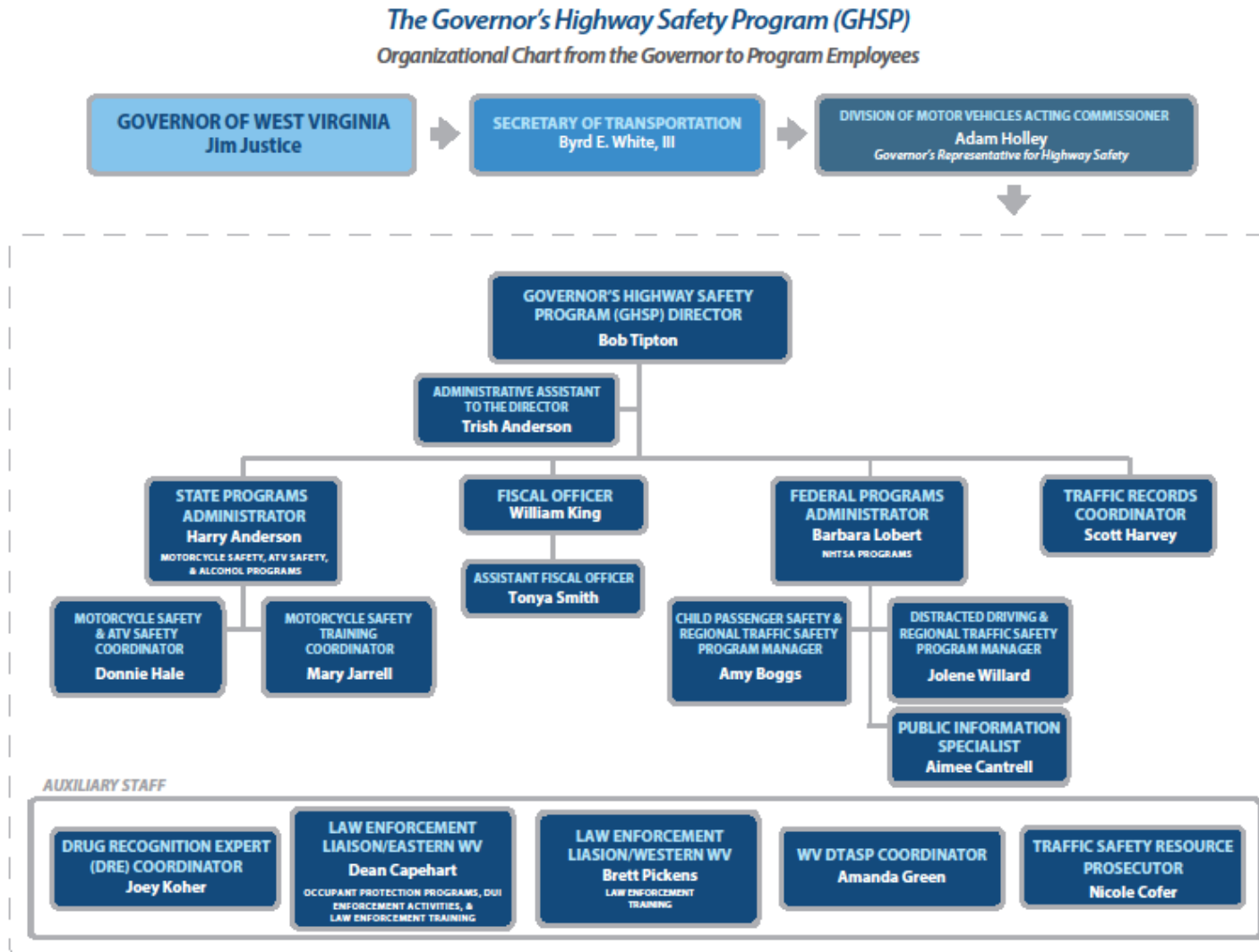
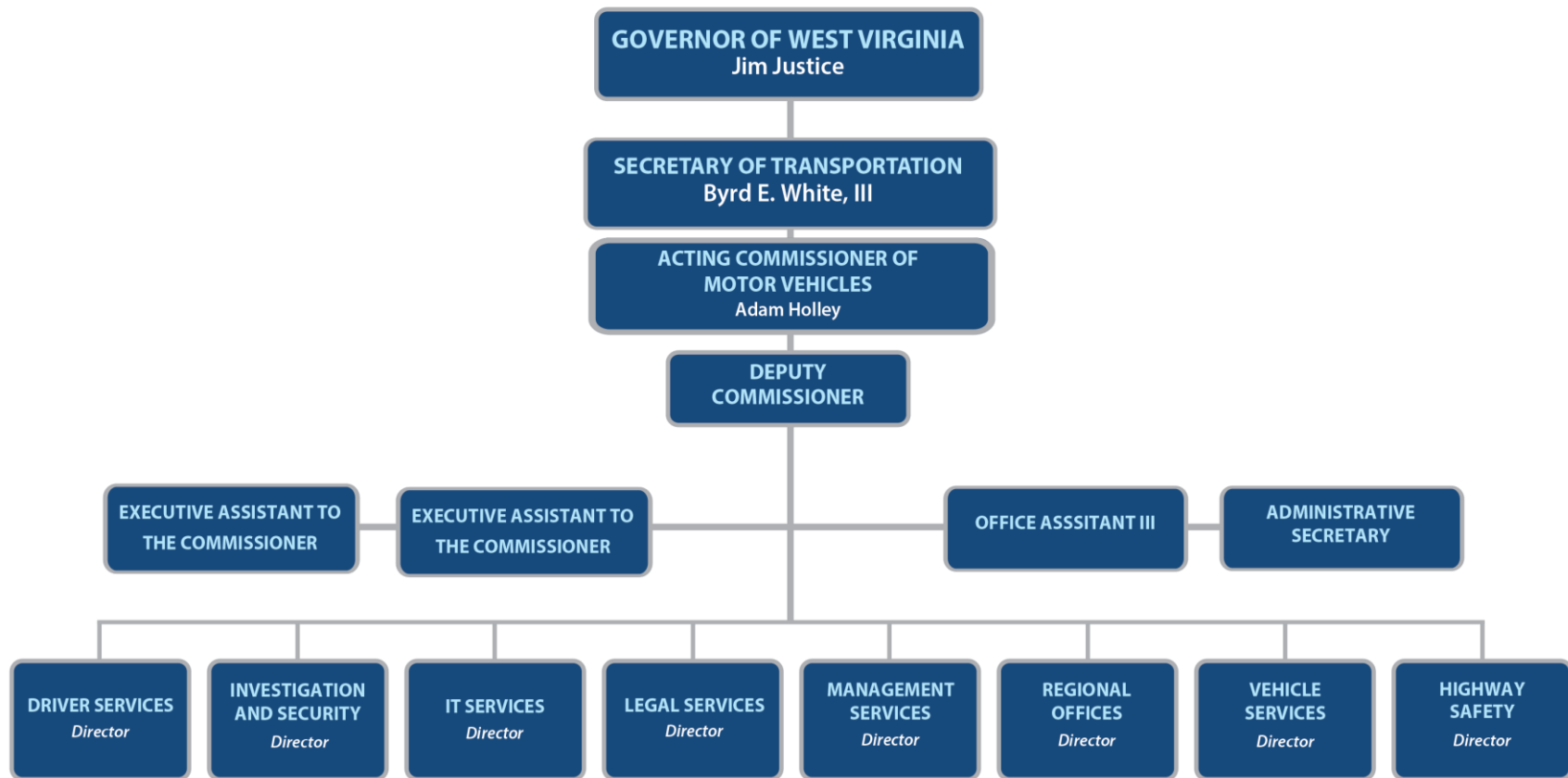


Figure 1.2 Division of Motor Vehicles

West Virginia
Division of Motor Vehicles
Governor's Office and DMV Heads
May 2019



1.3 Political and Legislative Status

Jim Justice became West Virginia's 36th governor in January 2017. The West Virginia Legislature has two chambers, the House of Delegates and the Senate. The House of Delegates is comprised of 59 Republicans and 41 Democrats, and Speaker Roger Hanshaw presides. The Senate is comprised of 20 Republicans and 10 Democrats with Senator Mitch Carmichael presiding as the Senate President. The Legislature's annual session begins the second week of January and lasts 60 days. Monthly interim meetings also are held. Following are brief descriptions of recent traffic safety legislative changes that were passed by the Legislature and signed into law by the Governor.

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

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

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

The 2015 West Virginia Legislature passed an Open Container Bill. The law has been reviewed by NHTSA Counsel and judged compliant with the Federal mandate.

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

No significant highway safety related legislation was passed in 2018 or 2019.

2.0 West Virginia's Highway Safety Planning Process

2.1 Planning Process

The HSP outlines the GHSP's performance targets and measures and details the strategies and activities for which the State's FFY2020 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 (RTSC), Regional Law Enforcement Programs 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 several State safety partners. Recent program area assessments conducted by NHTSA for impaired driving and occupant protection provided the State valuable insight into a variety of issues that also were used to develop the activities/performance measures. Additionally, the GHSP is open to any new and creative ideas to reduce motor vehicle crashes, injuries, and fatalities.

RTSC 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. They update the GHSP via a monthly activity report detailing their progress and accomplishments. Coordinators identify problems based on a review of data specific to their geographical region. While all regions of the State share similar problems, e.g., nonuse of safety belts and impaired driving, each Coordinator is required to pinpoint where those problems are most prevalent in their region, what factors contribute to it, and what measures can be taken to improve the problem. RTSCs also are 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 performance targets for those unique problems. The GHSP conducts roundtable meetings three to four times per year with all the Coordinators and other highway safety partners, to keep everyone updated on current events, requirements, share new ideas, review and assess the statewide and individual Regional Traffic Safety 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 must also identify and define measurable objectives and proven countermeasures that will address the problem and ensure their proposals are in line with the goals and objectives in the HSP.

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

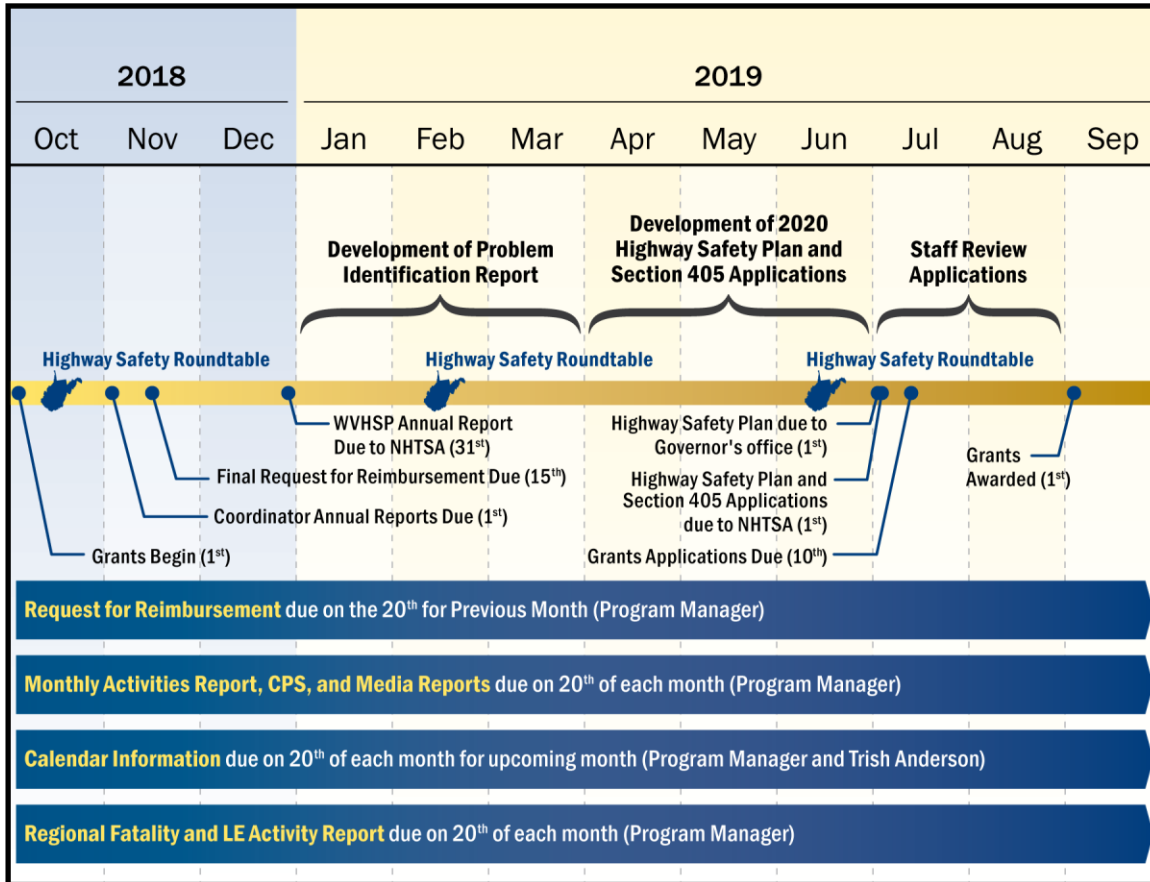
Primary Data Sources

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

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

Figure 2.1 shows the timeline followed by the GHSP in developing the HSP and Annual Report starting with the development of the problem identification report, the development of the 405 applications, and a staff review of submitted grant requests. Several roundtable discussions with highway safety partners are held to ensure the plan and activities are on track to improve traffic safety.

Figure 2.1 HSP Planning Timeline

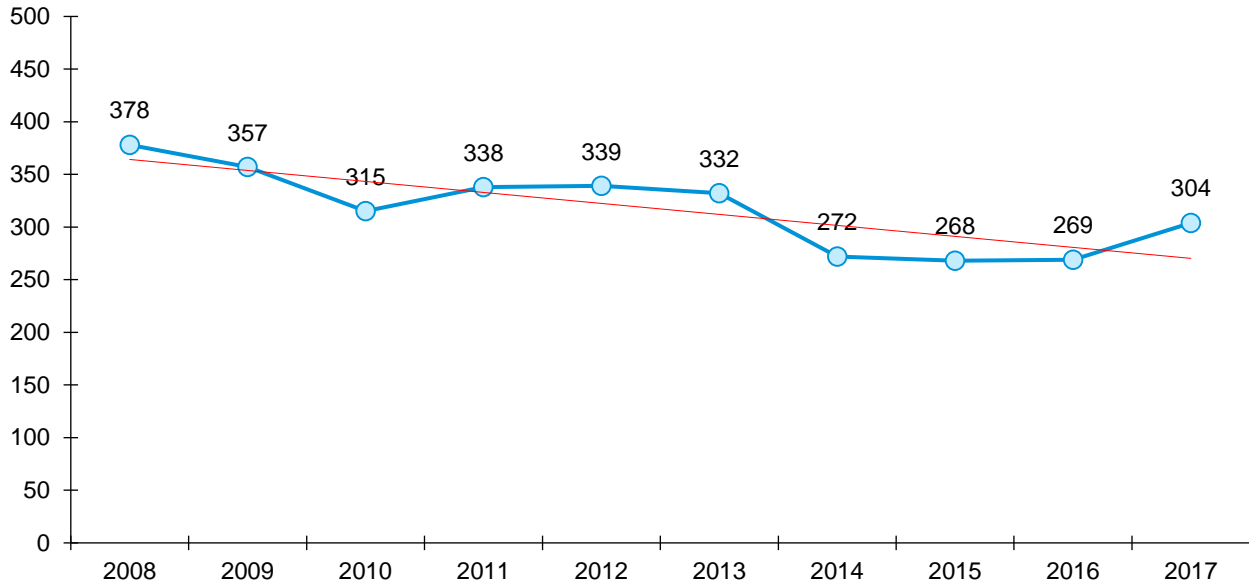


2.2 West Virginia's Traffic Safety Challenges

Problem Identification

State data indicate 304 roadway users died on the State's roadways in 2017, representing a 13.0 percent increase from 269 fatalities in 2016 (Figure 2.2). As of 2017, West Virginia has experienced an eight percent decline in the number of traffic-related fatalities since 2008.

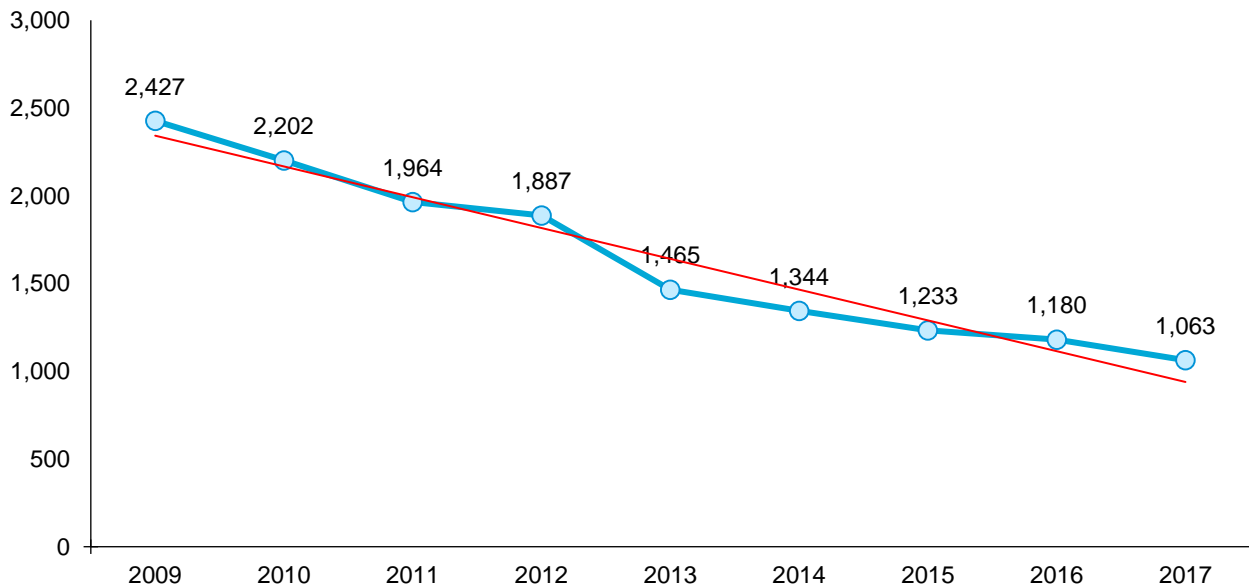
Figure 2.2 Traffic Fatalities
Total



Source: U.S. DOT, NHTSA, State Traffic Safety Information (STSI), 2019, FARS, 2019; and WVDOT.

Figure 2.3 shows serious injuries between 2008 and 2017. The trend has been downward since 2008, and serious injuries declined by 9.9 percent from 2016 to 2017. From 2008 to 2017, serious injuries have declined by 69 percent.

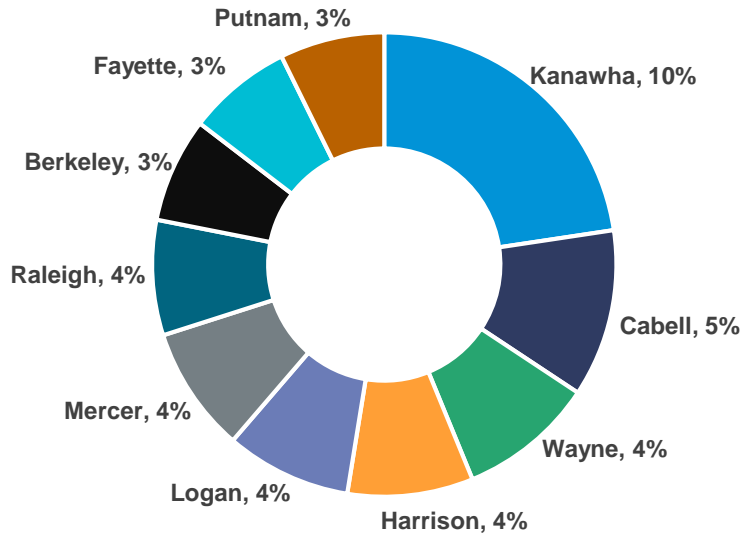
Figure 2.3 Traffic Serious Injuries
Total



Source: West Virginia DOT, Division of Highways, 2019.

Figure 2.4 shows the top 10 counties where fatalities occurred in 2017. Kanawha County, the most populous county in West Virginia, was the site of 10.2 percent (231) of the State’s fatalities in 2017.

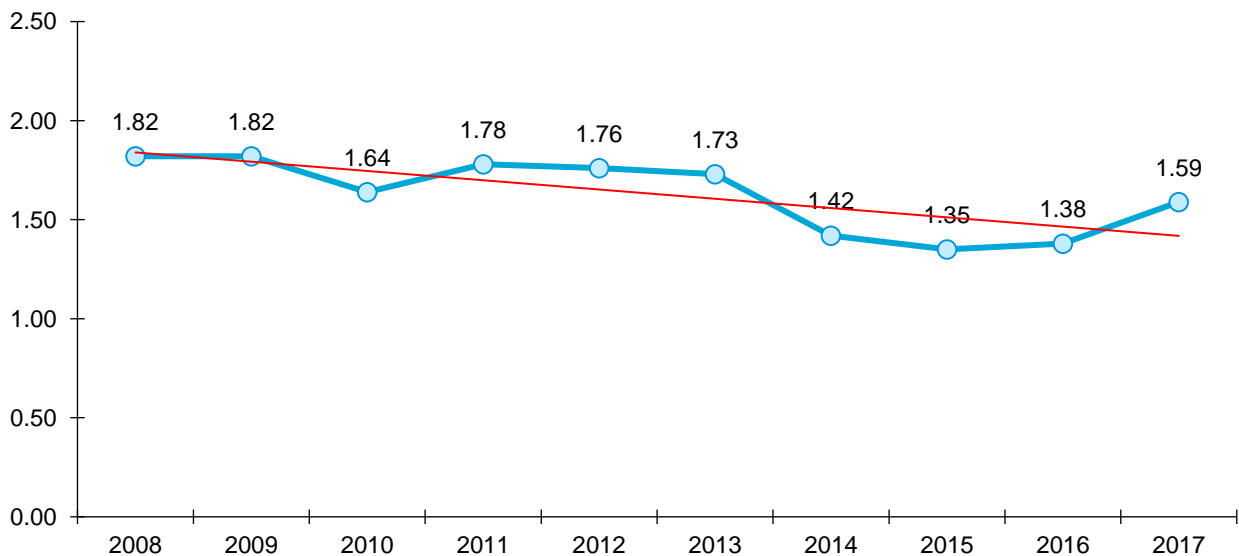
Figure 2.4 Fatalities
Top 10 Counties in 2017



Source: U.S. DOT, NHTSA STSI, 2019.

The State’s trend for fatalities per 100 million vehicle miles traveled has seen an overall decline since 2008 as shown in Figure 2.5. From 2016 to 2017, there was a 15.1 percent increase from 1.38 fatalities per 100 million vehicle miles traveled (VMT) to 1.59.

