

# 2012

WEST VIRGINIA GOVERNOR'S  
HIGHWAY SAFETY PROGRAM  
ANNUAL REPORT



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WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM



# Hello from the Mountain State

West Virginia is proud of its highway safety initiatives! We look back on our accomplishments this year, and look forward to overcoming the challenges ahead of us in making West Virginia's roads a safer place to travel. Let me give you a brief overview of our program:

In West Virginia, the Governor's Highway Safety Program (GHSP) encourages the development of local traffic safety initiatives. Approximately 60% of the Section 402 funds received by the GHSP this year were awarded to Safe Community Programs formed by local government and civic and business groups in eight different areas of the state. Using this approach, the entire state's population is covered by a Safe Community Program.

The GHSP provides technical assistance to the Safe Community Programs in developing highway safety campaigns that are geared to the local geographic area and can be easily adapted for use statewide.

## Accomplishments

In 2012, West Virginia's seat belt usage rate was 84.03%, which is significant considering the seat belt use rate in 2000 was only 49.5%. The GHSP attributes the increase to more citizens getting the Click It or Ticket message through a strong media campaign and law enforcement actively enforcing the seat belt law. Additionally, the unbelted fatality rate appears to be trending downward for WV in 2012, which is another accomplishment in the GHSP's efforts to reduce fatalities and injuries.

We also continued our sustained DUI enforcement, and the number of alcohol related fatalities went down. We saw more participation this year in our Child Passenger Safety Program (CPS), and held numerous events promoting the importance of keeping all children properly restrained.

In late 2007, the Governor's Highway Safety Program developed an in-house Law Enforcement Activity Data Base. All GHSP funded enforcement data is entered into this program and is available to all highway safety stakeholders. We are at the point that it has become the cornerstone of identifying problems and accomplishments. It allows the GHSP and its grantees to set goals and objectives and identify deficiencies and problem areas. It assures that the activities are directed to the right people at the needed locations.

## Challenges

In the coming year we will continue our efforts to reduce the percentage of alcohol-related injuries and fatalities to under 30%. Another challenge we face is keeping our seat belt usage rate at 85% or above. At the current rate of 84.03%, we are facing the toughest percentage of people to "win over": those that are high-risk drivers, males, ages 16 to 35 years old. Additionally, the usage rate is difficult to maintain with a secondary enforcement seat belt law.

West Virginians are well known worldwide for their volunteerism. It is that spirit of cooperation that lends to the overall success of a comprehensive Highway Safety Program in the Mountain State. We value our partners who have joined our staff's committed effort in carrying out the mission of the GHSP and who work diligently to make a difference in saving lives. Our valued partners include the National Highway Traffic Safety Administration (NHTSA), the Federal Highway Administration (FHWA), and the Federal Motor Carrier Safety Administration (FMCSA), who provide invaluable leadership and technical assistance. Other state agencies, such as the West Virginia State Police, the West Virginia Department of Transportation, the West Virginia Office of Emergency Services, the West Virginia Prosecuting Attorneys Institute, West Virginia University, and Marshall University support our mission and provide a variety of resources to our program.

Other supporting groups include the WV Chiefs of Police Association, the WV Sheriffs Association, local law enforcement agencies statewide, health departments, hospitals, schools, the religious/faith community, civic and non-profit groups (i.e. MADD and SADD), and other private sector businesses and organizations. In FY 2013, we will work to improve communication with our law enforcement agencies and Highway Safety stakeholders.

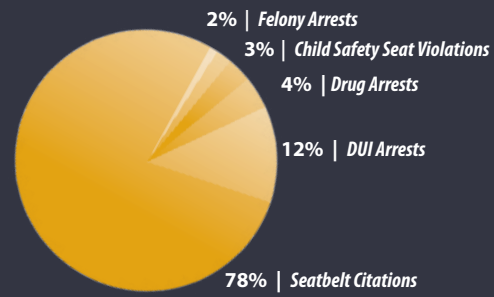
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## GHSP Staff