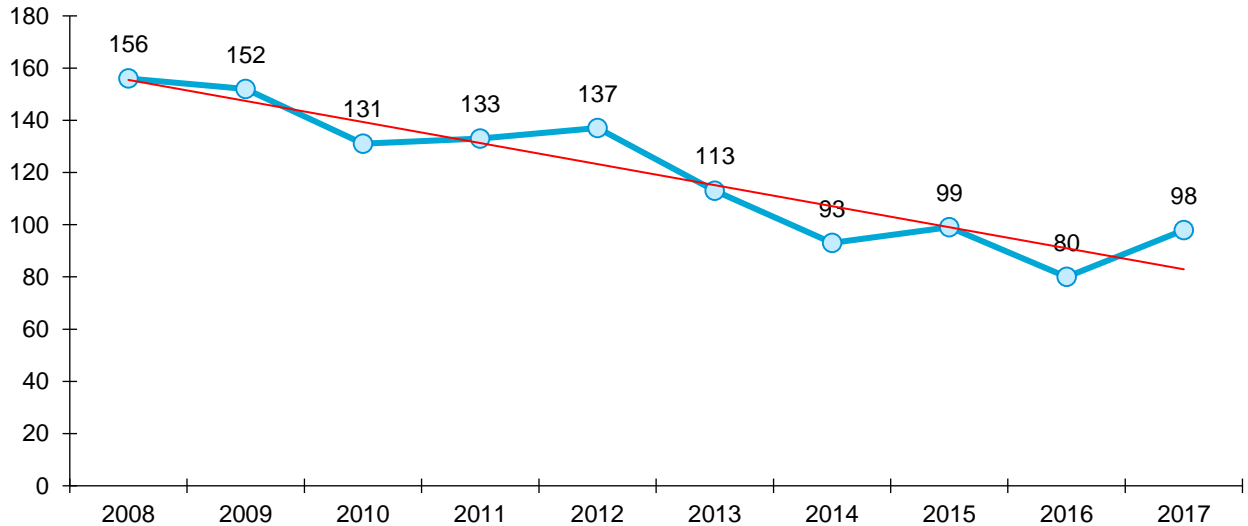
Figure 2.5 Fatalities per 100 Million Vehicle Miles Traveled



Source: U.S. DOT, NHTSA STSI, 2019.

Figure 2.6 shows that unbelted fatalities rose from 2016 to 2017, increasing by 22.5 percent from 80 to 98. Overall, however, the number of unbelted fatalities has fallen by 37.2 percent from 2008 to 2017.

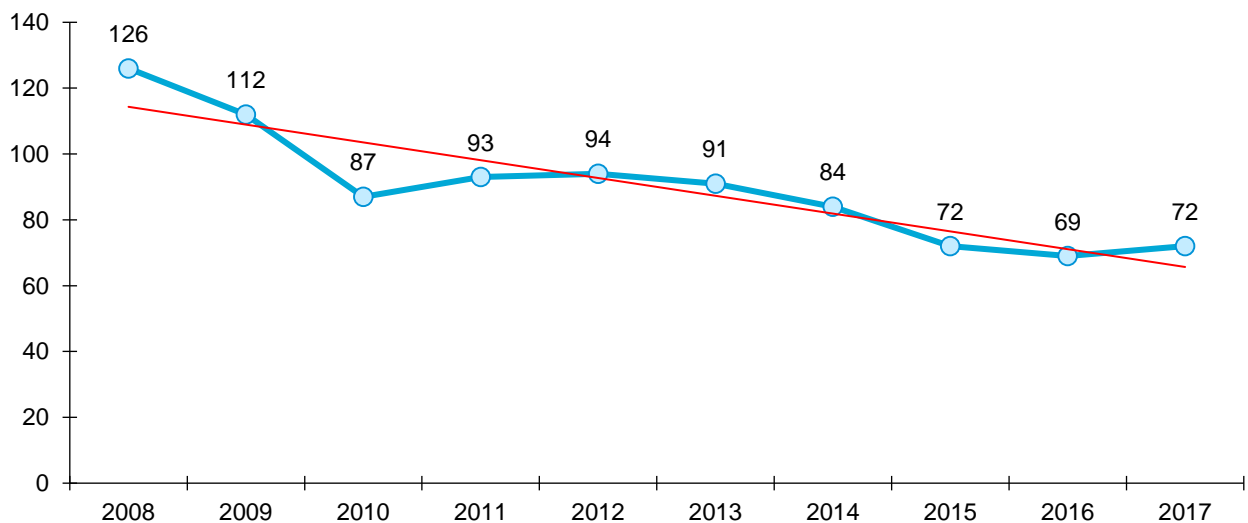
Figure 2.6 Unbelted Fatalities



Source: U.S. DOT, NHTSA STSI, 2019.

Alcohol-impaired fatalities rose by 4.3 percent from 2016 to 2017, but overall have trended downward since 2008, as shown in Figure 2.7. Alcohol-impaired fatalities with a BAC of 0.08 or higher saw a large decline from 2008 to 2010 before increasing slightly from 2010 to 2012. From 2012 to 2016, they decreased every year before increasing in 2017 to the same level as in 2015. In all, alcohol-impaired fatalities have decreased by 42.9 percent in this 10-year period.

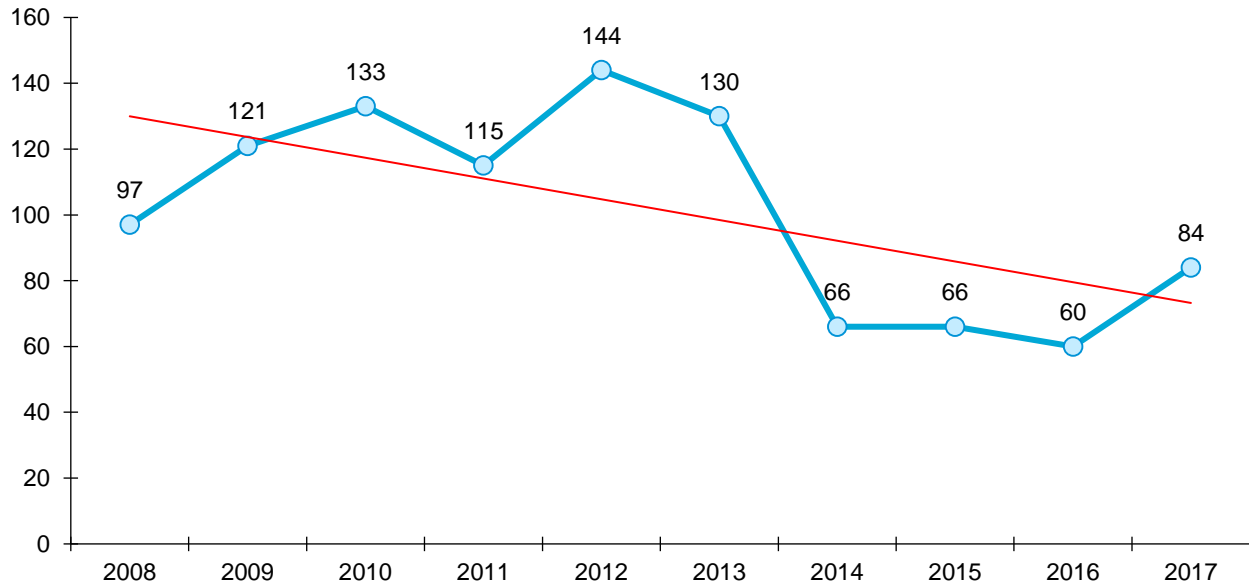
**Figure 2.7 Alcohol-Impaired Driving Fatalities
BAC=0.08+**



Source: U.S. DOT, NHTSA STSI, 2019.

Figure 2.8 shows a steady increase in speeding-related fatalities from 2008 to 2010, a decline in 2011 followed by a high of 144 in 2012. Since that peak, speeding-related fatalities decreased dramatically to as few as 60 in 2016 before increasing by 40.0 percent to 84 in 2017. Overall, from 2008 to 2017, speeding-related fatalities have decreased by 13.4 percent.

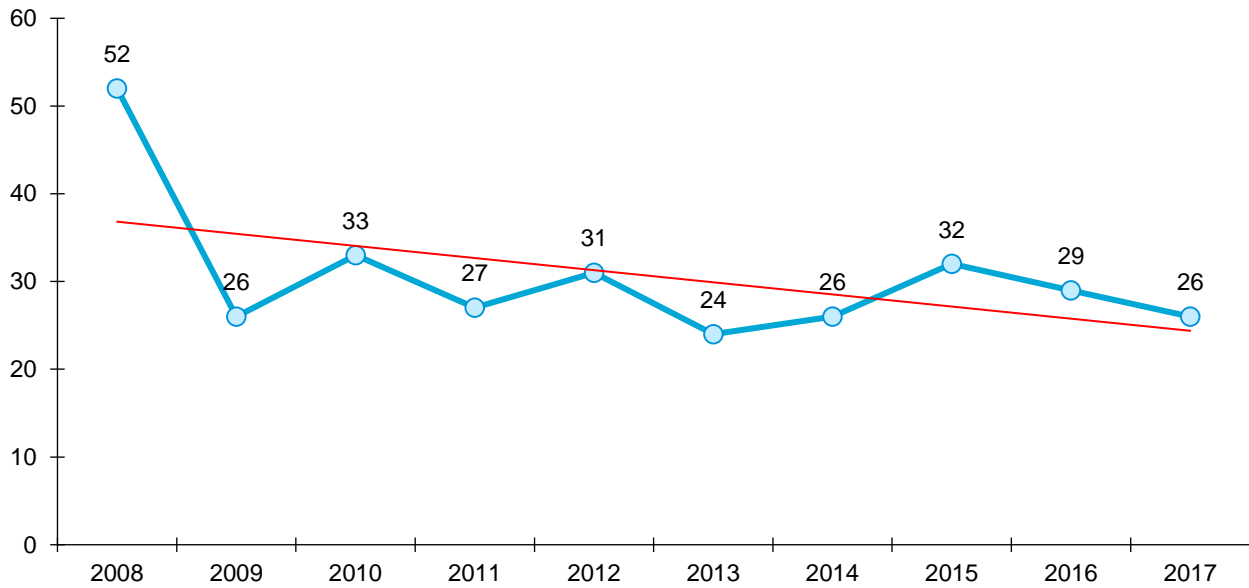
Figure 2.8 Speeding-Related Fatalities



Source: U.S. DOT, NHTSA STSI, 2019.

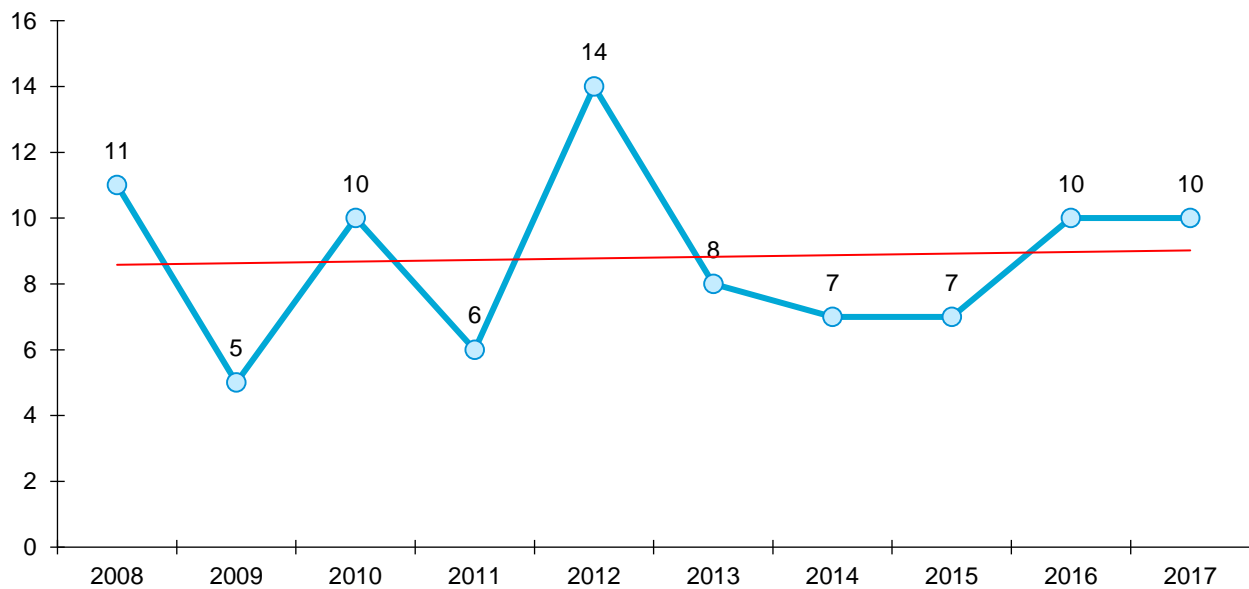
Although motorcycle fatalities have fluctuated between years, the trend line in Figure 2.9 shows an overall steady decline from 2008 to 2017. From 2016 to 2017, motorcyclist fatalities declined by 10.3 percent, from 29 to 26, with roughly 40 percent of those attributed to unhelmeted riders (Figure 2.10). The number of unhelmeted fatalities peaked at 14 in 2012 before falling to seven in 2014 and 2015 and then rising to 10 in 2016 and 2017.

Figure 2.9 Motorcyclist Fatalities



Source: U.S. DOT, NHTSA STSI, 2019.

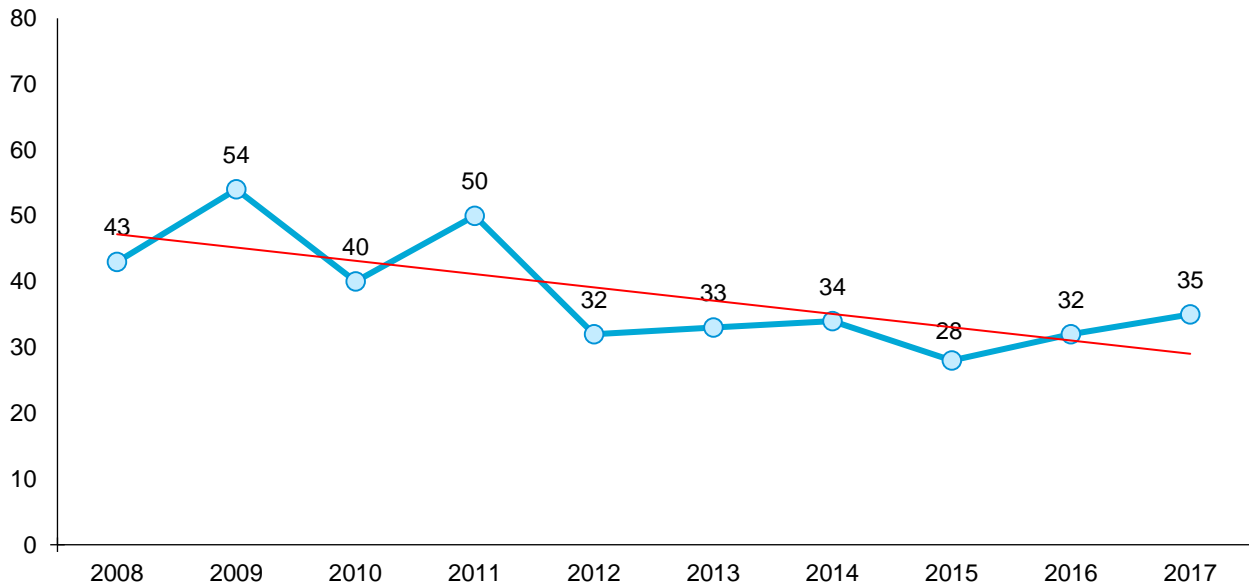
Figure 2.10 Unhelmeted Motorcyclist Fatalities



Source: U.S. DOT, NHTSA STSI, 2019.

The number of young driver-involved fatal crashes has fluctuated frequently from 2008 to 2017. Figure 2.11 shows a general downward trend with peaks in 2009 and 2011 before a sharp decline in 2012. That number then began to rise again until 2014, before falling again in 2015 and rising back up in 2016 and 2017. Young driver-involved fatal crashes increased 9.4 percent from 2016 to 2017 but fell by a total of 18.6 percent from 2008 to 2017.

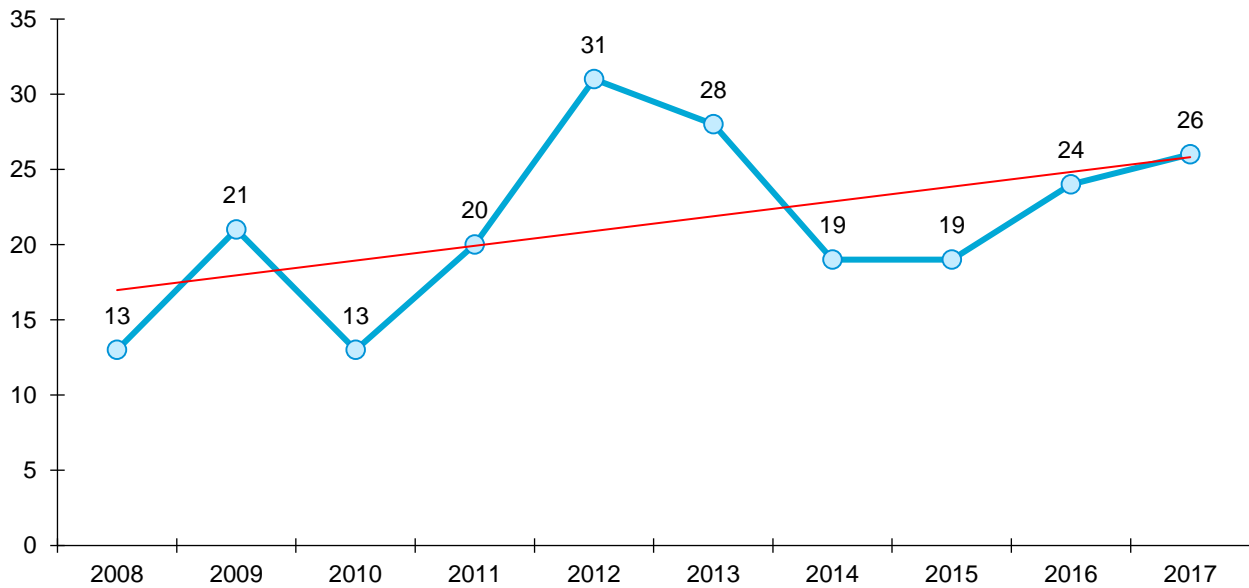
Figure 2.11 Drivers 20 Years or Younger Involved in Fatal Crashes



Source: U.S. DOT, NHTSA STSI, 2019.

From 2008 to 2017, pedestrian fatalities have fluctuated considerably. These fatalities peaked at 31 in 2012 and declined to 19 in 2014 and 2015 before rising again to 26 by 2017. Pedestrian fatalities doubled from 2008 to 2017, from 13 to 26 and increased by 8.3 percent from 2016 to 2017 (Figure 2.12).

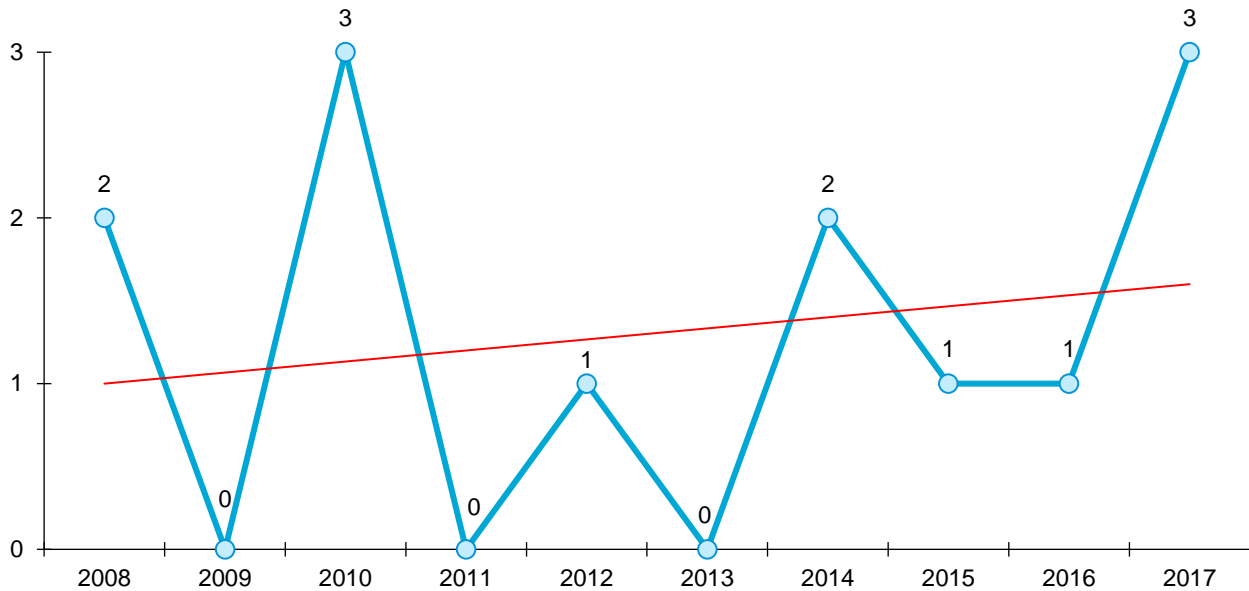
Figure 2.12 Pedestrian Fatalities



Source: U.S. DOT, NHTSA STSI, 2019.

Bicyclist fatalities have stayed in the range of 0 to 2 annually except for the three fatalities recorded in 2010 and 2017. The trend is towards one bicyclist fatality annually (Figure 2.13).

Figure 2.13 Bicyclist Fatalities



Source: U.S. DOT, NHTSA STSI, 2019.

Table 2.1 on the following page consolidates Figure 2.2 through Figure 2.3 to show trends for the required NHTSA core performance measures from 2008 through 2017. For each measure, the percent change from 2016 to 2017 and the average annual change is shown. Most noteworthy from 2016 and 2017 is the 40.0 percent increase in speeding-related fatalities and the progress made in motorcyclist fatalities which declined 10.3 percent. There is cause for concern, however, regarding the doubling in pedestrian fatalities between 2008 and 2017.

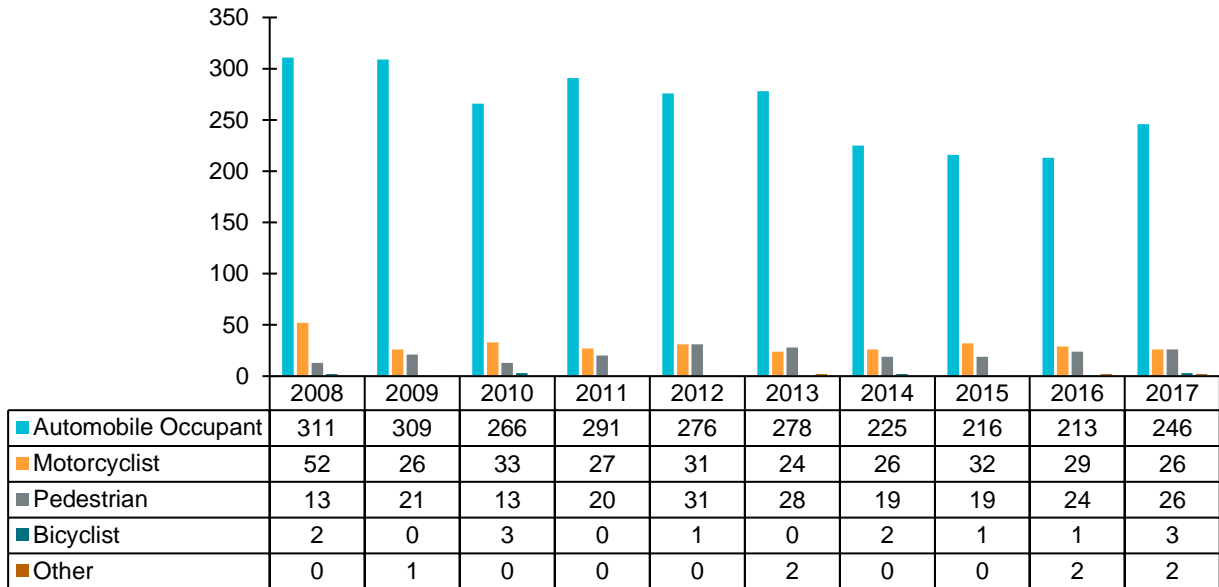
Table 2.1 West Virginia Traffic Safety Trends
2008 to 2017

Core Performance Measure	Actual										Change		
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2016–2017 Percent Change	Average Annual Change	
Outcome Measures													
C-1	Traffic Fatalities.	378	357	315	338	339	332	272	268	269	304	13.0%	-2.4%
C-2	Serious Traffic Injuries.	3,445	2,427	2,202	1,964	1,887	1,465	1,344	1,233	1,180	1,063	-9.9%	-12.2%
C-3	Fatalities/VMT.	1.82	1.82	1.64	1.78	1.76	1.73	1.42	1.35	1.38	1.59	15.5%	-1.5%
C-4	Unrestrained Passenger Vehicle-Occupant Fatalities in all Seating Positions.	156	152	131	133	137	113	93	99	80	98	22.5%	-5.0%
C-5	Alcohol-Impaired Fatalities (involving driver or a motorcycle operator with a 0.08 BAC or greater).	126	112	87	93	94	91	84	72	69	72	4.3%	-6.0%
C-6	Speeding-Related Fatalities.	97	121	133	115	144	130	66	66	60	84	40.0%	-1.6%
C-7	Motorcyclist Fatalities.	52	26	33	27	31	24	26	32	29	26	-10.3%	-7.4%
C-8	Unhelmeted Motorcyclist Fatalities.	11	5	10	6	14	8	7	7	10	10	0.0%	-1.1%
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes.	43	54	40	50	32	33	34	28	32	35	9.4%	-2.3%
C-10	Pedestrian Fatalities.	13	21	13	20	31	28	19	19	24	26	8.3%	8.0%
C-11	Bicycle Fatalities.	2	0	3	0	1	0	2	1	1	3	200.0%	4.6%
Behavior Measure													
B-1	Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	87.0%	82.1%	84.9%	84.0%	82.2%	87.8%	89.0%	86.8%	89.7%	90.5%	0.8%	0.4%

Source: NHTSA FARS, 2018, NHTSA STSI, 2019, West Virginia GHSP, and 2018 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 motorhomes only) continue to be the road user group that experienced the highest number of fatalities by a large margin, as shown in Figure 2.14. Fatalities involving this group, however, have declined by 20.9 percent from 2008 to 2017.

Figure 2.14 Fatalities by Roadway User Group



Source: U.S. DOT, NHTSA STSI, 2019.

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 82.61¹ square miles. The State has 38,854 miles of public highway with the vast majority being rural two-lane roadways.² West Virginia’s mountainous terrain, narrow roadways, and small shoulder areas also create special highway safety challenges. West Virginia has 37 non-Federal, short term, acute care hospitals³, two of which are Level I Trauma Centers, three are Level II, three are Level III, 26 are Level IV Trauma Centers,⁴ and one hospital which is not certified.

The 2013 to 2017 American Community Survey Estimates indicates the State’s population is 1,836,843, an increase of 1.6 percent from 1,808,344 reported in the 2000 U.S. Census.

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

² Federal Highway Administration (<https://www.fhwa.dot.gov/policyinformation/statistics/2017/pdf/hm10.pdf>).

³ American Hospital Directory (https://www.ahd.com/state_statistics.html).

⁴ Bureau of Public Health/Office of EMS website (<https://www.wvoems.org>).

Table 2.2 shows slightly more females than males with the overwhelming majority being white. Table 2.3 shows that the number of licensed drivers decreased by 0.1 percent from 2008 to 2017, while the number of registered vehicles increased by 10.7 percent and VMT decreased by 8.2 percent.

Table 2.2 Population

Demographic Group	Population
Total population	1,836,843
Male	907,621
Female	929,222
Black alone	65,300
White alone	1,714,591
Hispanic (of any race)	27,021
Asian alone	14,096

Source: U.S. Census Bureau, 2013 to 2017 American Community Survey 5-Year Estimates.

Table 2.3 Licensing and Motor Vehicles

Year	Licensed Drivers	Registered Motor Vehicles	Vehicle Miles Traveled (In Millions)
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	19,827
2016	1,300,878	1,838,160	19,539
2017	1,291,271	1,867,478	19,072
2018	1,280,937	1,891,665	19,156

Source: West Virginia DOT Annual Report, 2018.

Core Performance Measures

Table 2.4 identifies the program areas with related core performance and behavioral measures, which will be emphasized in West Virginia's FFY2020 HSP and how each will be measured. These performance measures mirror the 11 outcome and one 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.

Table 2.4 Core Performance Measures FFY2020

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

Supporting Data

Additional data sources used by the GHSP and safety stakeholders include the NHTSA FARS and STSI websites, Federal Highway Administration (FHWA) VMT data, West Virginia Observational Survey of Seat Belt Use, U.S. Census data, American Community Survey Five-Year Estimates data, NHTSA assessments, research reports and Traffic Safety Facts, other State HSPs and Annual Evaluation Reports, and West Virginia State agency databases and reports.

The majority of the traffic-related data (crashes, fatalities, and injuries) is collected by West Virginia's 290 law enforcement agencies. The largest agency is the West Virginia State Police that has 633 sworn officers housed in 8 troops and further divided into 63 detachments. Each of the 55 West Virginia counties has a sheriff's department varying in size from 3 officers to 100. There are 172 municipal police departments, with the largest having 161 officers and the smallest having 1 officer. All these agencies have the responsibility of enforcing traffic laws. Currently, West Virginia has 3,416 sworn police officers.

Table 2.5 lists the data sources used to develop West Virginia's HSP.

Table 2.5 HSP Data Sources

Federal	West Virginia	Other
<ul style="list-style-type: none"> • Fatality Analysis Reporting System (FARS) • State Traffic Safety Information (STSI) • FHWA VMT Data • West Virginia Observational Survey of Seat Belt Use • U.S. Census Data • American Community Survey Five-Year Estimates • NHTSA Assessments Reports and MAP-21/FAST Act Guidance • NHTSA HSP Approval Letter 	<ul style="list-style-type: none"> • Crash and Injury • Licensing • Vehicle • Citation • Court System • Treatment • Trauma Registry • Alcohol Sales—Underage Buy Rate • Strategic HSP • State Legislation and Policy • Population • Observational Surveys • Sobriety Checkpoints, Directed/Saturation Patrols 	<ul style="list-style-type: none"> • Publications and Studies (i.e., Countermeasures That Work) • Other State’s HSPs and Annual Evaluation Reports

2.3 Performance Measure and Target-Setting Process

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

2.4 Countermeasure and Strategy Selection Process

Selection Process

At least two times throughout the year, GHSP staff conducts roundtable meetings with the five Regional Traffic Safety Program staff, representatives of the three Regional Law Enforcement Programs, seven West Virginia State Police coordinators, and other local stakeholders to review recent crash trends and emerging issues, gather input on safety problems, review grant activity, and discuss effective

countermeasures. In addition to these focused discussions, GHSP also serves on the 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.

Grantee Risk Assessment

The GHSP, as a pass-through entity, will issue grants to its subrecipients using the following guidance found in 2 CFR 200.331 and Risk Assessment tool and procedures in the GHSP Administrative Manual. These procedures will apply to any sub-award given by the initial sub-recipient.

- (a) All requirements imposed by the pass-through entity on the sub-recipient so that the Federal award is used in accordance with Federal statutes, regulations and the terms and conditions of the Federal award and any additional requirements that the pass-through entity imposes on the sub-recipient in order for the pass-through entity to meet its own responsibility to the Federal awarding agency, including identification of any required financial and performance reports;
- (b) A requirement that the sub-recipient permit the pass-through entity and auditors to have access to the sub-recipient's records and financial statements as necessary for the pass-through entity to meet the requirements of this part; and appropriate terms and conditions concerning closeout of the sub-award.

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

- 1) The sub-recipient's prior experience with the same or similar sub-awards.
 - 2) The results of previous audits, including whether or not the sub-recipient receives a Single Audit in accordance with Subpart F-Audit Requirements of this part, and the extent to which the same or similar sub-award has been audited as a major program.
 - 3) Whether the sub-recipient has new personnel or new or substantially changed systems.
 - 4) The extent and results of Federal awarding agency monitoring (e.g., if the sub-recipient also receives Federal awards directly from a Federal awarding agency).
- (c) Consider imposing specific sub-award conditions upon a subrecipient if appropriate as described in §200.207-specific conditions.
 - (d) Monitor the activities of the sub-recipient as necessary to ensure that the sub-award is used for authorized purposes, in compliance with Federal statutes, regulations, and the terms and conditions of the sub-award; and that sub-award performance goals are achieved. Pass-through entity monitoring of the sub-recipient must include:
 - 1) Reviewing financial and performance reports required by the pass-through entity.

- 2) Following-up and ensuring that the sub-recipient takes timely and appropriate action on all deficiencies pertaining to the Federal award provided to the sub-recipient from the pass-through entity detected through audits, onsite reviews, and other means.
 - 3) Issuing a management decision for audit findings pertaining to the Federal award provided to the sub-recipient from the pass-through entity as required by §200.521 Management decision.
- (e) Depending upon the pass-through entity's assessment of risk posed by the subrecipient (as described in paragraph b) of this section), the following monitoring tools may be useful for the pass-through entity to ensure proper accountability and compliance with program requirements and achievement of performance goals:
- 1) Providing sub-recipients with training and technical assistance on program-related matters.
 - 2) Performing onsite reviews of the sub-recipient's program operations.
 - 3) Arranging for agreed-upon-procedures engagements as described in §200.425 Audit services.
- (f) Verify that every sub-recipient is audited as required by Subpart F-Audit Requirements of this part when it is expected that the sub-recipient's Federal awards expended during the respective fiscal year equaled or exceeded the threshold set forth in §200.501 Audit requirements.
- (g) Consider whether the results of the sub-recipient's audits, onsite reviews, or other monitoring indicate conditions that necessitate adjustments to the pass-through entity's own records.
- (h) Consider taking enforcement action against noncompliant sub-recipients as described in §200.338 Remedies for noncompliance of this part and in program regulations.

2.5 Coordination with the Strategic Highway Safety Plan

The West Virginia Department of Highway's Traffic Engineering Division is responsible for, and oversees, the SHSP update and implementation process. An SMTF comprised of State and Federal agencies updated the State's SHSP for 2017 to 2021. Agencies involved in the update process included:

- Alcohol Beverage Control Administration
- Beckley Police Department (Local Law Enforcement Representative)
- Department of Education
- Department of Health and Human Resources
- Division of Highways
- Division of Motor Vehicles
- Federal Highway Administration, West Virginia Division
- Federal Motor Carrier Safety Administration (FMCSA), 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 (CDDP)
- 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 also was 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
- Highway Safety Data



The updated SHSP complies with the FAST Act requirements. A separate implementation plan will be developed outlining the specific process and performance measures the State will evaluate along with a marketing and communications plan.

During the SHSP update process, alignment of the three common safety performance measures (number of fatalities, serious injuries, and fatalities per 100 million VMT), were discussed to ensure consistency between the SHSP, HSP, and 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.

2.6 Other Funding Sources

The West Virginia CDDP was established in 1986 by an act of the West Virginia Legislature (Chapter §15-2-40 of the West Virginia Code). Funds are generated through a six percent excise tax on the

sale of liquor and wine and funding for impaired driving projects is available through a quarterly application process by any law enforcement agency in West Virginia. The Governor's Representative for Highway Safety and the GHSP Director are members of the Board of Directors (eight members) for the CDDP. The GHSP encourages West Virginia law enforcement agencies to apply to the CDDP. The CDDP works directly with the GHSP in coordinating and planning the GHSP Sustained Enforcement Plan. State funding (spending authority) for CDDP projects is approximately \$1.3 million annually.

The Division of Highways provided \$2,000,000 (HSIP funds) to GHSP to address distracted driving (\$1,500,000) and work zone safety (\$500,000) in FFY2016. In FFY2019, the Division of Highways awarded an additional \$500,000 to GHSP for work zone safety. Unspent funds (approximately \$400,000) will carry over to FFY2020.

2.7 Evidence-Based Traffic Safety Enforcement Program

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



Data-Driven Problem Identification

In the statewide problem identification process used in the development of the HSP, data analyses are used to identify who is overinvolved 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 the GHSP.

Each Regional Traffic Safety Coordinator and Regional Law Enforcement grantee will assign enforcement activities based upon measurable data provided to them by the GHSP. The RTSC and the Regional Law Enforcement grantees 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 must address the problem detailed in the agreement. The enforcement effort and progress will be monitored by the GHSP Program Managers.

Implementation of Evidence-Based Strategies

To ensure enforcement resources are deployed effectively, law enforcement agencies are directed to implement data-driven, evidence-based strategies. The HSP narrative outlines West Virginia's broad approach to address key problem enforcement areas and guides local jurisdictions to examine local data and develop appropriate countermeasures (using NHTSA's *Countermeasures That Work* and other proven resources) for their specific problem area(s). Examples of proven strategies include targeted enforcement focusing on specific violations, such as distracted driving and speeding, or on specific times of day when more violations occur, such as nighttime-impaired driving road checks and seat belt enforcement. High-

visibility enforcement, including participation in national seat belt and impaired driving mobilizations, also is required. Several State-mandated enforcement blitzes also are included. The Data-Driven Approach to Crime and Traffic Safety (DDACTS) model and other strategies that use data to identify high-crash locations also are 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. Multijurisdictional enforcement efforts are encouraged and supported by the GHSP.

Details regarding West Virginia's occupant protection-related evidence-based enforcement strategies are on pages 41 through 45, and similar information for impaired driving enforcement strategies are on pages 66 through 75. Further details other enforcement efforts can be found in other program areas. As required by 23 CFR Part 1300 (d)(5), the projects that collectively are a part of the evidence based TSEP are identified by the blue badge logo throughout Section 3.0.



Continuous Monitoring

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 five Regional 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 LELs and the State LELs. (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.

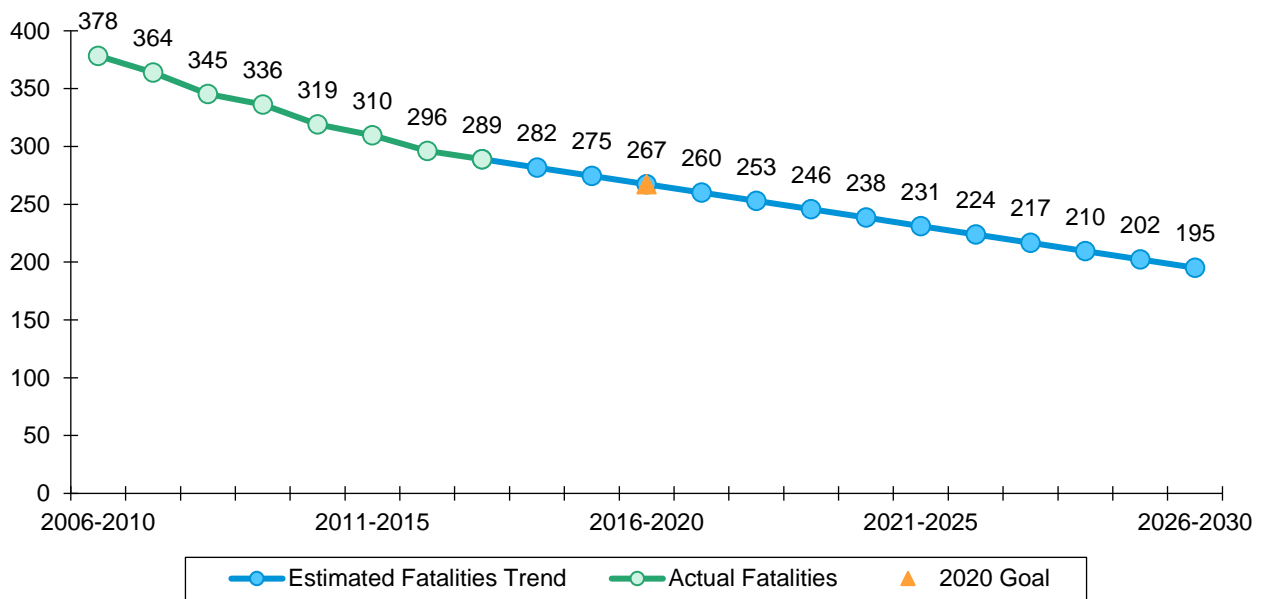
The GHSP is aware of the issue of unsecured loads raised in the FAST Act and will discuss the dangers of unsecured loads with our Regional Traffic Safety Program Coordinators and their law enforcement partners to remind them to enforce the laws regarding unsecured loads.

3.0 Highway Safety Performance Plan

3.1 Highway Safety Performance Targets for FFY2020

As noted in Section 2.3, the GHSP previously adopted zero fatalities as a long-term goal with an interim goal of reducing fatalities by one half by 2030, using 2006 to 2010 as a five-year average base. This equates to an annual reduction of approximately 3.2 percent. Figure 3.1 and Figure 3.2 show the effects of this 3.2 percent annual reduction. The 2020 performance targets for the three core performance measures (total fatalities, serious injuries, and fatality rate), agreed upon by the GHSP and DOH as required by the FAST Act, can be found in Table 3.1.

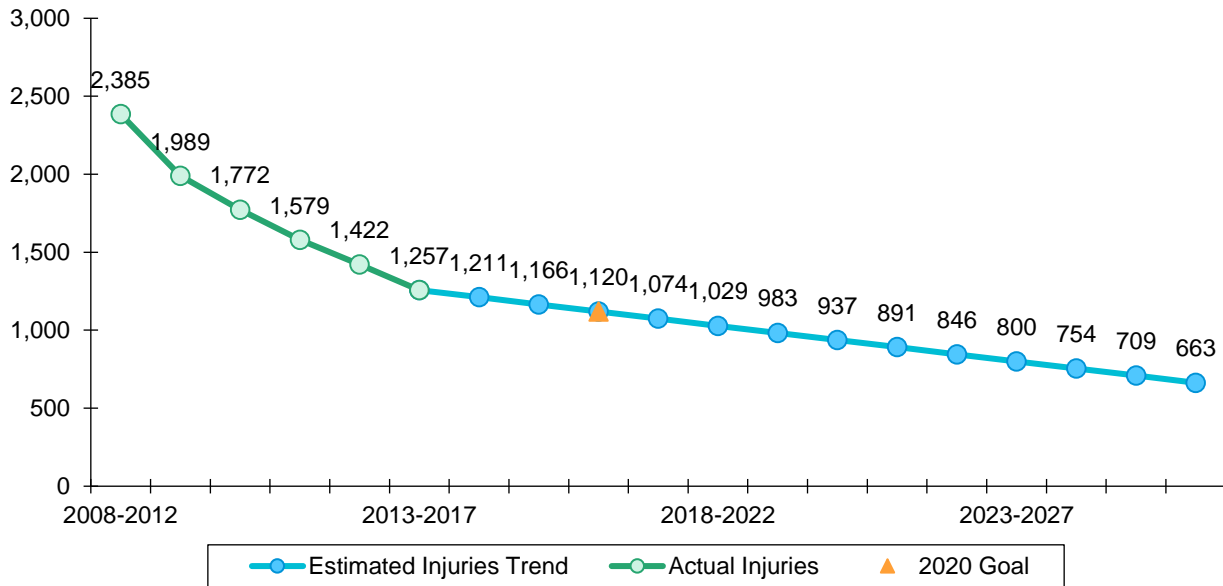
Figure 3.1 Total Fatalities Performance Target Through 2030



Source: West Virginia DOT, Division of Highways, NHTSA STSI, 2019.

Figure 3.2 shows serious injury goals through 2030. The line represents the trend for both “A” and “B” injuries. This is representative of how the State previously defined serious injuries.

Figure 3.2 Serious Injuries Performance Target Through 2030



Source: West Virginia Department of Transportation, Division of Highways, NHTSA STSI, 2019.

Note: As of 2007, serious injuries are defined as “A” injuries only.

Selected Performance Targets and Justification

NHTSA encourages States to consider and adjust trend lines and performance targets if necessary when major legislation is passed or major changes in the number of fatalities and serious injuries occur. It is possible that some of these reductions can be attributed to the passage of DUI legislation in 2014, which allows DUI offenders who waive their administrative hearings to “opt in” for Ignition Interlock participation without serving any hard-time license revocation. Mandatory interlock participation is required for all repeat DUI offenders (10-year look back period) and all first offense DUI offenders with a BAC of 0.15 or greater. Offenders who opt in must receive additional Interlock participation time proportionate with the hard-time revocation required for the type DUI offense for which they are charged. The reduction in fatalities, however, has been in more than impaired driving, West Virginia has achieved reductions in almost all program areas.

Table 3.1 shows the performance targets for the 2020 HSP. The core performance measure targets were developed with the goal of attaining a 50 percent reduction in fatalities from 390 (2005 to 2009 average) by 2030, reducing the rate of fatalities per VMT in a manner corresponding to a 50 percent reduction in the number of fatalities based on a projected 0.44 percent yearly VMT increase, from 1.494 Fatalities/ HMVMT to 0.989 Fatalities/HMVMT by 2030, and a 66 percent reduction in serious injuries from 1,989 (2009 to 2013 average) by 2030, which also are the goals for the Strategic Highway Safety Plan. Given the many reductions West Virginia has achieved in each program area, and the collaborative efforts that resulted from the recent SHSP update, the GHSP believes these targets are attainable.

Except for core outcome measure B-1, all figures reflect the most recent FARS figures as shown on the [NHTSA STSI website](#).

Table 3.1 FFY2020 Performance Measures and Targets

CORE OUTCOME MEASURES		2013	2014	2015	2016	2017	
C-1	Traffic Fatalities (FARS)	Annual	332	272	268	269	304
		5-Year Moving Average	336.2	319.2	309.8	296	289.0
To decrease traffic fatalities by 7.5 percent from 289 (2013–2017 average) to 267 (2016–2020 average).							
C-2	Serious Injuries in Traffic Crashes (State Crash File)	Annual	1465	1344	1233	1180	1063
		5-Year Moving Average	1989.0	1772.4	1578.6	1421.8	1257.0
To decrease serious traffic injuries by 11 percent from 1,257 (2013–2017 average) to 1,120 (2016–2020 average).							
C-3	Fatalities/VMT (FARS/FHWA).	Annual	1.726	1.423	1.352	1.377	1.594
		5-Year Moving Average	1.778	1.688	1.624	1.535	1.494
		Rural	2.15	1.83	1.95	1.69	N/A
		Urban	1.13	0.84	0.77	1.04	N/A
To decrease fatalities/100 VMT by 1 percent from 1.494 (2013–2017 average) to 1.482 (2016–2020 average).							
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	113	93	99	80	98
		5-Year Moving Average	133	121	115	104	97
To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 2 percent from 97 (2013–2017 average) to 95 (2016–2020 average) by December 31, 2020.							
C-5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	91	84	72	69	72
		5-Year Moving Average	95	90	87	82	78
To decrease alcohol-impaired driving fatalities by 3 percent from 78 (2013–2017 average) to 75 (2016–2020 average) by December 31, 2020.							
C-6	Speeding-Related Fatalities (FARS)	Annual	130	66	66	60	84
		5-Year Moving Average	129	118	104	93	81
To decrease speeding-related fatalities by 10 percent from 81 (2013–2017 average) to 73 (2016–2020 average) by December 31, 2020.							
C-7	Motorcyclist Fatalities (FARS)	Annual	24	26	32	29	26
		5-Year Moving Average	28	28	28	28	27
To decrease motorcyclist fatalities by 7 percent from 27 (2013–2017 average) to 25 (2016–2020 average) by December 31, 2020.							
C-8	Unhelmeted Motorcyclist Fatalities (FARS)	Annual	8	7	7	10	10
		5-Year Moving Average	9	9	8	9	8
To decrease unhelmeted motorcyclist fatalities by 14 percent from 8 (2013–2017 average) to 7 (2016–2020 average) by December 31, 2020.							
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	Annual	33	34	28	32	35
		5-Year Moving Average	42	38	35	32	32
To decrease drivers age 20 or younger fatalities by 3 percent from 32 (2013–2017 average) to 31 (2016–2020 average) by December 31, 2020.							
C-10	Pedestrian Fatalities (FARS)	Annual	28	19	19	24	26
		5-Year Moving Average	23	22	23	24	23
To decrease pedestrian fatalities by 12.5 percent from 23 (2013–2017 average) to 20 (2016–2020 average) by December 31, 2020.							
C-11	Bicyclist Fatalities (FARS)	Annual	0	2	1	1	3
		5-Year Moving Average	1	1	1	1	1
Maintain bicyclist fatalities at one (2013–2017 average) through the 2016–2020 average by December 31, 2020.							
CORE BEHAVIOR MEASURE		2014	2015	2016	2017	2018	
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	87.8%	89.0%	86.8%	89.7%	90.5%
Increase observed seat belt use for passenger vehicles by 1 percent from 90.5 percent to 91 percent by December 31, 2020.							