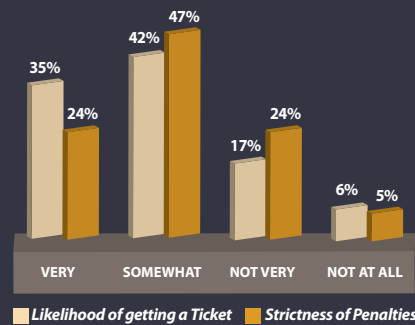
- Bob Tipton | *GHSP Director*
- Trish Anderson | *GHSP Administrative Assistant and Child Passenger Safety Program Coordinator*
- Natalie Harvey | *Public Affairs and Media Relations*
- William King | *GHSP Accountant*
- Barbara Lobert | *Federal Programs Administrator, Safe Communities Program Manager for Regions I, V, and VII*
- Harry Anderson | *State Programs Administrator, Safe Communities Program Manager for Regions III and VI, and the Law Enforcement Liason Office*
- Chuck Carpenter | *Motorcycle Safety Program and ATV Safety and Awareness Program Coordinator*
- Donnie Hale | *Motorcycle Safety Program and ATV Safety & Awareness Program Assistant*
- Gary Winter | *Alcohol Programs Manger and Safe Communities Program Manager for Regions II, IV, and VIII*
- Catherine Bryant | *Traffic Records Coordinator*

## CIOT Campaign Results 2012

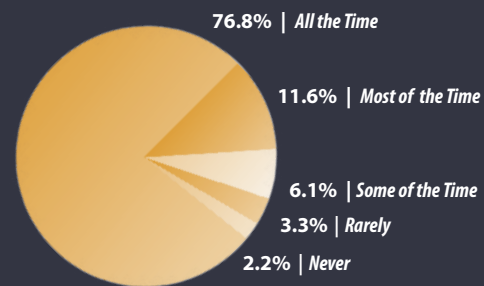


These results were accomplished through seat belt patrols and checkpoints conducted by over 142 law enforcement agencies.

## Driver Perceptions on Seat Belt Tickets & Penalties



## How Often are People Using Seat Belts?



These results were self-reported totals from the 2012 Attitudes and Awareness Survey.

# Occupant Protection

The Governor's Highway Safety Program (GHSP) continues to be the lead agency for occupant protection in West Virginia. Special educational and enforcement programs through continued cooperation of local and state law enforcement agencies provide a strong foundation to help increase West Virginia's seat belt usage rate, which is currently 84%. However, while our seat belt rate has increased significantly since a 49.5% rate in 2000, West Virginia has experienced a decline in seat belt use rate in more recent years. In 2008, we recorded our highest rate ever at 89.5%, but the use rate has fallen to 85% or below for the last three years. This trend has caught our attention and the GHSP is re-evaluating our efforts to increase seat belt use. In February 2013, we anticipate the development of a new Plan of Action to generate an increase in seat belt use in West Virginia. This will be followed by a NHTSA sponsored Occupant Protection Assessment in the summer or fall of 2013. We are confident that our short-term goal of 90% can be achieved, and exceeded.

## Training Provided by The Highway Safety Office

Type of Training Provided	Total Classes	Hrs. of Instruction	No. of Students	Man Hours
Impaired Driving	19	121	568	3,093
Occupant Protection	11	178	86	1,468
Motorcycle Issues	4	32	26	208
Pursuit Policy	4	16	21	352
Speed - Radar / Lidar	85	832	849	7,862
Other	23	254	269	3,054
<b>Total</b>	<b>146</b>	<b>1,433</b>	<b>1,819</b>	<b>15,768</b>

## Click It or Ticket

The eight Safe Community Program Coordinators and their task forces continue to use the local media markets and education systems to get the message out to West Virginians to buckle up.

The GHSP launched the Click It or Ticket (CIOT) campaign to demonstrate law enforcement's commitment to save lives by enforcing the current seat belt law, which states that all persons should be buckled up, with the stipulation that adults 18 years of age and older are not required to buckle up in the back seat. Unfortunately, we still carry a secondary enforcement provision on the law, meaning that a driver cannot just be ticketed for not wearing a seat belt. CIOT, a program that encourages law enforcement to make seat belts a priority during routine traffic stops, has made an impact. Thanks to several years of combining efforts from law enforcement and a strong media message, our usage rate has risen a great deal. However, in light of the recent decline we have experienced, we feel it would increase if a primary seat belt law were passed. In recent years, we have come closer to achieving our goal of a primary enforcement seat belt law for the State of West Virginia.

During May of each year, an intensive CIOT campaign is launched statewide with a month long enforcement and media blitz. The 2012 campaign resulted in 1,290 seat belt citations, 315 DUI arrests, 78 Child Safety Seat violations, 65 felony arrests, and 24 fugitives apprehended. This was accomplished through seat belt patrols and checkpoints by over 140 law enforcement agencies.