4.0 Highway Safety Strategies and Projects for FFY2020

Based on data analysis, behavioral survey findings, and discussions with key partners and stakeholder groups, West Virginia's FFY2020 HSP addresses the following program areas: impaired driving, occupant protection, speeding, motorcycle safety, novice drivers (under 21 years of age), traffic records, distracted driving, pedestrian and bicyclist safety, and work zone safety. This supports two of the three emphasis areas in West Virginia's SHSP, which calls upon the West Virginia GHSP and its partners to address driver behavior (impairment, belt use, inexperience), and special users (pedestrians, bicyclists, and motorcyclists). Additionally, the 2020 HSP outlines how enforcement, education, and data will be used to achieve the identified performance measures and targets.

The following sections provide details on each program area's performance targets and measures, strategies, project descriptions, and funding levels and sources. The project descriptions at the end of each program area include citations referencing the performance targets and evidence of effectiveness. The performance targets are numbered in each of the program area descriptions and the same numbering is followed in the program/project description. Furthermore, unique identifiers are noted for each project. A glossary for the unique identifiers can be found in Section 6, Table 6.3.

West Virginia used the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Ninth Edition, 2017 as a reference to aid in selection of effective, evidence-based countermeasure strategies for the program areas presented in Section 3.0. Citations referencing Countermeasures That Work (CTW), followed by the chapter and related countermeasure section (e.g., CTW, Chapter 2, and Section 2.1), are identified in the program/project descriptions. Please note that CTW is not referenced for Planning and Administration activities. This edition of [Countermeasures That Work](#) can be viewed on the NHTSA website.

A project task list for each program area follows the project descriptions and includes the estimated project award by funding source(s) for each FFY2020 project.

4.1 Regional Traffic Safety Programs

Overview

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

The State is divided into eight regions based on geography and demographics. Table 4.1 identifies each region by number and subgrantee and details the population and square miles serviced by each program.

Table 4.1 Population and Area by Region

Region	Population	Percent of State	Area (Square Miles)	Percent of State
1	190,223	10.28%	902	3.75%
2	272,704	14.74%	2,465	10.25%
3	86,237	4.66%	366	1.52%
4	162,106	8.76%	1,328	5.52%
5	429,193	23.20%	6,551	27.25%
6	267,705	14.47%	3,484	14.49%
7	275,950	14.91%	5,295	22.03%
8	166,208	8.89%	3,649	15.18%
	1,850,326	100.00%	24,038	100.00%

Source: West Virginia GHSP, 2019.

In 2017, according to the West Virginia Traffic Information System (TRIS), West Virginia had 34,559 crashes, causing 14,096 injuries and 304 fatalities. Table 4.2 shows the distribution of fatalities among the eight regions.

Table 4.2 Fatalities by Region

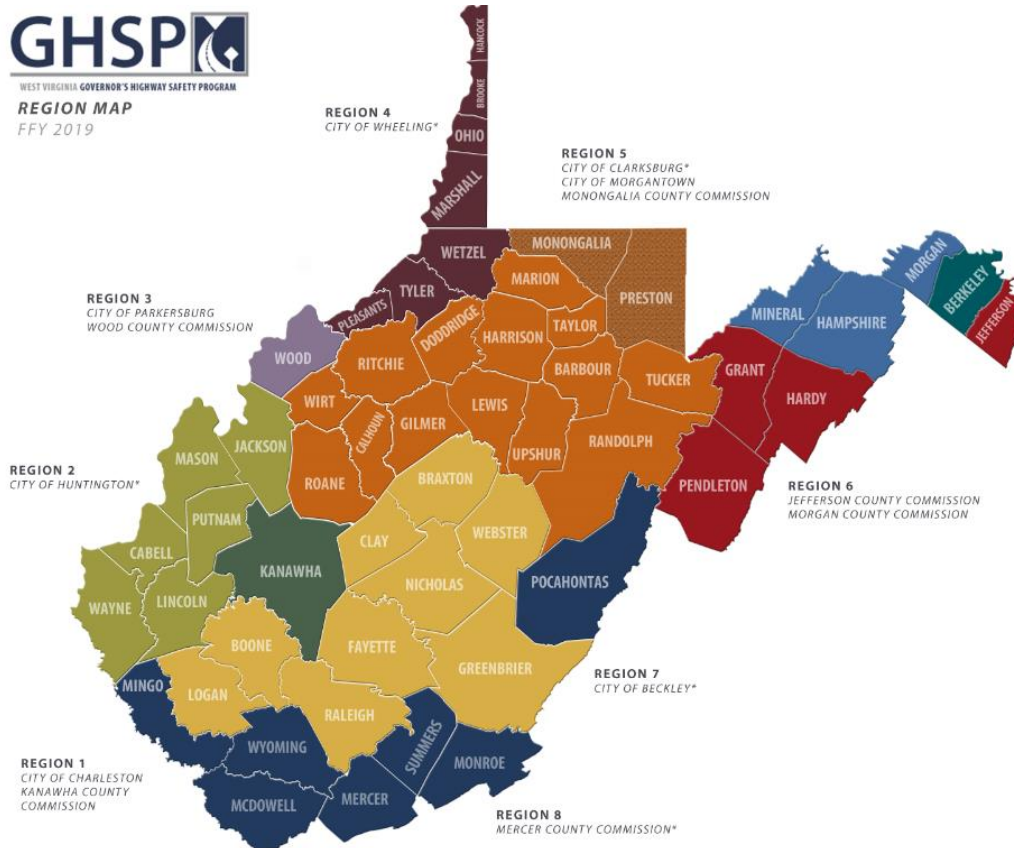
Region	2013	2014	2015	2016	2017	2018 ¹	Average (2013–2018)
1	32	20	24	21	31	40	28
2	45	48	41	33	55	46	45
3	9	15	8	8	10	7	10
4	21	15	20	9	18	13	16
5	81	52	57	77	68	55	65
6	43	37	40	46	31	44	40
7	71	50	50	52	55	61	57
8	30	35	28	23	36	30	30

Source: West Virginia TRIS.

¹ 2018 Fatalities are Preliminary.

In FFY 2020, the GHSP will continue to fund traffic safety initiatives through five Regional Traffic Safety Programs and three Regional Law Enforcement Programs (one Regional Law Enforcement Program is split into three sections) throughout West Virginia covering all 55 counties as shown in Figure 4.1 below.

Figure 4.1 Regional Traffic Safety Program Locations



Source: West Virginia GHSP, 2019.

GHSP will fund the traffic safety activities of three law enforcement officers - two in Jefferson County and one in Morgan County. The GHSP and the two Sheriffs will meet regularly to plan joint enforcement efforts and for Priority mobilizations. The officers' only duties, other than reacting to emergency issues, will be traffic-safety-related and data driven. Their priorities will be impaired driving, occupant protection, distracted driving, speed enforcement, aggressive driving, and other highway-safety-related issues as they are identified or developed. These other issues will be monitored and addressed by the GHSP and the Sheriffs or their designee.

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 five Regional Traffic Safety Programs and three Regional Law Enforcement Programs and have priority status within each of these programs.

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

A description of the Regional Traffic Safety Program Project Coordinator's responsibilities details how each program works with and distributes grant funds to grantees and how the grantees' projects selected for funding support the overall State goals and performance measures. Each Project Coordinator is responsible for overseeing evidence-based law enforcement programs within their region. These data-driven traffic safety enforcement programs prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents.

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

Performance Targets

1. Reduce fatalities/100 VMT by 1 percent from 1.494 (2013–2017 average) to 1.482 by December 31, 2020.
2. Reduce alcohol-impaired driving fatalities three percent from 78 (2013–2017 average) to 75 by December 31, 2020.
3. Reduce unrestrained passenger vehicle occupant fatalities in all seat positions by 2 percent from 97 (2013–2017 average) to 95 by December 31, 2020.
4. Reduce pedestrian fatalities by 12.5 percent from 23 (2013–2017 average) to 20 by December 31, 2020.
5. Maintain bicyclist fatalities at 1 (2013–2017 average) to 1 by December 31, 2020.

Strategies

Each Regional Traffic Safety Project supported with GHSP funds is required to conduct the activities detailed on pages 36 to 40 within their assigned region. All Regional Traffic Safety Projects include funding to support a Project Coordinator who is responsible for coordination of the regional program and the GHSP required activities. The Project Coordinators are 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 on file in the Coordinator's office).
6. Develop and support one 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).
 - b. Other surveys as needed/required.
9. Obtain a signed Conditions and Assurances/subgrantee contract from all grant funded 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
 - g. Calendar of Upcoming Events

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

11. Complete a subgrantee risk assessment report on all subgrantees 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 PI&E activity.
8. Conduct or facilitate Retail Alcohol Training Activities (i.e., TIPS, We Card).
9. Assist local law enforcement agencies in obtaining funding from the 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 GHSP and the CDDP's PBT Project. The project provides preliminary breath tests (PBT) 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 PBTs 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 *FFY2020 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 Stations 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 CPS 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 items 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.



Programs and Projects

Target: 1, 2 3, and 4

Unique Identifier: CT-01

Project Numbers: F20-HS-02, F20-HS-04, F20-HS-05, F20-HS-07, and F-20-HS-14.

Project Title: Regional Traffic Safety Programs.

Description: The five Regional Traffic Safety Programs coordinate and implement traffic safety programs within their region in collaboration with the West Virginia State Police, GHSP LEL, local law enforcement agencies, CPS technicians, schools, and safety stakeholders. Regional Traffic Safety Program Coordinators support implementation of the State’s *FFY2020 Strategic Occupant Protection Plan*, *FFY2020 Evidence-Based Enforcement Program Plan for DUI, Target Red*, and other traffic safety initiatives, coordinate and provide training, facilitate earned media activities, and create innovative ideas and activities to aid their region in meeting the State’s traffic safety performance targets.

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

Evidence of Effectiveness: N/A

Funding Source/Amount: 402—\$850,000

Match Amount: \$1,325,000⁵ **MOE:** \$0

Indirect Cost: \$0 **Local Benefit:** \$850,000

Table 4.3 Matching Funds by Regional Traffic Safety Program

Source of Matching Funds	Funding Sources	Estimated Amount
In-Kind Match, PR, etc./Huntington Region 2	Grantee Tracks	\$200,000
In-Kind Match, PR, etc./Wheeling Region 4	Grantee Tracks	\$400,000
In-Kind Match, PR, etc./Clarksburg Region 5	Grantee Tracks	\$600,000
In-Kind Match, PR, etc./Beckley Region 7	Grantee Tracks	\$75,000
In-Kind Match, PR, etc./Mercer County Region 8	Grantee Tracks	\$50,000

Source: West Virginia GHSP, 2019.

4.2 Occupant Protection

Overview

In 2015, West Virginia reached an 89.0 percent observed seat belt usage rate, something the State had not attained since 2007 and 2008 when it reached 89.6 and 89.5 percent respectively. However, West Virginia’s 2016 observed seat belt use rate dipped to 86.8 percent before increasing to 89.7 percent in 2017 and an historic high of 90.5 percent in 2018. The GHSP and its many partners remain committed to increasing the State’s seat belt use rate again in FFY2020.

West Virginia’s annual scientific seat belt survey is described in the report titled “2018 Observational Survey of Safety Belt Use” prepared by Cambridge Systematics, Inc. Based on the results of the seat belt survey conducted in 2018, it was reported that:

⁵ Table 4.3 provides the match amount for all responsibilities listed above for each Regional Traffic Safety Program.

- 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 to be observed wearing a safety belt compared to occupants in other types of vehicles.
- Primary roadways showed the highest observed seat belt usage rate (95.2 percent) while secondary roadways had the lowest observed seat belt usage rate (89.8 percent).

From 2013 to 2017, an average of 289 motor vehicle fatalities have occurred on the State’s roadways. During the same five-year period, the yearly average number of passenger fatalities that were unrestrained was 97 (34 percent), many of whom would have likely survived had they been belted. Males between the ages of 16 and 35 are overrepresented in motor vehicle fatalities and crashes in West Virginia. Most of the fatal crashes are single vehicles departing off two-lane rural roads, with pick-up trucks being overrepresented. The majority of crashes in which occupants were unrestrained occur on weekend nights. While most of these crashes are due to failure to maintain control, speed, impairment, and failure to obey traffic control devices, the nonuse of seat belts contributes to the fatalities and serious injuries that occur because of these crashes, as evidenced by lower use rates in rural areas by young males, mostly in pick-up trucks.

Occupant protection-related data are available in Table 4.4.

Table 4.4 Occupant Protection Fatalities and Seat Belt Usage

Core Performance Measure	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Unrestrained Passenger Vehicle Occupant Fatalities in All Seating Positions	152	131	133	137	113	93	99	80	98	N/A
Statewide Observed Seat Belt Use (Front Seat Outboard Occupants)	87.0%	82.1%	84.9%	84.0%	82.2%	87.8%	89.0%	86.8%	89.7%	90.5%
Seat Belt Citations Issued ¹		3,309	3,741	5,190	9,099	15,862	15,002	12,506	11,213	10,094
Child Safety Seat Citations Issued		297	293	317	411	420	285	265	255	152

Source: GHSP.

¹ These totals are for all grant-funded activity, not just activity during seat belt enforcement.

Performance Targets

1. Decrease unrestrained passenger vehicle occupant fatalities in all seat positions by 2 percent from 97 (2013–2017) to 95 by December 31, 2020.
2. Increase observed seat belt use for passenger vehicles by 1 percent from 90.5 percent in 2018 to 91 percent in 2020.

Strategies

Proper and consistent use of seat belts and child safety seats is known to be the single most effective protection against death and a mitigating factor in the severity of traffic crashes. The GHSP has revised the comprehensive *FFY2020 Strategic Occupant Protection Plan* (described in this section) to reduce injuries and fatalities by increasing seat belt and child passenger restraint use. This continual, multi-year plan is evaluated on an annual basis, with changes made as needed. This comprehensive approach utilizes city, county, and State law enforcement agencies, five RTSC, community partners, and the media, and will be coordinated statewide by the GHSP Occupant Protection Coordinator and GHSP LEL.

An Occupant Protection Assessment was conducted in West Virginia April 12 to April 17, 2015, with plans to schedule another within the next two fiscal years. Several of the assessment recommendations have been included in the *FFY2020 Strategic Occupant Protection Plan*. The plan's activities will cover the entire State in a comprehensive, sustained, and strategic manner through implementation of the following components:

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

Each of these activities is discussed below and occurs in or serves rural populations. While the physical address for many of these may be in an urban area, they serve rural communities as well. Additionally, the majority of West Virginia's 134 seat belt survey sites are located in rural locations.

Evidence-Based High-Visibility Enforcement Activities

Each of the RTSC will arrange a minimum of at least one seat belt enforcement activity in each of their areas no less frequently than every two weeks. The seven West Virginia State Police coordinators will arrange a minimum of one seat belt enforcement activity within each of their troop areas every two weeks also. Nighttime enforcement will be encouraged; however, the enforcement activities will be conducted primarily during daylight hours and in high-crash location areas. Enforcement activities will focus on roadways that produced low seat belt use rates, as determined by the annual scientific seat belt survey. The GHSP LEL will coordinate the efforts of the RTSC and West Virginia State Police coordinators. These two groups divide the State into areas (five Regional Traffic Safety Program areas and seven State Police troop areas) and cover 100 percent of the State. The regions are divided as shown in Table 4.5.

Table 4.5 Regional Traffic Safety Programs

Region	Name	Counties	2010–2016 ACS Population
1	Regional Law Enforcement Program	Kanawha	190,223
2	Safe Traffic Operations Program	Cabell, Jackson, Lincoln, Mason, Putnam, and Wayne	272,704
3	Regional Law Enforcement Program	Wood	86,237
4	Northern Regional Highway Safety Office	Brooke, Hancock, Marshall, Ohio, Pleasants, Tyler, and Wetzel	162,106
5	High-Technology Corridor Highway Safety Program	Calhoun, Doddridge, Gilmer, Harrison, Lewis, Marion, Randolph, Ritchie, Roane, Taylor, Tucker, Upshur, Wirt, Monongalia, and Preston	429,193
6	Regional Law Enforcement Program	Jefferson, Grant, Hardy, Pendleton, Morgan, Hampshire, Mineral, and Berkeley	267,705
7	Southern Regional Highway Safety Program	Boone, Braxton, Clay, Fayette, Greenbrier, Logan, Nicholas, Raleigh, and Webster	275,950
8	West Virginia Coalfields Highway Safety Program	McDowell, Mercer, Mingo, Monroe, Pocahontas, Summers, and Wyoming	166,208
Total State Population			1,850,326

Table 4.6 shows that in all counties either the main city/town law enforcement agency within the county, the County Sheriff's Department, and/or the State Police participated in the FFY2019 sustained seat belt enforcement plan. These departments participated in the FFY2019 CIOT and will participate again in FFY2020.

Table 4.6 Law Enforcement Agencies by County Participating in CIOT

WV Counties	ACS 2017 Five-Year Estimates Population	FFY2019 CIOT Participation	Targeted Population
Barbour County	16,790	●	16,790
Berkeley County	111,610	●	111,610
Boone County	23,236	●	23,236
Braxton County	14,345	●	14,345
Brooke County	23,067	●	23,067
Cabell County	96,100	●	96,100
Calhoun County	7,450	●	7,450
Clay County	8,901	●	8,901
Doddridge County	8,570	●	8,570
Fayette County	44,602	●	44,602
Gilmer County	8,305	●	8,305
Grant County	11,673	●	11,673
Greenbrier County	35,523	●	35,523
Hampshire County	23,412	●	23,412

WV Counties	ACS 2017 Five-Year Estimates Population	FFY2019 CIOT Participation	Targeted Population
Hancock County	29,921	●	29,921
Hardy County	13,812	●	13,812
Harrison County	68,438	●	68,438
Jackson County	29,123	●	29,123
Jefferson County	55,673	●	55,673
Kanawha County	187,827	●	187,827
Lewis County	16,371	●	16,371
Lincoln County	21,241	●	21,241
Logan County	34,428	●	34,428
McDowell County	19,707	●	19,707
Marion County	56,575	●	56,575
Marshall County	32,006	●	32,006
Mason County	27,000	●	27,000
Mercer County	60,963	●	60,963
Mineral County	27,421	●	27,421
Mingo County	25,150	●	25,150
Monongalia County	103,715	●	103,715
Monroe County	13,517	●	13,517
Morgan County	17,510	●	17,510
Nicholas County	25,496	●	25,496
Ohio County	42,906	●	42,906
Pendleton County	7,138	●	7,138
Pleasants County	7,527	●	7,527
Pocahontas County	8,574	●	8,574
Preston County	33,760	●	33,760
Putnam County	56,644	●	56,644
Raleigh County	77,097	●	77,097
Randolph County	29,152	●	29,152
Ritchie County	10,005	●	10,005
Roane County	14,348	●	14,348
Summers County	13,210	●	13,210
Taylor County	16,977	●	16,977
Tucker County	7,035	●	7,035
Tyler County	8,949	●	8,949
Upshur County	24,604	●	24,604
Wayne County	41,063	●	41,063
Webster County	8,637	●	8,637
Wetzel County	15,793	●	15,793
Wirt County	5,800	●	5,800
Wood County	86,016	●	86,016
Wyoming County	22,130	●	22,130

WV Counties	ACS 2017 Five-Year Estimates Population	FFY2019 CIOT Participation	Targeted Population
West Virginia	1,836,843		1,836,843
Population Served			100%

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

Saturation Patrols. Officers 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 scientific seat belt survey. Since many of the low-use-rate areas have historically been in rural parts of the state, agencies will target rural areas that contain an official scientific seat belt survey site. Patrol sites will also include areas near high schools and at locations where teens typically congregate (malls, theaters), and during times they would most likely be enroute to and from these locations.

Informational Checkpoints. Officers 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 as near high schools as safely possible.

Participation in the CIOT Mobilization in May. West Virginia's CIOT enforcement campaign will run from May 18 to May 31, 2020. Funds provided to the regional coordinators will be granted to law enforcement agencies based on a predeveloped 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 1 to November 17, 2019
- March 6 to March 22, 2020
- August 7 to August 23, 2020

Within the timeframes established for each wave, law enforcement agencies will select at least 5-6 enforcement days (which may be continual days or separated). All procedures will be conducted using the same methodology as outlined in the CIOT Mobilization. Since the annual scientific seat belt survey will have been conducted by the beginning of the first wave, data retrieved from the survey will pinpoint low seat belt use areas, and special emphasis will be placed on, but not limited to, enforcement in those areas. Each of the regional coordinators will conduct “spot check,” nonscientific seat belt surveys following each wave to assess results of enforcement.

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

Seat Belt Policy. Written seat belt use policies are required for all law enforcement agencies receiving Federal Highway Safety funds. These policies must be written and outline sanctions for noncompliance

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.

Data Tracking and Support Program. The Data Tracking and Agency Support Program (DTASP) identifies law enforcement agencies across the state of West Virginia through the data provided by their efforts in highway safety enforcement. Data collected is utilized to identify and target highway safety issues throughout the state. We also support these agencies by providing highway safety related equipment and training that might normally not be available to them. The GHSP will continue to support this successful program in FFY2020, and efforts to increase individual participation are ongoing by the Coordinator of this program.

Public Information and Education Activities

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

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

Region 2, for example, provides PI&E materials to law enforcement agencies to distribute to the public and to social agencies such as libraries, health departments, and childcare agencies and offers child safety seat checks to daycare centers in the region.

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 campaigns. In FFY2020, \$250,000 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.

The RTSC will also 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 will 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 receives 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 35, pick-up truck drivers, nighttime drivers, teenaged drivers, and passengers).
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.

Strategies and Countermeasures for Rural Residents/Road Users

The State of West Virginia is primarily rural. The largest city in West Virginia, Charleston, has less than 48,000 residents, and Kanawha County, the largest county in the State and the home of Charleston, has approximately 183,000 residents. The second largest city in West Virginia is Huntington, with approximately 47,000 residents, per 2017 Census estimates.

The GHSP has divided the State into eight regions, with a coordinator assigned to five of the eight regions (see section 3.1 for a description of Regional Traffic Safety Coordinator responsibilities assigned to each region). Each of these regions encompasses one “major” city/town, as well as a large rural area. All activities conducted reach a large portion of the rural communities in each region. Some of these activities include:

Law Enforcement Patrols/Checkpoints. Crash data can pinpoint rural areas where crashes are occurring, and the appropriate law enforcement (city, county, or State) agency will target those areas. Officers will also patrol in areas with low seat belt use rates, as identified in the 2018 Observational Survey of Safety Belt Use, which is very common in rural areas. The majority of the sites for the annual scientific seat belt survey are in rural areas, and law enforcement focuses on these areas. Emphasis will also be placed on these areas during the May CIOT blitz and three State seat belt enforcement waves.

Data Tracking and Agency Support Program (DTASP). The DTASP tracks law enforcement agencies across the state of West Virginia through the data provided by their efforts in highway safety enforcement. Data collected is utilized to identify and target highway safety issues throughout the state. We also support these agencies by providing highway safety-related equipment and training that might normally not be available to them.

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

Media. A statewide media campaign is conducted every May for the CIOT blitz. A paid television and radio campaign reaches every part of the State and will continue in FFY2020. A statewide billboard campaign also runs at the same time, with many of these located in rural areas of the State. The coordinators also conduct earned media activities in their respective areas, which include television and radio public service announcements, media talk shows, and newspaper articles. Again, all the coordinators provide services to rural areas in their region.

The media plan also includes a social media aspect. Four regions (2, 4, 7, and 8) and the GHSP 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 in FFY2020, 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.

Training Activities

The GHSP Occupant Protection Coordinator, all GHSP Program Managers, the GHSP LEL, and the Regional Traffic Safety Program Coordinators will attend the NHTSA Occupant Protection Course.

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

The GHSP will strive to provide basic CPS training to law enforcement agencies receiving Federal Highway Safety grant funds.

The GHSP will continue to sponsor, through its Regional Coordinators, the NHTSA 32-Hour CPS Technician Course and 8-Hour Renewal Course to certify and recertify technicians in every county, as well as assist them in maintaining certification by offering CPS Technician (CPST) Technical Updates for the continuing education (CEU) requirements.

“Age Group” Activities

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

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

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

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

High School (SADD) Groups—Regional Coordinators shall work with the SADD groups in their regions along with the State SADD Program, to assist them in their occupant protection-related and other highway safety activities.

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

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

Child Passenger Safety (CPS)

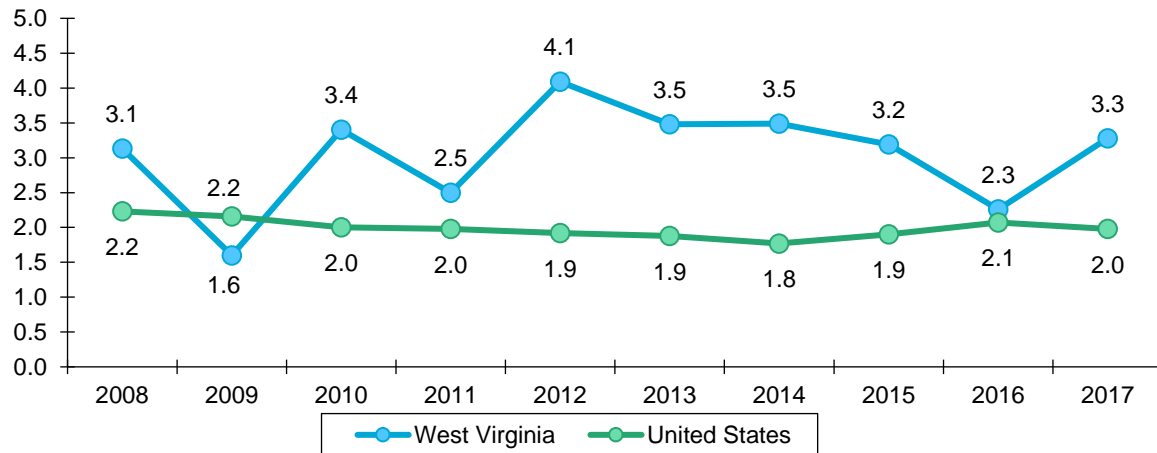
In 2017, there were 718 children under the age of eight injured in vehicle crashes, along with 4 fatalities under the age of 8. While some of these children were likely secured properly in child restraint devices, it is even more likely that many of them were not secured correctly or not secured at all.

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 201 data. Children represent four percent, or \$15 million, and teens represent 11 percent, or \$43 million of these costs.⁶ Additionally, according to FARS data found in the April 2018 (revised) 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 4.2).

⁶ Center for Disease Control, <https://www.cdc.gov/motorvehiclesafety/statecosts/index.html>.

Figure 4.2 Motor Vehicle Crash Death Rates, Children Age 0 through 14, West Virginia and U.S.; 2008 to 2017

Rate of Deaths per 100,000 Population



Source: NHTSA Children Traffic Safety Fact Sheets, 2017⁷ and CDC WISQARS Fatal Injury Reports, 2019.

Keeping children safe on West Virginia's roadways is a priority for the GHSP and CPS will continue to be an integral part of the GHSP Occupant Protection Program. West Virginia's CPS Program provides educational materials, training, and needed supplies to fulfill this mission. In addition, Regional Coordinators will continue to host local events, such as car seat checkup events and support existing, and develop additional, child safety seat fitting stations, as well as implement earned media opportunities. In the GHSP Office, special emphasis will be placed on national events, such as National CPS Week in September, and paid media. West Virginia currently has 266 certified CPST and 10 CPST Instructors.

One of the greatest issues facing the State's CPS programs, and those across Nation, is the misuse or nonuse of child passenger safety devices. In West Virginia, not securing a child properly while operating a vehicle is a primary offense. The nonuse and misuse rate for CPS devices across the United States ranges from 72 to 84 percent. Through observations at CPS safety events, occupant protection checkpoints, and various other opportunities, the nonuse and misuse rate in West Virginia falls within the nationwide range, generally hovering between 80 to 85 percent.

West Virginia currently has 50 permanent fitting stations that are monitored and supplied by the 5 Regional Coordinators. Each fitting station is staffed by one or more current nationally certified CPS Technicians. Each Regional Coordinator routinely conducts CPS checks on a monthly basis. The listing of fitting stations can be found on the GHSP website at <https://www.dmv.West Virginia.gov/ghsp>.

GHSP's goal is to maintain at least one fitting station in each of the State's 55 counties. By continuing to train new technicians and recertify current technicians, the GHSP will be able to meet that goal. The CPS Program will continue to train and educate on CPS topics even after the goal of one fitting station in each county is attained.

⁷ Web link: <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/81491>.

Currently, there is at least one certified technician or fitting station in 42 of the 55 counties, directly serving 92.4 percent of the State’s population. When factoring in the counties with access to a fitting station in a bordering county (11 counties), 98.86 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 CPS services in a neighboring county. It is estimated that 78 percent of the State’s counties are rural, and 56 percent of the State’s counties have poverty rates higher than the State rate. With the current number of fitting stations and technicians, the CPS program is directly serving 92 percent of all counties, and 99 percent of the counties are at least served indirectly.

Table 4.7 shows the number of inspection stations that service the rural and urban areas of the State and the at-risk populations. For the “Planned CPS Events for FFY2020” column, “I” identifies information sessions and “SC” identifies seat check events.

Table 4.7 West Virginia CPS Fitting Stations and Technicians

County	Population Estimate 2017 Census	Fitting Stations	Certified Technicians	Planned FFY2020 CPS Events	Rural versus Urban ¹	Percent Below Poverty Level ²
Barbour County	16,497	Can be served by Harrison, Preston, Taylor, Upshur	1		Rural	20.1
Berkeley County	114,920	1	15	I—2 SC—1	Urban	12.5
Boone County	22,349	Can be served by Kanawha, Raleigh, Wyoming	1		Rural	23.4
Braxton County	14,237	Can be served by Calhoun	0		Rural	23.7
Brooke County	22,443	1	1	I—1 SC—1	Urban	14.9
Cabell County	94,958	6	19	I—2 SC—4	Urban	20.2
Calhoun County	7,307	1	1	I—1 SC—1	Rural	20
Clay County	8,764	Can be served by Calhoun, Kanawha, Roane	0		Rural	27.7
Doddridge County	8,560	Can be served by Harrison, Tyler, Wetzel	0		Rural	18.1
Fayette County	43,521	Can be served by Greenbrier, Kanawha, Raleigh, Summers	2		Rural	19.9
Gilmer County	8,005	Can be served by Calhoun	0		Rural	25.8
Grant County	11,670	Can be served by Preston	0		Rural	15.9
Greenbrier County	35,287	1	6	I—1 SC—1	Rural	19
Hampshire County	23,471	Can be served by Morgan	1		Rural	18.6
Hancock County	29,448	² 1 one fitting station is in Brooke and Hancock	3	I—1 SC—1	Urban	13.7
Hardy County	13,717	0	0		Rural	14.4
Harrison County	67,811	2	6	I—2 SC—2	Rural	16
Jackson County	28,976	1	3	I—1 SC—1	Rural	15.4
Jefferson County	56,338	1	5	I—1	Urban	10.6

County	Population Estimate 2017 Census	Fitting Stations	Certified Technicians	Planned FFY2020 CPS Events	Rural versus Urban ¹	Percent Below Poverty Level ²
				SC—1		
Kanawha County	183,293	2 ¹ one fitting station is in Putnam and Kanawha	28	I—2 SC—4	Urban	16.5
Lewis County	16,226	Can be served by Harrison, Upshur	1		Rural	20.6
Lincoln County	20,825	Can be served by Cabell, Kanawha, Putnam, Wayne	3		Rural	28.3
Logan County	32,925	Can be served by Wyoming	10		Rural	22.4
Marion County	56,337	2	9	I—2 SC—2	Rural	16
Marshall County	31,190	2	10	I—1 SC—1	Urban	12.6
Mason County	26,801	Can be served by Cabell, Jackson, Putnam	1		Rural	22.3
McDowell County	18,456	1	2	I—1 SC—1	Rural	34.5
Mercer County	59,753	3	10	I—2 SC—3	Rural	21.1
Mineral County	27,222	0	2	I—1 SC—1	Urban	15.4
Mingo County	24,127	Can be served by Mingo, Wayne, Wyoming	3 ¹ One tech is VERY active. This is an unofficial fitting station.		Rural	29
Monongalia County	105,030	3	17	I—3 SC—2	Rural	19.6
Monroe County	13,402	1	2	I—1 SC—1	Rural	18.5
Morgan County	17,686	1	2	I—1 SC—1	Rural	14.1
Nicholas County	25,043	Can be served by Greenbrier, Kanawha	0		Rural	18.5
Ohio County	42,035	2	13	I—2 SC—2	Urban	14
Pendleton County	6,996	0	0		Rural	16.4
Pleasants County	7,512	Can be served by Tyler, Wood	0		Rural	15.4
Pocahontas County	8,456	Can be served by Greenbrier	0		Rural	18.9
Preston County	33,679	1	1	I—1 SC—1	Rural	17
Putnam County	56,792	2	4	I—1 SC—1	Urban	10.4
Raleigh County	75,022	2	28	I—2 SC—2	Rural	19.9
Randolph County	28,785	Can be served by Upshur	2		Rural	19.8
Ritchie County	9,774	Can be served by Calhoun, Tyler, Wirt, Wood	0		Rural	18.5

County	Population Estimate 2017 Census	Fitting Stations	Certified Technicians	Planned FFY2020 CPS Events	Rural versus Urban ¹	Percent Below Poverty Level ²
Roane County	14,043	1	1	I—1 SC—1	Rural	21.1
Summers County	12,993	1	2	I—1 SC—1	Rural	26.4
Taylor County	16,930	1	0 ¹ Tech based in another county.	I—1 SC—1	Rural	16.2
Tucker County	6,915	Can be served by Preston	0		Rural	17.1
Tyler County	8,795	1	1	I—1 SC—1	Rural	16.3
Upshur County	24,465	1	1	I—1 SC—1	Rural	17.3
Wayne County	40,153	1	5	I—1 SC—1	Urban	22.5
Webster County	8,372	Can be served by Greenbrier, Upshur	0		Rural	29.6
Wetzel County	15,437	3	5	I—1 SC—2	Rural	20
Wirt County	5,794	1	1	I—1 SC—1	Rural	17.9
Wood County	85,104	3	27	I—2 SC—2	Urban	17.3
Wyoming County	21,210	1	9	I—1 SC—1	Rural	22.5
West Virginia	1,815,857	50	266	90 total events I = 43 SC = 47	55 counties 43 Rural 12 Urban	18.0 31 counties are above State rate
Population Served	1,677,836	92.4% Directly Served by Fitting Station/ CPST in County			78% Rural	56% above State poverty rate
Additional Population Served	117,308	98.9% Directly and Indirectly Served by Fitting Station/CPST in bordering County				

Source: West Virginia GHSP, 2019.

¹ Urban/rural designations from the U.S. Department of Health and Human Services Office of Rural Health Policy (ORHP/HHS) and dependent on the Metropolitan Statistical Area designations of metropolitan and nonmetropolitan.

² Percent below Poverty Level based on 2017 data from USDA Economic Research Service.

The Regional Coordinators work to increase the number of certified technicians in their region, as well as encourage current technicians to maintain their certification past the first 2-year certification cycle. The overall goal is to obtain a 100 percent recertification rate, but due to changes in employment and lack of interest, a 100 percent recertification rate may not be attainable. A more realistic goal is to maintain a recertification rate higher than the national rate. In 2018, West Virginia’s recertification rate was 40.0 percent, well below the national recertification rate of 55.4 percent, and lower than West Virginia’s recertification rate

of 58.8 percent in 2017. West Virginia began 2019 with a 75.0 percent recertification rate that decreased to 65.5 percent in March 2019, however the State's rate is higher than the national rate of 51.1 percent during the same timeframe. Although there is always a need for new technicians, by encouraging current technicians to maintain their certification and recertify every 2 years, the availability of certified technicians in every community will become more prevalent and the children of West Virginia will be better served.

Each fiscal year, in conjunction with Safe Kids Worldwide, the GHSP offers a variety of opportunities to certify new CPSTs, recertify 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/refresher class but is meant for CPS Technicians whose certification has expired and who have maintained their CPS knowledge and hands-on skills. It is expected that students attempting to renew their certifications stayed involved in CPS programs and activities, have kept up with changes in the field by reading technical updates, attending other CPS classes, and working with certified technicians to keep their installation skills current, but who, for one reason or another, allowed their certifications to expire.

Six-Hour CPST Technical Updates (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. Hosting seat check events across the State 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 meet their certification requirements.

Each of the five Regional Coordinators is responsible for recruiting students for the any CPS courses offered in their region, as well as in neighboring regions. 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 coordinator also provides notification of upcoming CPST courses on a statewide level via email, phone and in-person visits. Social media also is 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.

The number of CPS training courses and estimated number of students needed to ensure coverage of CPS inspection stations and events is provided in Table 4.8.

Table 4.8 Potential CPS Training Courses for FFY2020

Type of Class	Tentative Location	Tentative Date	Estimated Students
CPST Technical Update	Clarksburg	November 2019	10
CPST Technical Update	Martinsburg	February 2020	15
CPST Technical Update	Wheeling	March 2020	15
CPST Technical Update	Huntington	March 2020	10
CPST Technical Update	Charleston	August 2020	20
CPS Technician Certification	Lewisburg	November 2019	10
CPS Technician Certification	Elkview	April 2020	15
CPS Technician Certification	Welch	May 2020	15
CPS Technician Certification	Marlinton	June 2020	10
CPS Technician Certification	Franklin	July 2020	10
CPS Renewal	Clarksburg	March 2020	5
CPS Renewal	Parkersburg	April 2020	5
12 Total Classes for FY2020			140

Occupant Protection Task Force

The GHSP continues to expand its Occupant Protection Task Force. The task force was formed in 2010 as part of a West Virginia SHSP subcommittee, which is a cooperative effort between various safety agencies and organizations to update and implement the SHSP. Meetings occur two to four times per year to discuss ways to work together to more effectively address occupant protection issues in the State. It is comprised of the following members:

- Tara Bartlett, Marketing Director, Warner Law Offices
- Amy Boggs, GHSP Occupant Protection and CPS Coordinator and Chair
- Aimee, Cantrell, Public Information Specialist II, GHSP
- Dean Capehart, GHSP LEL, CPST Lead Instructor
- Jeb Corey, CEO, C&H Taxi
- Doug Douglas, Trauma Nurse Clinician, Charleston Area Medical Center, General Hospital
- Donna Hardy, Highway Engineer, West Virginia Division of Highways
- Rob Halloy, Director of Sales, Enterprise Holdings
- Matthew Herbert, RN, CNRN, TIPS Coordinator, St. Mary's Medical Center; CPST Instructor
- Vicki Hildreth, Program Manager, WV Office of Emergency Medical Services, WVDHHR

- Shane Hudnall, Occupant Safety Specialist II, WV Division of Highways
- Mary Jarrell, Motorcycle Safety Training Coordinator, GHSP
- Thomas Judy, Safety and Loss Control Manager, Office of the Insurance Commissioner
- Robin Lassak, Grant Coordinator, WV Public Service Commission
- Barbara Lobert, Federal Programs Administrator, GHSP
- Zoe Morris, Public Affairs Specialist, WV National Guard
- Brett Pickens, GHSP LEL; CPST Lead Instructor
- Andrea Thomas, Manager of Health and Safety Programs, WV American Water
- Bob Tipton, Director, GHSP, CPST Instructor
- Jolene Willard, Grants Program Manager, GHSP
- Jeremy Wolfe, Loss Control Manager, WV Board of Risk and Insurance Management
- Kenny Yoakum, Director, WV Fleet Management Office

This task force was formed in 2010 as part of a West Virginia SHSP subcommittee, which is a cooperative effort between various Government safety agencies to formulate a SHSP for the State. Meetings occur three to four times a year to discuss ways to work together to address the State's occupant protection issues.

Legislation

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

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

Evaluation

The GHSP will evaluate its Occupant Protection Program using the following performance measures:

- Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles.
- Increase grant-funded seat belt citations.

The GHSP will evaluate its Occupant Protection Program using the following performance measures:

- To decrease traffic fatalities by 7.5 percent from 289 (2013–2017 average) to 267 (2016–2020 average) by December 31, 2020.

- To decrease serious traffic injuries by 11 percent from 1,257 (2013–2017 average) to 1,120 (2016–2020 average) by December 31, 2020.
- To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 2 percent from 97 (2013–2017 average) to 95 (2016–2020 average) by December 31, 2020.
- To decrease drivers age 20 or younger fatalities by 3 percent from 32 (2013–2017 average) to 31 (2016–2020 average) by December 31, 2020.
- Increase observed seat belt use for passenger vehicles by 1 percent from 90.5 percent to 91 percent by December 31, 2020.

Programs and Projects

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F20-HS-10

Project Title: West Virginia State Police—Occupant Protection



Description: West Virginia’s lead law enforcement agency supports the *FFY2020 Strategic Occupant Protection Plan* through overtime enforcement, including directed patrols, saturation patrols, and seat belt informational checkpoints. The seven West Virginia State Police Troop Coordinators work in collaboration with the five Regional Traffic Safety Program Coordinators, law enforcement agencies, and local LELs in the region, and the GHSP LEL during the seat belt enforcement campaigns and CIOT. The State Police is primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments. Enforcement is focused on roadways that produced low seat belt use rates, as determined by the annual scientific seat belt survey. The State Police coordinators also conduct earned media activities, with at least two media activities per month, and PI&E events.

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

Funding Source/Amount: 405b—\$115,000

Match Amount: \$12,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-04

Project Number: F20-HS-15

Project Title: Data Tracking and Support (DTAS) Program Coordinator (City of Beckley)—Occupant Protection

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

Evidence of Effectiveness: N/A

Funding Source/Amount: 405b—\$43,500; 402—\$100,000

Match Amount: \$25,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$100,000

Target: 1 and 2

Unique Identifier: OP-05

Project Number: F20-HS-09

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



Description: The GHSP LEL is responsible for oversight and coordination of the efforts of the RTSC and West Virginia State Police coordinators in implementation of the *FFY2020 Strategic Occupant Protection Plan*. The LEL serves on the Occupant Protection Task Force, coordinates the presentation of the NHTSA Traffic Occupant Protection and Strategies Course for each law enforcement agency LEL receiving Federal Highway Safety grant funds, and attends the NHTSA Occupant Protection Course. Funding also pays for an assistant LEL, Annual Seat Belt Survey and HSP.

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

Funding Source/Amount: 402—\$110,000; 405b—\$10,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$110,000

Target: 1 and 2

Unique Identifier: CT-01

Project Numbers: F20-HS-02, F20-HS-04, F20-HS-05, F20-HS-07, and F20-HS-14

Project Title: Regional Traffic Safety Programs—Occupant Protection

Description: The five Regional Traffic Safety Program Coordinators implement the *FFY2020 Strategic Occupant Protection Plan* within their region in collaboration with the seven West Virginia State Police Troops, law enforcement agencies, and local LELs in the region, and the GHSP LEL. Each region conducts seat belt enforcement activity and participates in the CIOT mobilization and State-mandated blitzes. Enforcement is focused on roadways that produced low seat belt use rates as determined by the annual

scientific seat belt survey. Regional coordinators conduct earned media activities, with at least two media activities per month, PI&E events, age group activities, and attends the NHTSA Occupant Protection Course.

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

Funding Source/Amount: 405b—\$160,000; 402—\$25,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$25,000

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F20-HS-17

Project Title: Monongalia County Sheriff's Department—Occupant Protection



Description: This project provides funds to the Sheriff's Department to conduct CIOT and seat belt overtime enforcement in support of the *FFY2020 Strategic Occupant Protection Plan*. They also provide funds to smaller law enforcement agencies in the county, including the West Virginia University Police Dept.

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

Funding Source/Amount: 405b—\$15,000

Match Amount: \$4,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F20-HS-18

Project Title: City of Morgantown—Occupant Protection



Description: This project provides funds for the Morgantown Police Department to conduct CIOT and seat belt overtime enforcement in support of the *FFY2020 Strategic Occupant Protection Plan*.

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

Funding Source/Amount: 405b—\$16,000

Match Amount: \$4,000

MOE: \$

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F20-HS-16

Project Title: Public Service Commission—Occupant Protection



Description: This project provides funds to the Public Service Commission to conduct seat belt overtime enforcement specific to commercial drivers during CIOT and in support of the *FFY2020 Strategic Occupant Protection Plan*.

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

Funding Source/Amount: 405b—\$10,000

Match Amount: \$2,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F20-HS-19

Project Title: Morgan County Sheriff's Department—Occupant Protection



Description: This project provides funds to the Morgan County Sheriff's Department to conduct CIOT blitz enforcement and additional seat belt overtime enforcement in support of the *FFY2020 Strategic Occupant Protection Plan* throughout the year.

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

Funding Source/Amount: 405b—\$2,000

Match Amount: \$500

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F20-HS-20

Project Title: Kanawha County Commission—Occupant Protection



Description: This project provides funds to Kanawha County to conduct CIOT blitz enforcement and additional seat belt overtime enforcement in support of the *FFY2020 Strategic Occupant Protection Plan* throughout the year.

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

Funding Source/Amount: 405b—\$23,000

Match Amount: \$4,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F20-HS-21

Project Title: City of Parkersburg—Occupant Protection



Description: This project provides funds to the City of Parkersburg to conduct CIOT blitz enforcement and additional seat belt overtime enforcement in support of the *FFY2020 Strategic Occupant Protection Plan* throughout the year.

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

Funding Source/Amount: 405b—\$5,000

Match Amount: \$1,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F20-HS-03

Project Title: Wood County Commission—Occupant Protection



Description: This project provides funds to Wood County to conduct CIOT blitz enforcement and additional seat belt overtime enforcement in support of the *FFY2020 Strategic Occupant Protection Plan* throughout the year.

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

Funding Source/Amount: 405b—\$5,000

Match Amount: \$1,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F20-HS-06

Project Title: Jefferson County Commission—Occupant Protection



Description: This project provides funds to Jefferson County to conduct CIOT blitz enforcement and additional seat belt overtime enforcement in support of the *FFY2020 Strategic Occupant Protection Plan* throughout the year.

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

Funding Source/Amount: 405b—\$2,500

Match Amount: \$500

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-03

Project Number: F20-HS-08

Project Title: City of Charleston—Occupant Protection



Description: This project provides funds to the City of Charleston to conduct CIOT blitz enforcement and additional seat belt overtime enforcement in support of the *FFY2020 Strategic Occupant Protection Plan* throughout the year.

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

Funding Source/Amount: 405b—\$18,000

Match Amount: \$4,500

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: OP-02

Project Number: F20-HS-01

Project Title: GHSP—Occupant Protection Paid Media

Description: This project funds purchase of paid media by the GHSP to during CIOT and in support of the *FFY2020 Strategic Occupant Protection Plan*.