The CIOT media campaign is comprised of statewide billboards, television and radio advertising, as well as local efforts by the eight community coordinators. During the 2012 campaign, the GHSP spent approximately \$175,000 on paid advertising statewide resulting in 2,161 television spots and 1,800 radio spots. Newspaper "tab-ons" were also purchased. Additionally, our "annual buy" with West Virginia Metro News (radio) was going on at this time as well, and we received even more coverage than reflected above. Field signage at Appalachian Power Park (minor league baseball stadium) in Charleston was purchased for April - September with the CIOT message. Through our Safe Community Coordinators, numerous press conferences were held, and TV, radio, and newspaper stories were aired and/or printed.

## NHTSA Section 406 Award Money

West Virginia was the recipient of Section 406 funds in April 2008. To receive the funding, West Virginia met Federal US DOT criteria, which required states to have at least an 85% seat belt usage rate, confirmed through scientific surveys, for two years straight. In 2006, the usage rate was 88.5%, and in 2007 the usage rate was 89.5%. This was a one-time award of \$5 million.

During 2012, Section 406 funds were used for driver behavior programs such as CIOT and to enhance the capability of law enforcement agencies throughout the state of West Virginia to submit crash and citation data electronically.

## LifeSavers

Eight years ago, West Virginia LifeSavers was formed as an officer incentive program to provide ongoing enforcement of seatbelt laws on a 365 day basis. The premise of the program was that the officers who directly issued seatbelt citations should be rewarded for their activities instead of their agencies. Participation in this program required officers to individually register in the program in order to be eligible for awards. To date, more than 1,125 officers from sheriffs departments, State Police, PSC traffic enforcement division, and municipal agencies have become active members of WV LifeSavers.

The goal of this program is to reduce the lackadaisical attitude that is developing by West Virginians that seatbelt usage is no longer necessary and more importantly to squelch an ever increasing belief that law enforcement is less interested in seatbelt enforcement.

Two years ago, the coordinator for WV LifeSavers was approached with a request to develop and incorporate an alcohol officer incentive program in to West Virginia LifeSavers. Subsequently, such a program was formulated and merged under the LifeSaver umbrella. This program immediately created enthusiasm among the law enforcement community and has continually grown at an unbelievable rate.

To date 1,110 officers have received one or more awards for DUI activity with the number of awards increasing on a monthly basis. During this fiscal year, more than 2,000 DUI awards have been shipped to these officers.

An effective recruiting tool used by WV LifeSavers previously was the effective in service training classes under the Gold Standard Series. During 2011, WV LifeSavers provided 38% of all manhours utilized in officer training in the state.

## Success of the LifeSavers Website

The West Virginia LifeSaver website continues to be effectively used by members which (1) keeps the members informed of upcoming events, (2) enables potential members to quickly join the program, and (3) simplifies reporting of citations on a monthly basis. During using this year, the site experienced 40,469 hits. A new professional, user friendly website is now under construction which will add many new features.

# Target Red

Target Red is a program that was initiated by the Southern Regional Highway Safety Program in the City of Beckley in 2008. In October 2007, an elderly woman was returning home from church choir practice when her vehicle was struck in the driver's side door by a vehicle that ran a red light. She sustained life-threatening injuries and was in a coma for several months. Fortunately she recovered from the accident but still suffers lingering effects from it.

As a result of the accident, several members of her church made it their mission to bring awareness to the community about the seriousness and ever-growing problem of running red lights. They contacted Sgt. Paul Blume of the Beckley Police Department and Coordinator of the Southern Regional Highway Safety Program, and the GHSP to seek their assistance. As a result, several community task force meetings were held, and Target Red was launched in June 2008. Prior to the enforcement effort, a study conducted revealed that 3 out of every 100 cars were in violation of the red light code. In addition to the enforcement effort, there was an awareness component by the local media with numerous public service announcements and newspaper articles. Local businesses and churches were extremely supportive, displaying Target Red signage on their businesses and their outdoor signs. The enforcement campaign was conducted over a 30-day period from mid-June to mid-July, and resulted in a 68% reduction in red light violations.

Based on the outstanding results from the Beckley campaign, the GHSP designated funding for each Traffic Safety Coordinator to conduct a Target Red Campaign in their respective areas. This year the campaign ran from August 1-15, 2012.

The GHSP, in addition to providing funding for enforcement, also provided funds for the purchase of rack cards, magnets, and key chains. Each Coordinator in their areas distributed these items. The Coordinators also conducted various media events with radio and television stations. Target Red billboards were placed statewide in 119 locations at a cost of \$51,000.