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

Funding Source/Amount: 402—\$315,000

Match Amount: \$225,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: CT-01

Project Numbers: F20-HS-02, F20-HS-04, F20-HS-05, F20-HS-07, and F-20-HS-14

Project Title: Regional Traffic Safety Programs—CPS Program

Description: The five Regional Traffic Safety Programs Coordinators implement the *FFY2020 Strategic Occupant Protection Plan* CPS activities within their region. The Coordinators sponsor the NHTSA 32-Hour CPS Technician Course, host local events, such as car seat check events and support existing/develop additional child safety seat fitting stations, and implement earned media opportunities.

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

Funding Source/Amount: 402—\$25,000; 405b—\$65,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$25,000

Target: 1

Unique Identifier: OP-01

Project Number: F20-HS-01

Project Title: GHSP—CPS Program

Description: The GHSP oversees all aspects of West Virginia's CPS program and implementation of the CPS activities identified in the *FFY2020 Strategic Occupant Protection Plan*.

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

Funding Source/Amount: 402—\$10,000; 405b—\$15,000

Match Amount: \$

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: OP-03

Project Number: F20-HS-08

Project Title: City of Charleston—CPS Program

Description: The City of Charleston will utilize funding to provide overtime CPS enforcement and activities in the community as identified in the *FFY2020 Strategic Occupant Protection Plan*.

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

Funding Source/Amount: 405b—\$4,500

Match Amount: \$1,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: OP-05

Project Number: F20-HS-09

Project Title: Law Enforcement Liaison (LEL) Office—CPS Program



Description: This project funds the position (contractual) of a statewide LEL and is an extension of the GHSP. Coordinates with all five Regional Traffic Safety Programs to provide law enforcement training in 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 is a member of the Occupant Protection Task Force and assists in implementing the *FFY2020 Strategic Occupant Protection Plan* CPS activities.

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

Funding Source/Amount: 405b—\$12,000; 402—\$50,000

Match Amount: \$5,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$50,000

4.3 Impaired Driving

Overview

According to data from the Foundation for Advancing Alcohol Responsibility⁸, of the 72 impaired driving fatalities in 2017, seven involved drivers under 21 years of age. The same source informs that there were 4.0 impaired driving fatalities per 100,000 people in West Virginia in 2017, 18 percent higher than the national average of 3.4 per 100,000 people. Table 4.9 details alcohol impaired fatalities, citations, and arrests for 2010 to 2017.

Table 4.9 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	72	69	72
Impaired Driving Citations Issued and Arrests Made ¹	1,965	2,714	3,577	3,676	3,604	3,518	3,406	2,807

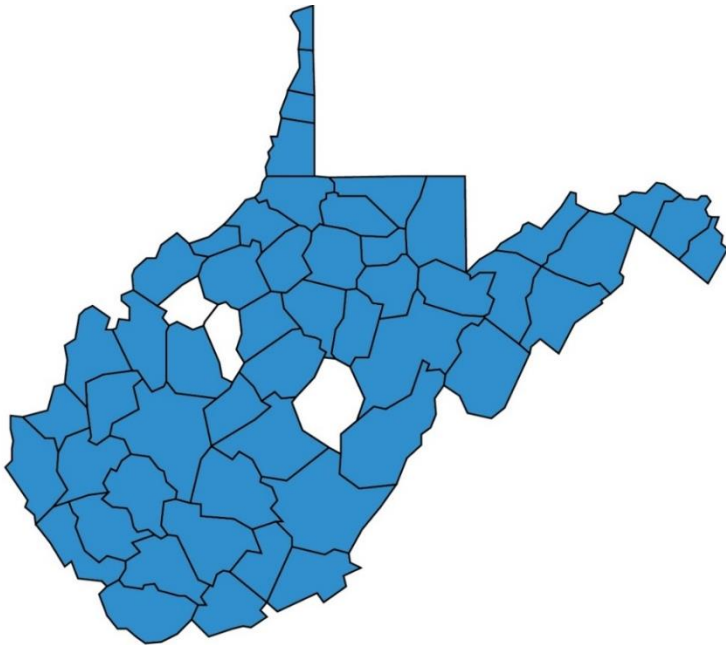
¹ Arrests made during grant-funded activities only.

Additional demographic information related to impaired driving is included in the *FFY2020 West Virginia Impaired Driving Plan* developed by the GHSP to reduce DUI-related crashes, injuries, and deaths by using a sustained enforcement effort. 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 Alcohol Beverage Control Administration (ABCA) licenses within the county), and alcohol-/drug-related fatal crashes within each county. 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. The plan covers the entire State.

The counties participating during the current grant year represents 99 percent of the State's population, and 99 percent of the alcohol-related traffic crashes. Figure 4.3 represents city and county law enforcement agencies only (in blue) and illustrates the counties where either the major community within the county or the county Sheriff's Office is participating in the *FFY2020 West Virginia Impaired Driving Plan*. 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.

⁸ Foundation for Advancing Alcohol Responsibility. <http://responsibility.org/get-the-facts/state-map/?state=west-virginia>.

Figure 4.3 West Virginia Counties with Participating Law Enforcement Agencies



Source: West Virginia GHSP, 2019.

Performance Targets

1. To decrease alcohol-impaired driving fatalities by 3 percent from 78 (2013–2017 average) to 75 (2016–2020 average) by December 31, 2020.

Strategies

The *FFY2020 West Virginia Impaired Driving Plan* is focused on reducing DUI-related crashes, injuries, and deaths by using a sustained enforcement effort. The plan's activities will cover the entire State in a comprehensive and sustained manner through implementation of the following components:

- High-Visibility Enforcement Activities
- Public Education and Information Activities
- Media Activities
- Training Activities
- Age Group Activities
- Underage Enforcement Activities
- Focused Patrols

This plan takes a comprehensive approach using city, county, and State law enforcement agencies, Regional Traffic Safety Program Coordinators, ABCA, community agencies, schools, retail, wholesale

alcohol agents and DRE. The GHSP's Impaired Driving Coordinator, State DRE Coordinator, and LEL will take the lead in statewide planning, management and coordination. All Regional Traffic Safety Program Coordinators and the seven West Virginia State Police coordinators will coordinate their regions of the State to insure compliance with this plan.

High-Visibility Enforcement Activities

Each of the five 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 for the days and times identified as high-risk days and times for DUI crashes. The seven West Virginia State Police Troop coordinators will arrange a minimum of one DUI enforcement activities within each of their troop areas each week also during high-risk days and times for DUI crashes. The GHSP's LEL is responsible for coordinating the efforts of the Regional Traffic Safety Program and West Virginia State Police coordinators. Each group divides the State of West Virginia into areas (eight Traffic Safety Areas and seven State Police troop areas), covering 100 percent of the State.

Publicized checkpoint and saturation patrol programs, using specially trained officers and equipment, have been proven effective in reducing alcohol-related fatal, injury, and property damage crashes up to 20 percent each. Approved examples of "high-visibility enforcement activities" are as follows:

- **Saturation Patrols.** Officers will patrol areas identified as high-DUI areas in groups of at least three patrols. Officers will prepare and stage in the enforcement area to alert motorist to the high-visibility saturated patrol.
- **Directed Patrols.** Officers will patrol areas identified as a high-DUI areas based upon Crash and Criminal Data.
- **Sobriety Checkpoints.** Officers will conduct checkpoints according to GHSP guidelines or their local department regulations, requiring a large number of officers (usually 10 to 12).
- **Low-Manpower Sobriety Checkpoints.** Officers will conduct checkpoints according to GHSP guidelines or local department regulations requiring six or fewer officers.
- **Underage Alcohol Sales Stings.** Officers will work with ABCA investigators or within department regulations in an effort to monitor the sale of alcohol to underage purchasers and make arrests of violators.
- **Participate in the National and State Mobilizations.** Officers will participate in four law enforcement events during the national mobilization and as mandated for the State mobilizations.
- **Participate in the Enhanced Enforcement Program** as mandated by the GHSP.
- **Conduct Enforcement Activities during Peak Alcohol-Related Crash Times.** Peak Alcohol-Related Crash Times are defined as holidays and special events, and at high alcohol-related crash locations.

DUI enforcement will be focused where there are people, access to alcohol, DUI fatal crashes, and increased use of DREs. Table 4.10 shows the breakdown of the State of West Virginia by county. GHSP will place emphasis for enhanced enforcement in the counties highlighted in red (1st priority), yellow (2nd. priority), and green (3rd priority) during the FFY2020 grant year. This activity will be in addition to the baseline DUI enforcement effort conducted in all counties. The color codes shown below the title explain the population and licenses metrics used to determine the priority counties.



Table 4.10 ABCA Licenses, Fatal Crashes Over 0.08 BAC, DUI and Drug Arrests, and DREs by Priority Counties

Population

First	County Population more than 100,000
Second	County Population 50,000 to 100,000
Third	County Population 30,000 to 50,000

Licenses

First	More than 200 Licenses in County
Second	100-200 Licenses in County
Third	50-100 Licenses in County

Highway Safety Region	County	2018		2018 ABCA License			2018 Fatal Crashes	2018 Total DUI Arrests	DUI Arrests per 1000 Population	2018 DRE's	DRE Officer within 1 hour ¹	2018 Drug-Related Arrests ²
		Population	On Premise	% On	Off Premise	% Off	>.08 BAC					
1	Kanawha	190,223	340	62.15%	207	37.85%	2	754	3.96	10	Yes	359
Region 1 Totals		190,223	340		207		2	754	3.96 Avg.	10	100% Covered	Total 359
2	Cabell	97,109	236	66.66%	118	33.34%	0	427	4.39	4	Yes	275
2	Lincoln	29,126	30	46.87%	34	63.13%	1	79	2.71	1	Yes	14
2	Mason	21,561	7	29.16%	17	70.84%	2	27	1.25	0	Yes	16
2	Mingo	27,016	43	63.23%	25	36.77%	1	229	8.47	2	Yes	172
2	Putnam	56,770	61	51.69%	57	48.31%	0	203	3.57	1	Yes	88
2	Wayne	41,122	44	57.89%	32	42.11%	2	98	2.38	0	Yes	29
Region 2 Totals		272,704	421	59.80%	283	40.20%	6	1,063	3.79 Avg.	8	100% Covered	Total 618
3	Wood	86,237	207	68.54%	95	31.46%	0	191	2.21	2	Yes	34
Region 3 Totals		86,237	207	68.54%	95	31.46%	0	191	2.21	2	100% Covered	Total 34
4	Brooke	23,530	83	74.14%	26	23.86%	2	100	4.24	1	Yes	20
4	Hancock	30,112	91	70.54%	38	29.46%	0	107	3.55	3	Yes	23
4	Marshall	32,416	84	74.33%	29	25.67%	0	149	4.59	1	Yes	27
4	Ohio	43,328	190	75.69%	61	24.31%	2	179	4.13	0	Yes	29
4	Pleasants	7,634	8	53.33%	7	46.67%	0	18	2.35	0	Yes	3
4	Tyler	9,098	9	42.85%	12	57.15%	1	18	1.87	0	Yes	4
4	Wetzel	15,988	33	56.89%	25	43.11%	1	38	2.37	0	Yes	1

Highway Safety Region	County	2018	2018 ABCA License				2018 Fatal Crashes	2018 Total DUI Arrests	DUI Arrests per 1000 Population	2018 DRE's	DRE Officer within 1 hour ¹	2018 Drug-Related Arrests ²
		Population	On Premise	% On	Off Premise	% Off	>.08 BAC					
Region 4 Totals		162,106	498	71.55%	198	28.45%	6	609	3.30 Avg.	5	100% Covered	Total 107 17.56%
5	Barbour	16,766	16	50.00%	16	50.00%	2	45	2.68	0	Yes	15
5	Calhoun	7,513	2	20.00%	8	80.00%	0	7	0.93	0	No	1
5	Doddridge	8,391	4	33.33%	8	66.67%	0	12	2.14	0	Yes	3
5	Gilmer	8,618	9	52.94%	8	47.06%	0	18	2.08	0	No	0
5	Harrison	68,761	159	65.16%	85	34.84%	1	195	2.83	1	Yes	45
5	Lewis	16,414	31	53.44%	27	46.56%	0	49	2.98	0	Yes	11
5	Marion	56,803	96	58.18%	69	41.82%	0	151	2.65	0	Yes	47
5	Monongalia	103,463	258	73.50%	93	26.50%	4	540	5.21	5	Yes	100
5	Randolph	29,429	56	55.44%	45	44.56%	1	48	1.63	2	Yes	8
5	Ritchie	10,011	7	28.00%	18	72.00%	0	18	1.79	0	Yes	3
5	Roane	14,664	5	20.83%	19	79.17%	0	22	1.50	0	Yes	8
5	Preston	33,788	51	58.62%	36	41.38%	1	47	1.39	0	Yes	10
5	Taylor	17,069	18	59.99%	12	40.01%	0	65	3.80	0	Yes	39
5	Tucker	6,927	36	47.92%	17	32.08%	0	18	2.59	0	Yes	2
5	Upshur	24,731	36	57.14%	27	42.86%	0	96	3.88	0	Yes	20
5	Wirt	5,845	3	13.63%	19	86.37%	0	7	1.19	0	Yes	0
Region 5 Totals		337,795	438		272		9	1,469	4.34	2		12.00%
6	Berkeley	110,497	196	69.25%	87	30.75%	4	315	2.85	3	Yes	79
6	Grant	11,687	7	33.33%	14	66.67%	1	23	1.96	0	Yes	0
6	Hardy	23,483	25	56.61%	19	43.19%	2	57	2.42	0	Yes	19
6	Hampshire	13,923	16	38.09%	26	61.91%	0	41	2.94	0	Yes	15
6	Jefferson	55,713	105	65.21%	56	34.79%	1	596	10.69	2	Yes	253
6	Mineral	27,578	52	66.66%	26	33.33%	0	57	2.06	0	Yes	6
6	Morgan	17,453	32	61.53%	20	38.47%	0	78	4.46	0	Yes	30
6	Pendleton	7,371	5	25.00%	15	75.00%	1	22	2.98	0	No	1

Highway Safety Region	County	2018	2018 ABCA License			2018 Fatal Crashes	2018 Total DUI Arrests	DUI Arrests per 1000 Population	2018 DRE's	DRE Officer within 1 hour ¹	2018 Drug-Related Arrests ²	
		Population	On Premise	% On	Off Premise	% Off						>.08 BAC
Region 6 Totals		267,705	438	62.48%	263	37.52%	9	1,189	3.79 Avg.	5	97.25% Covered	Total 403 33.89%
7	Boone	23,714	14	31.81%	30	68.18%	0	34	1.43	0	Yes	7
7	Braxton	14,463	15	31.24%	33	68.76%	1	29	2.00	0	Yes	7
7	Clay	8,941	4	30.76%	9	69.24%	0	5	0.55	0	No	0
7	Fayette	45,132	65	48.87%	68	51.13%	0	166	3.67	1	Yes	68
7	Greenbrier	35,450	88	57.51%	65	42.49%	2	145	4.09	1	Yes	50
7	Logan	35,348	41	51.89%	38	48.11%	2	251	7.10	1	Yes	189
7	Nicholas	25,827	29	40.27%	43	59.73%	1	121	4.68	1	No	42
7	Raleigh	78,241	114	54.54%	95	45.46%	2	525	6.71	4	Yes	270
7	Webster	8,834	2	16.66%	10	83.34%	0	13	1.47	1	Yes	6
Region 7 Totals		275,950	372	48.75%	391	51.25%	8	1,289	3.52 Avg.	9	87.41% Covered	Total 639 49.57%
8	McDowell	20,448	6	15.00%	34	85.00%	2	44	2.15	1	Yes	22
8	Mercer	61,785	91	48.87%	75	51.13%	2	266	4.30	2	Yes	111
8	Mingo	25,716	27	44.99%	33	55.01%	1	90	3.49	0	Yes	38
8	Monroe	13,582	11	50.00%	11	50.00%	0	14	1.03	0	Yes	2
	Pocahontas	8,662	48	69.56%	21	30.44%	0	18	2.07	0	No	7
	Summers	13,417	15	53.57%	13	46.43%	0	30	2.23	0	Yes	4
8	Wyoming	22,598	15	33.33%	30	66.67%	0	218	9.64	0	Yes	132
Region 8 Totals		166,208	213	49.53%	217	50.47%	5	680	3.87	3	94.79% Covered	Total 316 46.47%
West Virginia Total		1,850,326	3,276	60.25%	2,161	39.75%	42	7,113	3.36 State Avg.	50	96% Covered	Total 2689 37.80%

Source: GHSP.

Note: 22 Counties have at least one agency with a DRE Officer, covering a population of 1,251,467 or 68% of State population.

41 Counties have access to a DRE Officer within 1-hour call-out time, covering a population of 1,809,221 or 98% of State population.

¹ Driving time as measured from county seat to county seat.

² Drug-related arrest numbers include Drug/Alcohol combination and Drug-only impairment.

The West Virginia Alcohol Beverage Control Administration will coordinate their grant-funded enforcement efforts in the priority counties 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.

Public Education and Information Activities

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

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

Media Plan

Crackdown Period

Dates for the National Drive Sober or Get Pulled Over impaired driving campaign are determined by NHTSA. During the national blitz periods, the GHSP will conduct and coordinate a media campaign with the enforcement efforts. The media campaign will include an enforcement message.

State-Mandated Blitzes

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

Advertising Period

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


Budget

GHSP will budget \$500,000 utilizing 405d funds.

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 ¹
	Underage Drinkers—Youth 16 to 20 years old
	Discontented Blue Collars—Men 21 to 34 years old
	Middle-Class Risk Takers—Men 25 to 54 years old
	Young Adult Male Drinkers—Men 21 to 24 years old
	Midlife Motorcyclists—Men 45 to 54 who combine drinking and riding
	Responsible Drinkers—Adults 25 to 44 years old
	Socially Accountable Drinkers—Adults 25 to 34 years old
Lowest	

¹ 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 will also target the following secondary audiences:

- College Youth
- Unemployed Youths
- Unemployed Men
- Blue Collar Workers

Media Purchasing Demographic

This plan will provide emphasis on the five highest “at-risk” groups: 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:

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

Geography

The \$500,000 budget will be placed for West Virginia advertising only. The campaign will complement the national media buy plan during the national blitz and support the State-mandated blitz periods as well.

Media Planned for the 2020 for Enforcement Blitzes

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.

Overall Media Strategy

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

Network Television and Radio Strategy

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

Earned and Other Media Efforts

The GHSP Public Affairs Coordinator will also work with the Division of Highways to air enforcement messages during the national Drive Sober or Get Pulled Over campaign. The Division of Highways will pay to have the program aired, and the Public Affairs Coordinator will place the media buy. This media effort will target 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
- 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 will receive a report of each media event. This report includes the coverage area or circulation of the media used and the amount of money it would have cost the State to purchase the media time/space.

Training Activities

The GHSP has developed the Law Enforcement Training Subcommittee and certified in-service credit for several training classes focusing on impaired driving issues. A training cadre consisting of 10 instructors to instruct these classes is maintained by the GHSP. All classes offered by the GHSP are free of charge to any member of law enforcement agencies. The following classes are available:

- **Standardized Field Sobriety Testing (SFST) Refresher Course**—This is a recertification class for SFST. This 8-hour class is offered 16 times a year.
- **Advanced Roadside Impaired Driving Enforcement (ARIDE)**—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 Regional Traffic Safety Programs each year.
- **Presentation of Evidence at DMV Administrative Hearing**—This class assists officers in preparing for and presenting evidence at a DMV administrative hearing. This class will be offered eight times a year.
- **Managing Sobriety Checkpoints**—A supervisory-level course for law enforcement supervisors who plan and supervise sobriety checkpoints. This class will be offered eight times a year.
- **Operating Sobriety Checkpoints**—This class is for law enforcement officers who operate the sobriety checkpoints. This class will be offered eight times a year.
- **Intoximeter Training**—This class will instruct all law enforcement officers in the use of new breath testing equipment. This training consists of a 4-hour block of instruction in conjunction with a general update of DUI enforcement in West Virginia. All law enforcement officers who have the 40-hour certification on the Intoximeter will receive this course.
- **Statewide DUI Conference**—The GHSP will conduct the statewide DUI/Training Conference to enhance the enforcement efforts of the police who are effective in DUI enforcement and to both train and acknowledge those officers.
- **DRE School**—Since DREs tend to be “cream of the crop” officers, many will be selected for other positions that take them out of the daily DRE lane of responsibilities. After serving a minimum three-year obligation, as many as 25 percent will need replaced. The GHSP will support an annual DRE school until sufficient DREs are certified and available statewide.

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

personnel, and toxicology staff. This committee approved a DEC/DRE application that was submitted to the IACP and approved in October 2013. The GHSP then devised a plan to train police officers throughout the State in the ARIDE program. The GHSP supports the training of DRE officers through funding.

State DRE Coordinator Joey Koher has been a key leader in statewide law enforcement training. Officer Koher uses these opportunities to identify motivated officers with a demonstrated performance in impaired driving enforcement for possible DRE selection and additional training. The 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. Prior to becoming a DEC 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 SFST refresher training with a drug impaired element, and the use of DRE's to properly identify drug impaired drivers. West Virginia now has 50 certified DREs and 6 certified DRE Instructors. Officer Koher will continue the statewide training events to identify additional officers for DRE training until each Regional Traffic Safety region has an acceptable number of DREs.

Age Group Activities

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

- **High School Prom Activity.** Officers will assist schools during prom in monitoring for alcohol use. Pre-prom visits by law enforcement deter the use of alcohol.
- **High School Graduation Activity.** Officers will be involved in alcohol-free graduation parties and assist school personnel in the education of students concerning alcohol abuse.
- **High School Drivers Education Classes.** Visits to Drivers Education classes to educate students against driving while impaired.
- **High School SADD Groups.** Regional Traffic Safety Program Coordinators work with SADD groups in their region to assist with their activities and assist in the Statewide SADD Program.
- **College Project.** This project works with campus teams in all 23 Colleges and Universities in the State to reduce underage drinking on college campuses. In alternating years, a statewide conference brings the colleges together to discuss campus issues and showcase successful programs. In the off year, statewide training is conducted for selected teams from each participating college to enhance their programs and prepare them for the U.S. Department of Education's biannual alcohol and drug abuse requirements. This year the colleges are forming a formal independent organization to carry on this program.
- **Ongoing Project for 21 to 34 Age Groups.** The Regional Traffic Safety Program Coordinators will work with area bars, distributors, and community agencies to establish an ongoing project that will assist 21 to 34-year olds to avoid driving under the influence by finding alternative transportation (e.g., designated drivers, public transportation, and TIPs Training).

Underage Activities

The Regional Traffic Safety Program Coordinators will conduct a minimum of one coordinated statewide enforcement effort and eight other local underage activities during the year, in addition to the high visibility enforcement activities previously cited. Underage activities include:

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

Focused Patrols

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

Evaluation

The GHSP will evaluate the success of the approved FFY2020 West Virginia GHSP Evidence-Based Enforcement Plan for DUI using the following performance target:

1. To decrease alcohol-impaired driving fatalities by 3 percent from 78 (2013–2017 average) to 75 (2016–2020 average) by December 31, 2020.

Programs and Projects

Target: 1

Unique Identifier: CT-01

Project Numbers: F20-HS-02, F20-HS-04, F20-HS-05, F20-HS-07 and F-20-HS-14

Project Title: Regional Traffic Safety Programs—Impaired Driving

Description: The five Regional Traffic Safety Programs coordinate the enforcement effort detailed in the *FFY2020 West Virginia Impaired Driving Plan* in collaboration with the seven West Virginia State Police

Troops. Each region is responsible for weekly enforcement, earned media, public information, and education events. There also is a training component in place to upgrade law enforcement's ability to be more effective in dealing with the impaired driving problem.

Evidence of Effectiveness: CTW, Chapter 1: Section 5.2

Funding Source/Amount: 405d—\$700,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: ID-01

Project Number: F20-HS-01

Project Title: GHSP—Impaired Driving

Description: The GHSP oversees all aspects of West Virginia's Impaired Driving program and implementation of the impaired-driving activities identified in the *FFY2020 West Virginia Impaired Driving Plan*.