Thirty-four law enforcement agencies participated statewide in the Target Red campaign, working 4,557 hours, and giving out 956 citations and 667 warnings for running red lights. An additional 2,411 citations and 3,168 warnings were issued for other offenses.

Target Red will be expanded in 2013 by the recruitment of additional law enforcement agencies to participate, and pre and post surveys will be conducted to evaluate the effectiveness of the program.

### Target Red Totals

	Citations Issued	Hours Involved	Billboard Locations	Billboard Costs
<b>2012</b>	956	4,557	119	\$51,000
<b>2011</b>	1,393	4,981	108	\$36,156
<b>2010</b>	1,710	2,483	71	\$36,156
<b>2009</b>	1,949	2,365	65	\$32,000



## Technicians

- Region 1 • 24
- Region 2 • 16
- Region 3 • 33
- Region 4 • 26
- Region 5 • 41
- Region 6 • 19
- Region 7 • 35
- Region 8 • 18

## Instructors

- Bob Tipton
- Dave Cook
- Natalie Harvey
- Earl Cook
- Brett Pickens
- Rick Hensley
- Bob Kane

# Child Passenger Safety

The GHSP continues to be a primary advocacy group for the safety of children on West Virginia's roadways. West Virginia's child passenger safety law says that all children up to the age of eight have to be properly secured in a federally approved and safely maintained child safety seat. However, if the child reaches the height of four feet, nine inches tall before their eighth birthday, a seat belt becomes legally sufficient. This law went into effect in July of 2005. Child passenger safety (CPS) seats reduce the likelihood of an infant under the age of one being killed in a vehicle crash by 71% and toddlers by 54%. Motor vehicle crashes are the leading cause of death for children ages 3 to 14.

In 2013, we look forward to training more technicians across the state and holding more renewal classes. We hope to work with the Kanawha County Emergency Ambulance Authority and local hospitals to certify nurses that work with women and children. In addition, we are working toward recruiting interested participants, agencies, or groups such as Emergency Medical Services for Children, WIC, DHHR, and day care centers to increase our certified technicians. Additionally, the statewide Child Passenger Safety Coordinator hopes

to continue building on the relationships formed this year with other entities that are passionate about child passenger safety.

To date, more than 14,000 Emergency Identification Decals have been distributed throughout the State. These decals are free of charge and ensure rapid identification of young children in car seats or booster seats in the event a crash or an emergency should occur, and the parent or caregiver is unconscious or fatally injured. This information is crucial to first responders. The parent or caregiver is encouraged to fill out the information on the decal and place it on the right front corner (child's right) under the cushion or center back of the child's safety seat.

Additional information regarding the Emergency ID Decals has been made available on the CPS website at [www.dmv.wv.gov/cps](http://www.dmv.wv.gov/cps) under "Parent and Caregiver Resources." The website for CPS is updated on a regular basis.

## CPS Classes and Installations

In FY 2012, six Child Passenger Safety Technician Certification classes were held. The five locations were: Charleston, Beckley, Bridgeport, Parkersburg, Huntington, and Wheeling. A total of 72 people were trained throughout the year. Additionally, four Renewal Classes were offered in Bridgeport, Charleston, Beckley, and Huntington, meaning 9 technicians were re-certified throughout the year.

In addition, five 8 hour Kidz in Motion (KIM) courses were held. A total of 77 technicians registered for these courses. A KIM class is only for current Certified CPS Technicians. Instructors provide the latest in car seat technology and hands on demonstrations. Upon successful completion of the course, technicians receive a verification of attendance certificate and obtain all 6 CEU's required in order to re-certify with Safe Kids.

### CPS Totals FY 2008 - FY 2012

	2008	2009	2010	2011	2012
Child Safety Seats Checked and Replaced	3,000	2,700	1,800	2,100	2,300
Technicians Trained	55	44	54	43	72
Technicians Recertified	1	13	8	10	9
Check-Ups Conducted	37	61	68	101	85



There are currently seven certified instructors that teach in West Virginia and 212 certified technicians.

In total, nearly 2,300 child restraints were checked/replaced statewide between the GHSP office and the eight regional coordinator areas, and 85 check up events were held.

In FY 2012, our focus was on Region 5 to try to recruit more certified technicians, and that goal was met. Region 5 increased by 21 technicians, which is a 205% increase.

## NHTSA Section 2011 Funding

The GHSP was awarded \$77,435 for FY 2012. In total, approximately \$117,215 has been spent, with close to \$48,585 this year for seats and approximately \$4,000 for public education materials. Over \$32,000 was spent on media during CPS Week and other events from this and other grant sources. Approximately \$5,400 was spent on the regional fitting stations. Over \$21,000 has been spent on CPS Certification Training Classes, Kidz in Motion Classes and Re-certifications. Check up events, overtime enforcement, and training fees including registration, travel, and facilities make up the rest.

Every law enforcement agency that participates in Click It or Ticket also helps enforce the child passenger safety law. The coordinators work with law enforcement to provide seats and education when necessary. The coordinators and the state office received nearly 1,000 seats this year funded by 2012 and have given away nearly 2,300. The criteria for receiving a free car seat is determined by each coordinator.

## National CPS Week

During "National CPS Week", September 16 – 22, 2012, GHSP Coordinators offered free CPS seat check up events throughout the State. In total, 155 seats were checked and 28 seats were provided.

On September 12, 2012, a "Celebrity Car Seat Challenge" was held at the Shops at Kanawha. This was a fun and challenging way to kick off CPS Week in West Virginia and to prove that installing child safety devices is not "Child's Play". The message was clear! Those participating were: Nicky Walters, News Reporter, WOWK TV, News Channel 13; Larry Pfost, Sales Manager and Director of Government Relations, MetroNews Radio Network; Steve Bishop, Host of the V100 Morning Show; Jenifer McAndrews, Eyewitness News Anchor, WCHS and WVAH, News Channel 8 and Fox 11 and; Brian Egan, Host of the New Wolf and Friends Morning Show, 96.1 The Wolf.

Jenifer McAndrews, WCHS and Brian Egan, 96.1 The Wolf, won the competition. The winner's were chosen based on a scoring system consisting of various points of correct installation.

Bert Wolfe Toyota graciously donated the use of vehicles for this event. A special thanks to the GHSP Staff and others who worked diligently along with the CPS Statewide Coordinator in making this event possible!

# Motorcycle Safety

To minimize the risk and maximize the fun of motorcycling, the West Virginia Motorcycle Safety and Awareness Program (WVMSP) focuses its efforts on enhancing public motorcycle safety awareness, promoting alcohol and drug effect awareness for motorcyclists, rider improvement, licensing improvement, program promotions and education.

The Program has a Board of Directors comprised of several individuals from state agencies, law enforcement, and other highway safety programs/advocacy groups.

Additionally, the West Virginia Motorcycle Safety Program has a single vendor: the Motorcycle Safety Foundation (MSF). The MSF provides motorcycle training, technical assistance, and all the required equipment and training materials to each of the seven training sites located throughout the state. The combination of efforts between the WVMSP and the MSF has reduced the cost of individual training to where it is the lowest in the region and very cost effective to the program itself. All of this training is conducted by "RiderCoaches" that are nationally certified by the Motorcycle Safety Foundation. Representatives from the MSF wrote the curriculum that is taught in West Virginia.



## Program Goals

- 1.) To continue to expand training capabilities of the program, by helping to recruit, develop, train, and certify additional RiderCoaches.
- 2.) To forge partnerships in rural areas in which additional locations are to be developed, providing added motorcycle training.
- 3.) To continue to educate both the riding and general public through paid media ads and commercials on radio and television, billboards, hand outs, bumper stickers, and sponsored safety events.
- 4.) To educate individual owners of motorcycles that they must have a motorcycle endorsement to legally operate a motorcycle. Additional emphasis will be placed on the motorcycle rider to "ride straight", free of all intoxicants. The goal is to reduce the number of alcohol, illicit drugs, prescription, or over the counter medications related crashes and fatalities.
- 5.) To be proactive with motorcycle clubs and organizations in developing alcohol free venues and events.
- 6.) To continue a partnership with the State Board of Education by providing each driver's education instructor a copy of the new "Share the Road" module entitled "Intersections". This module focuses on the number one causes of motorcycle crashes: being hit by a driver of an automobile or truck that didn't see them.
- 7.) Evaluate and adopt as required new MSF Basic Ridercourse standards.
- 8.) Target motorcyclist awareness, certified helmet enforcement, and enforcement of unendorsed riders.