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

Funding Source/Amount: 402- \$62,000; 405d—\$416,000

Match Amount: \$275,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: ID-02

Project Number: F20-HS-02

Project Title: City of Huntington—DRE



Description: This project provides funds to the City of Huntington to support the statewide DRE program in support of the *FFY2020 West Virginia Impaired Driving Plan*.

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

Funding Source/Amount: 405d—\$330,000

Match Amount: \$15,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: ID-04

Project Number: F20-HS-03

Project Title: Wood County—Impaired Driving



Description: This project provides funds to Wood County to participate in Drive Sober or Get Pulled Over blitz enforcement and additional impaired driving overtime enforcement in support of the *FFY2020 West Virginia Impaired Driving Plan*.

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

Funding Source/Amount: 405d—\$12,000

Match Amount: \$1,200

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Indirect Cost: **\$0** Local Benefit: **\$0**

Target: 1 and 2

Unique Identifier: ID-04

Project Number: F20-HS-06

Project Title: Jefferson County—Impaired Driving



Description: This project provides funds to Jefferson County to participate in Drive Sober or Get Pulled Over blitz enforcement and additional impaired driving overtime enforcement in support of the *FFY2020 West Virginia Impaired Driving Plan*.

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

Funding Source/Amount: 405d—\$13,000

Match Amount: \$1,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: ID-04

Project Number: F20-HS-08

Project Title: City of Charleston—Impaired Driving



Description: This project provides funds to the City of Charleston to participate in Drive Sober or Get Pulled Over blitz enforcement and additional impaired driving overtime enforcement in support of the *FFY2020 West Virginia Impaired Driving Plan*.

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

Funding Source/Amount: 405d—\$55,000

Match Amount: \$6,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: ID-04

Project Number: F20-HS-11

Project Title: Kanawha County Commission—Impaired Driving



Description: This project provides funds to the Kanawha County Commission to participate in Drive Sober or Get Pulled Over blitz enforcement and additional impaired driving overtime enforcement in support of the *FFY2020 West Virginia Impaired Driving Plan*.

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

Funding Source/Amount: 405d—\$55,000

Match Amount: \$6,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: ID-04

Project Number: F20-HS-19

Project Title: Morgan County—Impaired Driving



Description: This project provides funds to Morgan County to participate in Drive Sober or Get Pulled Over blitz enforcement and additional impaired driving overtime enforcement in support of the *FFY2020 West Virginia Impaired Driving Plan*.

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

Funding Source/Amount: 405d—\$9,000

Match Amount: \$3,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: ID-04

Project Number: F20-HS-21

Project Title: City of Parkersburg—Impaired Driving



Description: This project provides funds the City of Parkersburg to participate in Drive Sober or Get Pulled Over blitz enforcement and additional impaired driving overtime enforcement in support of the *FFY2020 West Virginia Impaired Driving Plan*.

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

Funding Source/Amount: 405d—\$4,000

Match Amount: \$3,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: ID-07

Project Number: F20-HS-09

Project Title: Law Enforcement Liaison (LEL) Office—Impaired Driving



Description: This project funds the contractual position of a statewide LEL and is an extension of the GHSP. Coordinates with all five Regional Traffic Safety Programs to provide law enforcement training in TOPS, Speed Enforcement—Radar Training, Instructor Development, SFST Updates, partial funding of the HSP, H2E conference, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other Law enforcement training. The GHSP LEL implements activities in the *FFY2020 West Virginia Impaired Driving Plan* activities.

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

Funding Source/Amount: 402—\$100,000; 405d—\$187,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$100,000

Target: 1

Unique Identifier: ID-03

Project Number: F20-HS-15

Project Title: Data Tracking and Agency Support. (City of Beckley)—Impaired Driving

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

Evidence of Effectiveness: N/A

Funding Source/Amount: 405d—\$137,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: ID-04

Project Number: F20-HS-10

Project Title: West Virginia State Police—Impaired Driving



Description: The lead law enforcement agency in the State supports the *FFY2020 West Virginia Impaired Driving Plan* through overtime enforcement, including directed patrols, saturation patrols, and sobriety checkpoints. The seven West Virginia State Police Troop Coordinators coordinate with the five Regional Traffic Safety Program Coordinators and the GHSP LEL during the impaired driving campaigns and the national mobilization. The State Police are primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments. Each troop is responsible for weekly enforcement, earned media, public information, and education events.

Evidence of Effectiveness: CTW, Chapter 1: Section 2

Funding Source/Amount: 405d—\$420,000

Match Amount: \$300,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: ID-06

Project Number: F20-HS-12

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

Description: The ABCA provides overtime enforcement for Inspectors conducting compliance checks of licensed alcohol establishments. Under this project, a statewide blitz is conducted three times a year—during prom/graduation season, national DUI blitz period (mid-August through Labor Day), and Thanksgiving through New Year's holiday season. ABCA participates in a monthly "West Virginia Statewide Compliance

Check and Sweep” program 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.

Evidence of Effectiveness: CTW, Chapter 1: Section 5

Funding Source/Amount: 405d—\$63,000

Match Amount: \$1,100,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: ID-05

Project Number: F20-HS-11

Project Title: Kanawha County Commission—TSRP

Description: This project provides salary and expenses for a 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 annual Magistrate conference training, regional trainings for law enforcement in the five 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

Funding Source/Amount: 402—\$195,000

Match Amount: \$25,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$195,000

Target: 1

Unique Identifier: ID-04

Project Number: F20-HS-17

Project Title: Monongalia County Sheriff’s Department—Impaired Driving



Description: This project provides funds to the Sheriff’s Department to conduct Directed Patrols, Saturation Patrols, Sobriety Checkpoints, and Under 21 Alcohol Enforcement in support of the *FFY2020 West Virginia Impaired Driving Plan*. They also provide funds to smaller law enforcement agencies in the county, including West Virginia University Police.

Evidence of Effectiveness: CTW, Chapter 1: Section 2

Funding Source/Amount: 405d—\$89,000

Match Amount: \$8,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: ID-04

Project Number: F20-HS-18

Project Title: City of Morgantown—Impaired Driving



Description: This project provides overtime DUI Enforcement funds for the Morgantown Police Department to conduct Directed Patrols, Saturation Patrols, Sobriety Checkpoints, and Under 21 Alcohol Enforcement in support of the *FFY2020 West Virginia Impaired Driving Plan*.

Evidence of Effectiveness: CTW, Chapter 1: Section 2

Funding Source/Amount: 405d—\$37,000

Match Amount: \$4,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

4.4 Motorcycle Safety

Overview

In 2017, 38 percent of all motorcyclist fatalities in West Virginia were unhelmeted, compared to 34 percent that were unhelmeted in 2016. Since 2008, the proportion of unhelmeted motorcyclist fatalities compared to all motorcyclist fatalities in West Virginia has generally increased. In 2008, unhelmeted motorcyclist fatalities represented 21 percent of all motorcyclist fatalities, and the share rose to 30 percent in 2010. The proportion decreased to 22 percent in 2011, and then jumped to 45 percent in 2012, the highest point in the last decade. Data for 2011 to 2017 show an average of approximately 3,800 motorcyclists obtained a motorcycle learners permit, but never received their full endorsement. A review of crash data determined that 70 percent of the 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 are provided in Table 4.11.

Table 4.11 Motorcyclist Fatalities

Core Performance Measure	Actual							
	2010	2011	2012	2013	2014	2015	2016	2017
Motorcyclist Fatalities	33	27	31	24	26	32	29	26
Unhelmeted Motorcyclist Fatalities	10	6	14	8	7	7	10	10

Source: FARS, May 2019.

The DMV currently funds and administers the West Virginia Motorcycle Safety Program. The Motorcycle Safety Program was transferred to the GHSP in October 2006. 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 five 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.

Performance Targets

1. To decrease motorcyclist fatalities by 7 percent from 27 (2013–2017 average) to 25 (2016–2020 average) by December 31, 2020.
2. To decrease unhelmeted motorcyclist fatalities by 14 percent from 8 (2013–2017 average) to 7 (2016–2020 average) by December 31, 2020.

Strategies

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

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

Programs and Projects

Target: 1 and 2

Unique Identifier: MS-02

Project Number: F20-HS-09

Project Title: Law Enforcement Liaison (LEL) Office—Motorcycle Safety

Description: This project provides training funds for motorcycle law enforcement officers and travel funds for Rider Coaches for Smart Trainer training at various motorcycle themed events across the state.

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

Funding Source/Amount: 405f—\$5,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: MS-01

Project Number: F20-HS-01

Project Title: GHSP—Motorcycle Safety Paid Media

Description: This project funds purchase of paid media by the GHSP to promote motorcycle safety and motorist awareness messages. Radio and 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.

Evidence of Effectiveness: CTW, Chapter 5: Sections 4.2

Funding Source/Amount: 405f—\$40,000

Match Amount: \$500,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

4.5 Speed Enforcement

Overview

Speed-related fatalities in West Virginia decreased significantly from 144 to 60 fatalities between 2012 and 2016. Between 2013 and 2014, speed-related fatalities decreased by almost half (49 percent), going from 130 to 66 and remained at 66 in 2015. However, from 2016 to 2017, speed-related fatalities increased by 40 percent, from 60 to 84. Analysis conducted for the 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. The SMTF selected speed and aggressive driving as an emphasis area for the next SHSP update. Speeding-related fatalities and citations are listed below.

Table 4.12 Speeding-Related Fatalities and Citations

Core Performance Measure	Actual							
	2010	2011	2012	2013	2014	2015	2016	2017
Speeding-Related Fatalities	133	115	144	130	66	66	60	84
Speeding Citations Issued ¹	7,132	9,892	11,537	14,229	10,729	11,279	11,368	13,952

Source: West Virginia GHSP, 2019.

¹ Reflects 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 LEL Office will continue to provide this training statewide for law enforcement officers during 2020.

Performance Targets

- To decrease speeding-related fatalities by 10 percent from 81 (2013–2017 average) to 73 (2016–2020 average) by December 31, 2020.

Programs and Projects

Target: 1

Unique Identifier: CT-01

Project Numbers: F20-HS-02, F20-HS-04, F20-HS-05, F20-HS-07, and F20-HS-14

Project Title: Regional Traffic Safety Programs—Speed Enforcement



Description: The five 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.

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

Funding Source/Amount: 402—\$130,000

Match Amount: \$

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$130,000

Target: 1

Unique Identifier: SP-01

Project Number: F20-HS-03

Project Title: Wood County—Speed Enforcement



Description: This project provides overtime speed enforcement funds for Wood County to conduct directed and saturation speed enforcement patrols in support of the *FFY2020 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for Speed*.

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

Funding Source/Amount: 402—\$4,000

Match Amount: \$750

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$4,000

Target: 1

Unique Identifier: SP-01

Project Number: F20-HS-06

Project Title: Jefferson County—Speed Enforcement



Description: This project provides overtime speed enforcement funds for Jefferson County to conduct directed and saturation speed enforcement patrols in support of the *FFY2020 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for Speed*.

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

Funding Source/Amount: 402—\$11,000

Match Amount: \$1,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$11,000

Target: 1

Unique Identifier: SP-01

Project Number: F20-HS-08

Project Title: City Charleston —Speed Enforcement



Description: This project provides overtime speed enforcement funds for Charleston to conduct directed and saturation speed enforcement patrols in support of the *FFY2020 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for Speed*.

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

Funding Source/Amount: 402—\$20,000

Match Amount: \$2,500

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$20,000

Target: 1

Unique Identifier: SP-01

Project Number: F20-HS-10

Project Title: West Virginia State Police—Speed Enforcement



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

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

Funding Source/Amount: 402—\$120,000

Match Amount: \$13,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1

Unique Identifier: SP-01

Project Number: F20-HS-17

Project Title: Monongalia County—Speed Enforcement



Description: This project provides overtime speed enforcement funds for Monongalia County to conduct directed and saturation speed enforcement patrols in support of the *FFY2020 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for Speed*.

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

Funding Source/Amount: 402—\$15,000

Match Amount: \$1,500

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$15,000

Target: 1

Unique Identifier: SP-01

Project Number: F20-HS-18

Project Title: City of Morgantown—Speed Enforcement



Description: This project provides overtime speed enforcement funds for Morgantown to conduct directed and saturation speed enforcement patrols in support of the *FFY2020 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for Speed*.

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

Funding Source/Amount: 402—\$5,000

Match Amount: \$300

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$5,000

Target: 1

Unique Identifier: SP-01

Project Number: F20-HS-19

Project Title: Morgan County—Speed Enforcement



Description: This project provides overtime speed enforcement funds for Morgan County to conduct directed and saturation speed enforcement patrols in support of the *FFY2020 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for Speed*.

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

Funding Source/Amount: 402—\$8,000

Match Amount: \$400

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$8,000

Target: 1

Unique Identifier: SP-01

Project Number: F20-HS-20

Project Title: Kanawha County—Speed Enforcement



Description: This project provides overtime speed enforcement funds for Kanawha County to conduct directed and saturation speed enforcement patrols in support of the *FFY2020 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for Speed*.

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

Funding Source/Amount: 402—\$15,000

Match Amount: \$1,200

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$15,000

Target: 1

Unique Identifier: SP-01

Project Number: F20-HS-21

Project Title: City of Parkersburg —Speed Enforcement



Description: This project provides overtime speed enforcement funds for Parkersburg to conduct directed and saturation speed enforcement patrols in support of the *FFY2020 West Virginia Governor's Highway Safety Program Evidence-Based Enforcement Plan for Speed*.

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

Funding Source/Amount: 402—\$4,000

Match Amount: \$400

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$4,000

4.6 Traffic Safety Information System Improvements

Overview

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 GHSP 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. In 2018 additional focus areas were added to the software.

ReportBeam functionality was 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 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.

In FFY2020, the State will continue to roll the availability of the Electronic Uniform Citation portion of the Report Beam data collection out to all law enforcement agencies and courts within the State. GHSP will continue to assist law enforcement agencies and court locations 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 DMV to more quickly obtain conviction data from ReportBeam and add it to the driver's record. Additionally, the electronic processing of citations will significantly enhance DMV's ability to meet FMCSA standards of timeliness for reporting commercial driver's license violations to driver records.

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. The State's Traffic Records Coordinating Committee (TRCC) is fully aware of, and already has 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 the TRCC for validity, applicability, and appropriate priority.

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 GHSP hired a new Traffic Records Coordinator in 2018. TRCC meetings he conducted in the 12 months preceding the FFY 2020 405c application were held on:

- April 18, 2019,
- May 16, 2019, and
- June 6, 2019.

The Coordinator will conduct TRCC meetings and revise the Traffic Records Strategic Plan in FFY 2020. 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 1 to November 3, 2016).

The Strategic Plan will be utilized as a guide to ensure proper steps are being taken to implement a statewide comprehensive traffic records system that will be used by Federal, State, and local highway safety stakeholders, including the GHSP, Division of Highways, DMV, Administrative Office of the Courts, Municipal Courts, and Department of Health and Human Resources. The TRCC identifies projects that will improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility for the core data systems (crash, roadway, driver, vehicle, citation/adjudication, and Emergency Medical Services (EMS)/injury surveillance). For each core system, the TRCC catalogs existing, future, and proposed projects and ideas that would both significantly and remotely impact the quality of the State's safety data. Each project is prioritized by high/low cost and high/low payoff using the following considerations: cost, length, difficulty of coordination, significant effect if successful, likelihood of desired impact, and major costs associated with failure. The catalog, which is in the strategic plan, is updated as new projects are selected and project completions and updates become available. Project elements are included such as problem identification, project description, short-term/long-term completion, priority risk, and other variables. In 2020, the TRCC is focused on the following strategies:

- Implementing a law enforcement-friendly electronic, statewide data collection and reporting system for data to be captured accurately, efficiently, and timely. The core system build was completed in July 2018.
- Implementing electronic citations statewide for all law enforcement agencies. This project will enhance the State's ability to analyze problem traffic areas and increase the timeliness of the entire citation process. The expected completion date for this project is July 2020.

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

Programs and Projects

Target: 1, 2, and 3

Unique Identifier: CT-01

Project Numbers: F20-HS-02, F20-HS-04, F20-HS-05, F20-HS-07, and F20-HS-14

Project Title: Regional Traffic Safety Programs—Traffic Records

Description: The five Regional Safe Community Program Coordinators assist the TRCC in implementation of the *FFY2020 Traffic Records Strategic Plan* within their region. The Coordinators support efforts to convert law enforcement agencies in their region to electronic reporting and provide training to enforcement personnel in their region on electronic crash and citation reporting.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c—\$288,000;

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 3, and 4

Unique Identifier: TR-02

Project Number: F20-HS-10

Project Title: West Virginia State Police—Traffic Records

Description: The West Virginia State Police will continue to assist in implementation of the *FFY2020 Traffic Records Strategic Plan*. The State Police are a vital part of maintaining and upgrading the State's Traffic Records System and provides support through the purchase of electronic reporting hardware, laptops, scanners, printers, and other equipment necessary for electronic reporting. The State Police's Director of Traffic Records serves on the Traffic Records Coordinating Committee.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c—\$30,000

Match Amount: \$3,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, and 3

Unique Identifier: TR-03

Project Number: F20-HS-09

Project Title: Law Enforcement Liaison Office—Traffic Records

Description: The GHSP LEL assists the TRCC in implementation of the *FFY2020 Traffic Records Strategic Plan* by working with State and local law enforcement agencies throughout the State. The GHSP LEL coordinates and supports Regional Safe Community Program Coordinators and LELs' efforts to convert law enforcement agencies to electronic reporting and provide training to enforcement personnel in their region on electronic crash and citation reporting.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c—\$60,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, 3, and 4

Unique Identifier: TR-01

Project Number: F20-HS-01

Project Title: GHSP—Traffic Records

Description: The GHSP provides support to the TRCC in implementation of the *FFY2020 Traffic Records Strategic Plan*. The GHSP's Traffic Records Coordinator serves as the champion for safety data initiatives and markets the traffic records ideal throughout the State, is chairperson of the TRCC, and administers the daily business of the committee. All aspects of the Strategic Plan are maintained and managed by the Coordinator, as well as providing regular progress reports to Federal sponsors about its implementation. The GHSP Director and Federal Programs Administrator also serve on the Traffic Records Coordinating Committee.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c—\$80,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, 3, and 4

Unique Identifier: TR-02

Project Number: F20-HS-03

Project Title: Wood County—Traffic Records

Description: Funds will be provided to Wood County to support the TRCC in implementation of the *FFY2020 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports, citations, and training.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c—\$12,000

Match Amount: \$1,200

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, 3, and 4

Unique Identifier: TR-02

Project Number: F20-HS-06

Project Title: Jefferson County—Traffic Records

Description: Funds will be provided to Jefferson County to support the TRCC in implementation of the *FFY2020 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports, citations, and training.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c—\$40,000

Match Amount: \$3,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, 3, and 4

Unique Identifier: TR-02

Project Number: F20-HS-08

Project Title: City of Charleston—Traffic Records

Description: Funds will be provided to the City of Charleston to support the TRCC in implementation of the *FFY2020 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports, citations, and training.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c—\$30,000

Match Amount: \$3,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, 3, and 4

Unique Identifier: TR-02

Project Number: F20-HS-19

Project Title: Morgan County—Traffic Records

Description: Funds will be provided to Morgan County to support the TRCC in implementation of the *FFY2020 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports, citations, and training.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c—\$20,000

Match Amount: \$2,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1, 2, 3, and 4

Unique Identifier: TR-02

Project Number: F20-HS-20

Project Title: Kanawha County—Traffic Records

Description: Funds will be provided to Kanawha County to support the TRCC in implementation of the *FFY2020 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports, citations, and training.

Evidence of Effectiveness: N/A

Funding Source/Amount: 405c—\$50,000

Match Amount: \$5,000

MOE: \$0

Indirect Cost: \$0**Local Benefit:** \$0**Target:** 1, 2, 3, and 4**Unique Identifier:** TR-02**Project Number:** F20-HS-21**Project Title:** City of Parkersburg—Traffic Records

Description: Funds will be provided to the City of Parkersburg to support the TRCC in implementation of the *FFY2020 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports, citations, and training.

Evidence of Effectiveness: N/A**Funding Source/Amount:** 405c—\$15,000**Match Amount:** \$1,500**MOE:** \$0**Indirect Cost:** \$0**Local Benefit:** \$0

4.7 Distracted Driving

Overview

In July 2012, 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. The number of drivers found guilty of using a cell phone without hands-free technology while operating a motor vehicle averaged 12 per month statewide 10 months after the ban was passed and rose to 389 per month in 2016. As of April 2017, 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 FFY2018, citation data reported under grant-funded activities include 3,689 cell phone citations and an additional 401 texting citations.

In addition, the 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. Between February 2015 and October 2018, 7,762 individuals took the survey (98 percent were ages 15 to 18); following is their response to these 2 questions:

- 2,651 people (34 percent) indicated they had talked on a cell phone while driving.
- 2,054 people (16 percent) indicated they had texted on a cell phone while driving.

The Division of Highways provided \$1,500,000 to the GHSP in FFY2015 to provide awareness, education, and enforcement programs that address distracted driving. We anticipate that less than \$50,000 will be carried over to FFY2020 to continue efforts to decrease distracted driving.

Performance Targets

1. Decrease the percent of drivers 20 or younger who reported driving a vehicle while talking on a cell phone from 40.18 percent in 2015 to 35 percent by December 31, 2020.
2. Decrease the percent of drivers 20 or younger who reported texting on a cell phone while driving from 32.46 percent in 2015 to 28 percent by December 31, 2020.
3. Decrease drivers age 20 or younger fatalities by 3 percent from 32 (2013-2017 average) to 31 (2016-2020 average) by December 31, 2020.

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

Strategies

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

Programs and Projects

Target: 1 and 2

Unique Identifier: CT-01

Project Numbers: F20-HS-02, F20-HS-04, F20-HS-05, F20-HS-07, and F20-HS-14

Project Title: Regional Traffic Safety Programs—Distracted Driving

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

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

Funding Source/Amount: 402-\$25,000; 405e—\$25,000; DOHDD—\$25,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$25,000

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F20-HS-08

Project Title: City of Charleston—Distracted Driving



Description: This project provides funds to the City of Charleston to participate in distracted driving overtime enforcement.

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

Funding Source/Amount: DOHDD—\$5,000; 402—\$1,000

Match Amount: \$2,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$1,000

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F20-HS-10

Project Title: West Virginia State Police—Distracted Driving Enforcement



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

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

Funding Source/Amount: 402—\$10,000, DOHDD—\$10,000

Match Amount: \$2,500

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F20-HS-17

Project Title: Monongalia County Sheriff's Department—Distracted Driving



Description: This project provides funds to the Sheriff's Department to conduct distracted driving overtime enforcement. The Department also provides funds to smaller law enforcement agencies in the county, including West Virginia University Police.

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

Funding Source/Amount: 402—\$1,000, DOHDD—\$3,000

Match Amount: \$400

MOE \$0

Indirect Cost: \$0

Local Benefit: \$1,000

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F20-HS-18

Project Title: City of Morgantown—Distracted Driving



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

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

Funding Source/Amount: 402—\$1,000, DOHDD—\$5,000

Match Amount: \$600

MOE \$0

Indirect Cost: \$0

Local Benefit: \$1,000

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F20-HS-03

Project Title: Wood County—Distracted Driving



Description: This project provides funds for Wood County to conduct distracted driving overtime enforcement.

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

Funding Source/Amount: 402—\$1,000, DOHDD—\$2,000

Match Amount: \$300

MOE \$0

Indirect Cost: \$0

Local Benefit: \$1,000

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F20-HS-06

Project Title: Jefferson County—Distracted Driving



Description: This project provides funds for Jefferson County to conduct distracted driving overtime enforcement.