## 2012 Training Season Totals April 1st - October 31st 2012

Type of Training Provided	Total Failed	Total Passed	Total
Basic Ridercourse	46	1,047	1,373
Experienced Ridercourse	0	68	93
<b>Totals</b>	<b>46</b>	<b>1,115</b>	<b>1,466</b>

*Note: Not reflected in the total number of students contacted were 60 students that withdrew from or were counseled out of the classes. The balance was either no-shows or cancellations.*

## Motorcycle Safety Foundation

There are currently 85 Certified RiderCoaches in West Virginia. Seven of them are Site Coordinators, one for each of the seven sites around the state. Seven Military RiderCoaches provide the Basic Rider Course and Experienced Rider Course Training to military personnel.

## WV MSP Numbers at a Glance

Motorcycle registration remained steady at 52,000 registered motorcycles. The Training Program had a 96% pass rate in the Basic Rider Course and a 100% pass rate in the Experienced Rider Course. RiderCoaches have trained 15,999 students since 2001. There are 111,500 drivers in the state with an "F" (motorcycle) endorsement. Ten classes were taught out of the Program's mobile unit this year: two in Franklin, and seven in Romney, and one in Summersville.

## Mobile Training Unit

The total number of motorcyclists enrolled using the mobile training unit was 77. 65 of the individuals passed the Basic Rider Course and one individual failed. There were 11 riders that were either no-shows or cancelled.

Had it not been for the mobile unit, these riders would have been required to travel to a permanent training site requiring them to spend at least two nights in a hotel plus food and other expenses. The mobile unit allowed these riders, who may not have been able to incur the cost, to become properly trained.

## Program Budget

The WVMSP is primarily funded as prescribed in WV Code §17B-1D-7 which creates a special designated fund. The "Motorcycle Safety Fund" was established in 2001 and receives all

monies from the motorcycle endorsement fees, except \$5.50 from the instruction permit fees. It is a special revolving fund that is exempted as part of the state's general revenue fund. Additionally, the WVMSP receives federal funding from Section 2010.

## 2012 Highlights

The WVMSP participated in a number of motorcycle related events and rallies this past year. The Program was one of the major sponsors of the inaugural McKee Big Sky Ranch Vintage Motorcycle Rally in Terra Alta, WV. The program's interest in this event was the opportunity to project the Motorcycle Safety message to a unique group of riders who may not have been aware of the MVMSP Mission. The Program also sponsored and participated in the Capitol stop of the "Run for the Wall", which is an annual event. This event is very popular, drawing riders from across the nation. In FY 2013, the WVMSP will expand its sponsor presence at these events, as well as other regional events across the state, to improve its exposure and safety influence on the riding community.

Additionally, over \$91,415 in federal grant and state funding was spent on radio media packages that were aired during a variety of the most popular sports programs and news slots heard on up to 20 local stations at times throughout the year. This package included website advertising on one of West Virginia's most accessed websites. Funding for the 2012 Billboard campaign focused on the "Ride Straight" and "Ride with us First" messages. The primary focus of these messages was to focus on the enforcement elements of helmet use and impaired-free riding, as well as efforts to encourage potential and future riders to obtain their motorcycle endorsement by taking the Motorcycle Safety Foundation Basic Rider Course "first". Additionally, the WVMSP actively promotes program goals on the "Cycle Talk" Radio program that is aired during the most active 20 weeks of riding season. This program uses local radio personalities, MVMSP Staff, and select motorcycle safety and technical experts to inform the public on a wide scope of motorcycle related subjects.

The Governor issued a proclamation declaring the month of May as Motorcycle Safety and Awareness Month.

## SMARTrainer Program

During FY 2010, the WVMSP purchased 10 Honda/MSF SMARTrainers ("SMART" Safe Motorcyclist Awareness & Recognition Trainer) through federal funding provided by the National Highway Traffic Safety Administration (NHTSA). Although not a true simulator, a SMARTrainer does create a virtual environment allowing the operator to negotiate road hazards in a safe manner while helping them learn valuable crash avoidance skills. A re-play is provided of their riding scenario and gives tips on how they may have avoided that hazard.

Novice riders, recent MSF Basic RiderCourse graduates, and experienced riders can all practice in realistic traffic situations that require the operator to evaluate and address traffic hazards in a controlled, risk-free environment using the same motorcycle control functions as on an actual motorcycle. Many users of the SMARTrainer system quickly reevaluate the level of their riding skills and make decisions to seek additional training before attempting some motorcycle riding tasks on their own. Even car drivers can benefit from the situational awareness lessons provided by the SMARTrainer.

Used under the guidance of MSF-certified RiderCoaches or SMARTrainer coaches, the SMARTrainer becomes a powerful teaching tool. Riders gain valuable feedback for the choices they make on the road, helping them identify areas where they can improve their decision-making abilities. This system was used at a variety of automotive, motorcycle and outdoor themed events throughout the state, gaining the attention of many. During these events, its use and benefits were featured on many local TV news reports, newspapers, and one regional monthly motorcycle magazine.

The Program has put SMARTrainers to use in High School Driver's Education Programs as well as at safety fairs throughout the state. The program will continue throughout FY 2013, with the goal of riders and potential riders having access to a SMARTrainer in each of the GHSP's eight Safe Community Regions.

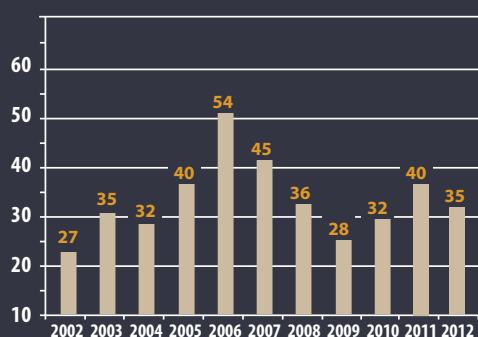




### 2012 Fatalities By Age & Gender



### Total Fatalities 2002-2012



# ATV Safety

All-terrain vehicles, or ATVs, were developed for use as a small work/utility vehicle in the rural and farming regions of Japan. These vehicles should have been a perfect fit in West Virginia. However, as the “motorized mules” reached the United States, the vehicles were transformed into recreational vehicles as well. Sadly, with the absence of stringent laws forbidding highway use, the ATV has evolved into an alternative means of transportation once the operator has lost his or her driver’s license. The rugged and rural nature of West Virginia provides a catalyst for the citizens of the state to continue to purchase the vehicles at a rate of over 17,000 vehicles per year. When compared to the state’s populace, this averages to over two all-terrain vehicles per household. When referring to ATVs, this report considers and includes the Utility Type Vehicles (UTV) in the same statistics and is considered as one and the same.

West Virginia has been thrust into the forefront of ATV safety. In 2004, the state legislation, in response to West Virginia’s third consecutive record-breaking year in fatalities, crafted new laws requiring an ATV Safety Awareness Program for those riders under 18 years old. Statistics indicate this has helped curb injuries in this age group, but for riders older than 18 years old, injuries and fatalities have proven frustrating to control with education.

## ATV Fatalities and Injuries

Even though the new law went into effect in 2004, the number of fatalities continued to increase by 69% from 2004 into 2005 and 2006. West Virginia led the nation in per capita based ATV-related fatalities from 2000-2004 and each of the 2005 and 2006 years.

In recent years, public awareness and outreach efforts have appeared to slow the trend of increasing injuries and fatalities in West Virginia. Data indicates a reversal in the previous three years of decreasing fatalities in 2010 until a spike of 40 fatalities in 2011, then dropping back to 35 fatalities in 2012. Still, West Virginia continues to lead the nation in the number of ATV fatalities per 100,000 population. With this in mind, the Highway Safety Office ATV Safety Awareness Program will continue to improve public awareness and reinforce outreach efforts to reduce

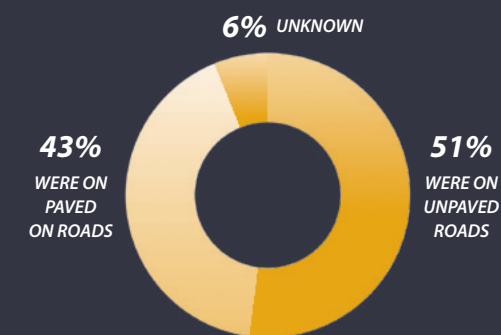
ATV fatalities and injuries. In 2012, these efforts included the use of state personalities to promote ATV Safety, such as Mrs. Mountaineer, Tanya Jackson. Tragically, Mrs. Jackson lost her brother in a non-helmeted ATV crash in 2006 and volunteered to record the story as an ATV Safety Public Service Announcement that plays throughout the state during the peak ATV riding season.

The fatality and injury data going into 2007 indicated an increase in the occurrence of these catastrophic events on the state’s roadways. This trend in the data reinforces the Governor’s Representative for Highway Safety repositioning of the ATV Safety Program to the Highway Safety Office. In 2008, West Virginia saw a dramatic decrease in roadway fatalities on ATVs. Only 40% of the fatalities in 2008 occurred on the state’s roadways. Previous data reflected a majority of fatal crashes occurred on paved roads. However, in 2009 the rate of fatalities occurring on the roadways rose to 54%. In 2011, the rate remained relatively steady at 2009 levels as 53% of all fatalities occurred on a paved surface. Since state law allows for highway ATV use in situations as when moving from trail to trail, road surface data can range widely from year to year.