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

Funding Source/Amount: 402—\$1,000, DOHDD—\$2,000

Match Amount: \$300

MOE \$0

Indirect Cost: \$0

Local Benefit: \$1,000

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F20-HS-16

Project Title: Public Service Commission—Distracted Driving



Description: This project provides funds for the Public Service Commission to conduct distracted driving overtime enforcement.

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

Funding Source/Amount: 402—\$1,000, DOHDD—\$2,000

Match Amount: \$100

MOE \$0

Indirect Cost: \$0

Local Benefit: \$0

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F20-HS-19

Project Title: Morgan County—Distracted Driving



Description: This project provides funds for the Morgan County to conduct distracted driving overtime enforcement.

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

Funding Source/Amount: 402—\$1,000, DOHDD—\$2,000

Match Amount: \$300

MOE \$0

Indirect Cost: \$0

Local Benefit: \$1,000

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F20-HS-20

Project Title: Kanawha County—Distracted Driving



Description: This project provides funds for Kanawha County to conduct distracted driving overtime enforcement.

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

Funding Source/Amount: 402—\$2,000, DOHDD—\$5,000

Match Amount: \$700

MOE \$0

Indirect Cost: \$0

Local Benefit: \$2,000

Target: 1 and 2

Unique Identifier: DD-02

Project Number: F20-HS-21

Project Title: City of Parkersburg—Distracted Driving



Description: This project provides funds for the City of Parkersburg to conduct distracted driving overtime enforcement.

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

Funding Source/Amount: 402—\$1,000, DOHDD—\$2,000

Match Amount: \$300

MOE \$0

Indirect Cost: \$0

Local Benefit: \$1,000

Target: 1 and 2

Unique Identifier: DD-01

Project Number: F20-HS-01

Project Title: GHSP—Distracted Driving Paid Media

Description: This project funds purchase of paid media by the GHSP 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 1: Section 5.2, Chapter 2: Section 3.2, and Chapter 4: Section 2.2

Funding Source/Amount: 402—\$26,000

Match Amount: \$50,000

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$0

4.8 Pedestrian and Bicyclist Safety

Overview

Pedestrian fatalities between 2008 and 2017 increased greatly, from 13 to 26. 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 3 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, 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.

Performance Targets

1. Decrease pedestrian fatalities by 12.5 percent from 23 (2013–2017 average) to 20 (2016–2020 average) by December 31, 2020.
2. Maintain bicyclist fatalities at one (2013–2017 average) through the 2016–2020 average by December 31, 2020.

Strategies

The Regional Traffic Safety Program Coordinators will provide pedestrian and bicycle safety presentations to various age groups. Depending on the audience, presentations will address safe behaviors/practices as a pedestrian or bicyclist, or as a vehicle operator while driving alongside pedestrians and bicyclists. Regional Coordinators may also host and/or participate in local bicycle rodeos or other youth fairs where the safety aspects of riding a bicycle are taught and a variety of bicycle safety-related materials are distributed. 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 a bicycle or pedestrian, the media often reach out to our regional programs to discuss the issues as well as applicable State laws.

The GHSP will continue to work with pedestrian and bicycle safety groups, as well as other interested entities, to provide input on pedestrian and bicycle safety issues, as well as to develop educational materials and opportunities that can be adapted and implemented in communities statewide, including the Morgantown Pedestrian Board, People Powered Huntington and WV Connecting Communities (WVCC). The GHSP is working with a professor at the School of Public Health at West Virginia University to look past fatality-only data. In order to see a fuller picture of the pedestrian and bicycle safety issues in the state that fatality data alone does not illustrate, non-fatal crash data and hospital data will be analyzed, along with other potential data sources.

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.

Programs and Projects

Target: 1 and 2

Unique Identifier: CT-01

Project Numbers: F20-HS-02, F20-HS-04, F20-HS-05, F20-HS-07, and F20-HS-14

Project Title: Regional Traffic Safety Programs—Pedestrian and Bicycle Safety

Description: 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 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

Funding Source/Amount: 402—\$15,000

Match Amount: \$0

MOE: \$0

Indirect Cost: \$0

Local Benefit: \$15,000

4.9 Planning and Administration

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

Goal

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

Performance Targets

1. Deliver the FFY2019 Annual Report by December 31, 2019.
2. Gather input for development of the FFY2021 HSP from roundtable meetings conducted throughout the year with the Regional Traffic Safety Program staff, West Virginia State Police coordinators, and other State and local safety stakeholders.
3. Deliver the Federal Fiscal Year 2021 HSP by July 1, 2020.

Strategies

1. Administer the statewide traffic safety program:
 - a. Implement the FFY2020 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.
 - d. Assess program outcomes.
2. Provide data required for Federal and State reports.
3. Provide program staff, professional development, travel funds, space, equipment, materials, and fiscal support for all programs.
4. Provide data and information to policy and decision-makers on the benefits of various traffic safety laws.
5. Identify and prioritize highway safety problems for future GHSP attention, programming, and activities.
6. Implement program management and oversight for all activities within this priority area.

Programs and Projects

Target: 1, 2, and 3

Unique Identifier: PA-01

Project Number: F20-HS-01

Project Title: GHSP Operations

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

Funding Source/Amount: 402—\$550,000

Match Amount: \$150,000

MOE: \$147,811

Indirect Cost: \$0

Local Benefit: \$0

4.10 NHTSA Equipment Approval

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

4.11 Paid Advertising

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

An advertising contract will be in effect for FFY2020 under the West Virginia DOT. This contract provides an advertising agency to place media buys on behalf of the GHSP for statewide campaigns, including television, terrestrial radio, billboards, and social media boosts.

The GHSP utilizes social media accounts with Facebook at <https://www.facebook.com/wvghsp/> and Twitter at <https://www.twitter.com/WVhighwaysafety>. In addition to social norming, these accounts will be utilized to purchase targeted advertising promoting NHTSA messages concerning occupant protection and impaired driving in FFY2020.



The Regional Traffic Safety Programs have funding available for local terrestrial radio, billboards, online advertising, and broadcast television spots.

The GHSP's statewide media budget breakdown is as follows:

- FFY2020: Section 405(d) Impaired Driving (DSOGPO Campaign)—\$416,000
- FFY2020: Section 402 (CIOT Campaign)—\$315,000
- FFY2020: 402 Distracted Driving (Cell Phones and Texting Campaign)—\$26,000



- FFY2020: Section 405(f) (Motorcycle Safety Campaign)—\$40,000; and FFY2020: Section 402 (CPS Campaign)—\$10,000

4.12 Work Zone Safety Funds

The Division of Highways provided \$500,000 to the GHSP in FFY2015 to provide awareness and enforcement programs that address work zone safety. Funding was awarded to the Regional Traffic Safety Programs and West Virginia State Police to coordinate overtime law enforcement efforts at the direction of the Division of Highways. In FFY2019, the Division of Highways awarded an additional \$500,000 to the GHSP for continued Work Zone Safety Enforcement. These funds will be distributed to all Regional Traffic Safety Programs and Regional Law Enforcement Programs as follows:

- Huntington, \$30,000, F20-HS-02
- Wood County, \$5,000, F20-HS-03
- Wheeling, \$30,000, F20-HS-04
- Clarksburg, \$30,000, F20-HS-05
- Jefferson County, \$5,000, F20-HS-06
- Beckley, \$30,000, F20-HS-07
- Charleston, \$10,000, F20-HS-08
- Mercer County, \$30,000, F20-HS-14
- Monongalia County, \$15,000, F20-HS-17

- Morgantown, \$10,000, F20-HS-18
- Morgan County, \$5,000, F20-HS-19
- Kanawha County, \$15,000, F20-HS-20
- Parkersburg, \$5,000, F20-HS-21

5.0 Performance Report

West Virginia's progress in meeting the State's core performance targets identified in the FFY2019 HSP is shown in Table 5.1. The performance targets, shown in the column titled "2019 HSP," uses 2010 through 2014 as the five-year average base with the overall goal of achieving a 50 percent reduction in fatalities by 2030. Since final 2018 FARS data are not available, 2017 FARS data are used to show progress in meeting the performance targets.

Table 5.1 Progress on FFY2019 Performance Targets

Core Performance Measure	Goal												2019 HSP
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2013–2017 Average	
C-1 Traffic Fatalities	432	378	357	315	338	339	322	272	268	269	304	289	283
C-2 Serious Traffic Injuries	5,944	3,445	2,427	2,202	1,964	1,887	1,465	1,344	1,233	1,180	1,063	1,257	977
C-3 Fatalities/VMT	2.10	1.82	1.82	1.64	1.78	1.76	1.73	1.42	1.35	1.38	1.59	1.49	1.498
C-4 Unrestrained Passenger Vehicle-Occupant Fatalities in All Seating Positions	158	156	152	131	133	137	113	93	99	80	98	97	87.7
C-5 Alcohol-Impaired Fatalities (operator with a 0.08 BAC or greater)	138	126	112	87	93	94	91	84	72	69	72	78	61.5
C-6 Speeding-Related Fatalities	76	97	121	133	115	144	130	66	66	60	84	81	65.1
C-7 Motorcyclist Fatalities	40	52	26	33	27	31	24	26	32	29	26	27	27.0
C-8 Unhelmeted Motorcyclist Fatalities	6	11	5	10	6	14	8	7	7	7	10	8	7.0
C-9 Drivers Age 20 or Younger Involved in Fatal Crashes	60	43	54	40	50	32	33	34	28	32	35	32	24.0
C-10 Pedestrian Fatalities	27	13	21	13	20	31	28	19	19	24	23	23	18.0
C-11 Bicycle Fatalities	1	2	0	3	0	1	0	2	1	1	3	1	1.0
Behavioral Measure	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2020 Goal
B-1 Statewide Observed Seat Belt Use (front seat outboard occupants)	89.6%	89.5%	87.0%	82.1%	84.9%	84.0%	82.2%	87.8%	89.0%	86.8%	89.7%	90.5%	91%
Activity Measures (by FFY)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	
Seat Belt Citations Issued	–	–	–	3,309	3,741	5,190	9,099	15,862	15,002	13,196	11,213	10,198	
Child Safety Seat Citations Issued	–	–	–	297	293	317	411	420	285	289	255	153	
Impaired Driving Citations Issued and Arrests Made	–	–	–	1,965	2,714	3,577	3,676	3,604	3,518	3,551	2,807	1,408	
Speeding Citations Issued	–	–	–	7,132	9,892	11,537	14,229	10,729	11,279	11,368	14,465	10,804	

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

Lessons Learned

As of 2017, West Virginia has experienced a 20 percent total decline in the number of traffic-related fatalities since 2008, though total traffic fatalities increased each year from 2015 and reached their highest levels since 2013 in 2017, increasing by 13.0 percent from 2016.

When comparing 2017 State performance measures against their averages for 2013 to 2017 there have been reductions in three of eleven core performance measures: serious injuries, motorcyclist fatalities and alcohol-impaired fatalities. Serious injuries were fifteen percent lower; motorcyclist fatalities were about four percent lower, and alcohol-impaired fatalities were eight percent lower in 2017 than the average for each from 2013 to 2017.

Serious injuries were 15 percent lower in 2017 than the average from 2013 to 2017. Motorcyclist fatalities were about four percent lower in 2017 than the average from 2013 to 2017, and alcohol-impaired fatalities were eight percent lower.

The priority areas detailed in the FFY2020 and past HSPs align with NHTSA's Priorities (impaired driving, occupant protection, and speed). Data support that these problem areas are consistent throughout West Virginia's eight Regional Traffic Safety Programs and young males are our predominant target audience. We remain committed to our focus on reducing the top three fatality categories—speeding, unrestrained vehicle occupants, and alcohol impairment.

Our pedestrian fatalities are down significantly from the 31 fatalities in 2012, averaging 23 from 2013 to 2017. We will continue to encourage our Regional Traffic Safety Programs to conduct pedestrian programs when their data show it is a problem to avoid the national trend of rising pedestrian fatalities. The GHSP will also continue to implement the behavioral strategies in West Virginia's 2017 to 2021 Strategic Highway Safety Plan and encourage our safety stakeholders to focus on and deploy data-driven solutions to address our most critical problems and drive down fatalities in their respective areas.

6.0 Funding Information

Table 6.1 West Virginia FFY2020 Project List

Project Number	Agency	Estimated Subgrant Award
F20-HS-01	DMV/GHSP	\$1,460,000
F20-HS-02	City of Huntington (Region 2 Safe Traffic Operations Program) ¹	\$940,000
F20-HS-03	Wood County Commission	\$76,000
F20-HS-04	City of Wheeling (Region 4 Northern Regional Highway Safety Office) ¹	\$276,880
F20-HS-05	City of Clarksburg (Region 5 High-Technology Corridor Regional Highway Safety Program) ¹	\$466,000
F20-HS-06	Jefferson County Commission	\$229,500
F20-HS-07	City of Beckley (Region 7 Southern Regional Highway Safety Program) ¹	\$422,000
F20-HS-08	City of Charleston	\$149,000
F20-HS-09	City of Beckley (LEL Office)	\$604,000
F20-HS-10	West Virginia State Police	\$815,000
F20-HS-11	Kanawha County Commission	\$195,000
F20-HS-12	ABCA (Alcohol Beverage Control Administration)	\$63,000
F20-HS-13	Not Assigned	–
F20-HS-14	Mercer County Commission (Region 8 WV Coalfields Highway Safety Program) ¹	\$454,000
F20-HS-15	City of Beckley (DTASP)	\$390,500
F20-HS-16	Public Service Commission	\$12,000
F20-HS-17	Monongalia County	\$147,000
F20-HS-18	City of Morgantown	\$78,000
F20-HS-19	Morgan County Commission	\$108,000
F20-HS-20	Kanawha County Commission Sheriff's	\$178,000
F20-HS-21	City of Parkersburg	\$36,000

Source: West Virginia GHSP, 2019.

¹ Regional Traffic Safety Programs.

Table 6.2 Source of Matching Funds

Source of Matching Funds	Funding Sources	Estimated Amount
Office of Administrative Hearings Total	State Road Fund	\$950,000
402 State Share Planning/Administration	State Road Fund	\$150,000
ABCA Enforcement Expenditures	Liquor Sales/Fines	1,100,000
Interlock Program Expenditures	Application Fees	400,000
Motorcycle Safety Program Expenditures	State Fund 8212	\$500,000
West Virginia Mobilizations and Sustained Enforcement Mileage	Grantee Tracks	\$250,000
Commission on Drunk Driving Prevention (CDDP) Total	Tax On Liquor Sales	\$300,000
In-Kind Match, PR, etc./Charleston Region 1	Grantee Tracks	\$100,000
In-Kind Match, PR, etc./Huntington Region 2	Grantee Tracks	\$200,000
Lamar Advertising/West Virginia Outdoor Advertising Huntington Region 2	Vendor/Grantee	\$550,000
In-Kind Match, PR, etc./Wheeling Region 4	Grantee Tracks	\$400,000
In-Kind Match, PR, etc./Clarksburg Region 5	Grantee Tracks	\$600,000
In-Kind Match, PR, etc./Beckley Region 7	Grantee Tracks	\$75,000
In-Kind Match, PR, etc./Beckley Region 8	Grantee Tracks	\$50,000

Source: West Virginia GHSP, 2019.

Table 6.3 Unique Identifiers

Unique Identifier	Description
CT-01	REGIONAL TRAFFIC SAFETY PROGRAMS
OP-01	CPS
OP-02	OCCUPANT PROTECTION PAID MEDIA
OP-03	OCCUPANT PROTECTION ENFORCEMENT
OP-04	DTASP
OP-05	LEL
MS-01	MOTORCYCLE PAID MEDIA
MS-02	MOTORCYCLE TRAINING
DD-01	DISTRACTED DRIVING PAID MEDIA
DD-02	DISTRACTED DRIVING ENFORCEMENT
SP-01	SPEED ENFORCEMENT
TR-01	TRAFFIC RECORDS PROGRAM COORDINATION
TR-02	EQUIPMENT/TRAINING
TR-03	MAINTENANCE FEE
PA-01	PLANNING AND ADMINISTRATION (Salaries/travel)
ID-01	IMPAIRED DRIVING PAID MEDIA
ID-02	DRE PROGRAM
ID-03	DTASP
ID-04	IMPAIRED DRIVING ENFORCEMENT
ID-05	TRAFFIC SAFETY RESOURCE PROSECUTOR
ID-06	UNDERAGE COMPLIANCE
ID-07	LEL

Source: West Virginia GHSP, 2019.

7.0 State Certifications and Assurances

7.1 Appendix A To Part 1300—Certification And Assurances For Highway Safety Grants

APPENDIX A TO PART 1300—CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4; SEC. 1906, PUB. L. 109-59, AS AMENDED BY SEC. 4011, PUB. L. 114-94) begins on the next page.

**Certifications and Assurances
for Fiscal Year 2020 Highway Safety Grants
(23 U.S.C. Chapter 4 and Sec. 1906, Pub. L. 109-59, as Amended)**

[The Governor's Representative for Highway Safety must sign these Certifications and Assurances each fiscal year. Requirements that also apply to subrecipients are noted under the applicable caption, and must be included in agreements with subrecipients.]

State: West Virginia

By applying for Federal grants under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office, through the Governor's Representative for Highway Safety, agrees to the following conditions and requirements.

GENERAL CERTIFICATIONS AND ASSURANCES

In my capacity as the Governor's Representative for Highway Safety, I hereby affirm that—

- I have reviewed the information in support of the State's application for 23 U.S.C. Chapter 4 and Section 1906 grants, and based on my review, the information is accurate and complete to the best of my personal knowledge.
- In addition to the certifications and assurances contained in this document, I am aware and I acknowledge that each statement in the State's application bearing the designation "CERTIFICATION" or "ASSURANCE" constitutes a legal and binding Certification or Assurance that I am making in connection with this application.
- As a condition of each grant awarded, the State will use the grant funds in accordance with the specific statutory and regulatory requirements of that grant, and will comply with all applicable laws, regulations, and financial and programmatic requirements for Federal grants, including but not limited to—
 - 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
 - Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
 - 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
 - 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
 - 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- I understand and accept that incorrect, incomplete, or untimely information submitted in support of the State's application may result in the denial of a grant award. If NHTSA seeks clarification of the State's application, I authorize the State Highway Safety Office to provide additional information in support of the State's application for a 23 USC Chapter 4 and Section 1906 grant.

SECTION 402 CERTIFICATIONS AND ASSURANCES

In my capacity as the Governor's Representative for Highway Safety, I hereby affirm that—

- The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))
- The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
- At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
- The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
- The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
- The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seat belts by occupants of motor vehicles;
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
 - An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;

- Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))
- The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))
- The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

**In my capacity as Governor's Representative for Highway Safety, I—
[CHECK ONLY ONE]**

certify that automated traffic enforcement systems are not used on any public road in the State;

OR

am unable to certify that automated traffic enforcement systems are not used on any public road in the State, and therefore the State will conduct a survey meeting the requirements of 23 U.S.C. 402(c)(4)(C) AND will submit the survey results to the NHTSA Regional Office no later than March 1 of the fiscal year of the grant.

OTHER REQUIRED CERTIFICATIONS AND ASSURANCES

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

Intergovernmental Review of Federal Programs

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

Federal Funding Accountability and Transparency Act (FFATA)

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

- Name of the entity receiving the award;

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

Nondiscrimination

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination (“Federal Nondiscrimination Authorities”). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), **and Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);

- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, subrecipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities, public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;
- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR 74087-74100).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted;
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Agrees to insert in all contracts and funding agreements with other State or private entities the following clause:

"During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;
- b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in appendix B of 49 CFR part 21 and herein;
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs (a) through (e), in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

The Drug-Free Workplace Act of 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 1. The dangers of drug abuse in the workplace;
 2. The grantee's policy of maintaining a drug-free workplace;
 3. Any available drug counseling, rehabilitation, and employee assistance programs;
 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace;
 5. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a);
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –

1. Abide by the terms of the statement;
2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction;
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction;
- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –
 1. Taking appropriate personnel action against such an employee, up to and including termination;
 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency;
- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

Political Activity (Hatch Act)
(applies to subrecipients as well as States)

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

Certification Regarding Federal Lobbying
(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

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

submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions;

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

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Restriction on State Lobbying
(applies to subrecipients as well as States)

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

Certification Regarding Debarment and Suspension
(applies to subrecipients as well as States)

Instructions for Primary Tier Participant Certification (States)

1. By signing and submitting this proposal, the prospective primary tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective primary tier participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary tier participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary tier participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary tier participant learns

its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction*, *civil judgment*, *debarment*, *suspension*, *ineligible*, *participant*, *person*, *principal*, and *voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

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

7. The prospective primary tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).

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

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

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

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

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

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

Instructions for Lower Tier Participant Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction*, *civil judgment*, *debarment*, *suspension*, *ineligible*, *participant*, *person*, *principal*, and *voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for

lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).

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

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

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

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

Buy America Act
(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase with Federal funds only steel, iron and manufactured products produced in the United States, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase foreign produced items, the State must submit a waiver request that provides an adequate basis and justification for approval by the Secretary of Transportation.

Prohibition on Using Grant Funds to Check for Helmet Usage
(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

Policy on Seat Belt Use

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information and resources on traffic safety programs and policies for employers, please contact the Network of Employers for Traffic Safety (NETS), a public-private partnership dedicated to improving the traffic safety practices of employers and employees. You can download information on seat belt programs, costs of motor vehicle crashes to employers, and other traffic safety initiatives at www.trafficsafety.org. The NHTSA website (www.nhtsa.gov) also provides information on statistics, campaigns, and program evaluations and references.

Policy on Banning Text Messaging While Driving

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

I understand that the information provided in support of the State’s application for Federal grant funds and these Certifications and Assurances constitute information upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



Signature Governor’s Representative for Highway Safety

05/30/2019

Date

Adam Holley

Printed Name of Governor’s Representative for Highway Safety

7.2 Appendix B To Part 1300—Application Requirements For Section 405 And Section 1906 Grants

For FFY2020, West Virginia is applying for the following 405 incentive grants programs:

- Part 1—Occupant Protection (23 CFR 1300.21).
- Part 2—State Traffic Safety Information System Improvements (23 CFR 1300.22).
- Part 3—Impaired Driving Countermeasures (23 CFR 1300.23).
- Part 4—Motorcyclist Safety (23 CFR 1300.25).

APPENDIX B TO PART 1300—APPLICATION REQUIREMENTS FOR SECTION 405 AND SECTION 1906 GRANTS that is signed by West Virginia’s Governor’s Representative for Highway Safety begins on the next page.

**APPENDIX B TO PART 1300 –
APPLICATION REQUIREMENTS
FOR SECTION 405 AND SECTION 1906 GRANTS**

[Each fiscal year, to apply for a grant under 23 U.S.C. 405 or Section 1906, Pub. L. 109-59, as amended by Section 4011, Pub. L. 114-94, the State must complete and submit all required information in this appendix, and the Governor's Representative for Highway Safety must sign the Certifications and Assurances.]

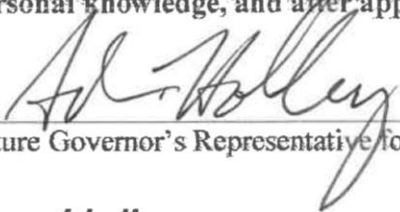
State: WEST VIRGINIA

Fiscal Year: 2020

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

- I have reviewed the above information in support of the State's application for 23 U.S.C. 405 and Section 1906 grants, and based on my review, the information is accurate and complete to the best of my personal knowledge.
- As condition of each grant awarded, the State will use these grant funds in accordance with the specific statutory and regulatory requirements of that grant, and will comply with all applicable laws, regulations, and financial and programmatic requirements for Federal grants.
- I understand and accept that incorrect, incomplete, or untimely information submitted in support of the State's application may result in the denial of a grant award.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.


Signature Governor's Representative for Highway Safety

05/31/2019

Date

Adam Holley

Printed name of Governor's Representative for Highway Safety