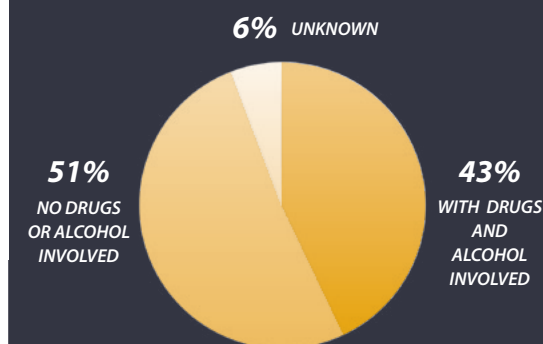
The fatality data during the 2003-2006 period points out that a large number (60%) of those being killed in ATV crashes were not wearing helmets. However, in 2007 that number jumped to 90%. In 2008, the state saw an 18% increase in the number of fatally injured riders wearing helmets. 95% of the 2009 fatalities were not wearing helmets. 2010 showed little decrease as 90% of all fatalities were not wearing a helmet.

Injury data indicates the same factors during 2008. Only 24% of those riders treated for injuries at the state’s trauma center reported wearing helmets, up from 19% in 2007. Further, the average stay in the Intensive Care Unit is increased by 33% for those not wearing helmets and the average hospital stay is doubled. Through 2012, data continues to support that helmet use remains the most productive preventive measure to preventing injuries and reducing fatalities. With this in mind, the program will focus on the age groups that require mandatory safety training with the hope that good safety habits will continue as riders progress in age and advance to the use of larger, more powerful ATVs. To promote this measure, the ATV Safety Program has made an effort to take part in more youth events around the state such as “Hooked on Fishing Not On Drugs” (HOFNOD). During these events, the program promotes and provides ATV safety training, and raffles off ATV Safety gear for youth riders that in many cases no gear was previously worn.

### Road Surfaces In Fatality Cases



### Drug & Alcohol Abuse Reported In Fatality Cases



### Helmet Use Reported In Fatality Cases





## ATV Outreach and Education

The Program provides for minimal Safety Awareness training in each of the 23 regional offices of the Division of Motor Vehicles by its employees. The GHSP provides an expanded version of the awareness training at various venues throughout the state during school hours or non-business hours. The ATV Safety Awareness Program has partnered with a number of state agencies including West Virginia University Extension Services, the Department of Natural Resources, the West Virginia National Guard, the Department of Education, the Division of Forestry, and numerous local groups to organize safety demonstrations and presentations throughout the year.

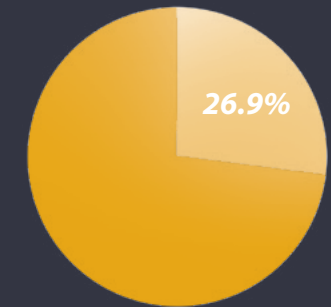
West Virginia University Extension Services has become a leader in ATV safety training for the 15-18 year old group. A pilot program has been established in 17 counties that makes ATV safety training available in select High Schools. This training is conducted by Extension Agents who are ATV Safety Institute (ASI) certified instructors, providing classroom and hands on ATV operation. Additionally, Extension Agents have provided a variety of other types of ATV Safety Instruction to over 600 youth involved in 4-H activities throughout the state. This agency has proven instrumental in providing above the minimum standard training required by state code to include training upon request to Middle Schools, community fairs, and other public events. This agency does not stand alone in these efforts. The Safety and Health Services Extension of West Virginia University at the Shirley M. Kimble Training Center also provides a qualified ATV Safety Institute (ATV-SI) qualified Instructor. This Instructor took part in numerous youth events around the state providing ATV Safety training to groups that may not have had the opportunity to receive the training. Their safety efforts also focused on training to large groups of high school age students at the states "ChalleNGe" Academy at Camp Dawson.

For 2013, the ATV Safety Program has agreed to provide funding for up to eight extension agents to receive training from the ATV-SI to become qualified safety instructors. Once qualified, these instructors will be a part of a larger pool of instructors available to provide training in a wide variety of venues. Funding sources for the ATV Program are through the State of West Virginia. No federal funding is received for this program.

# Impaired Driving

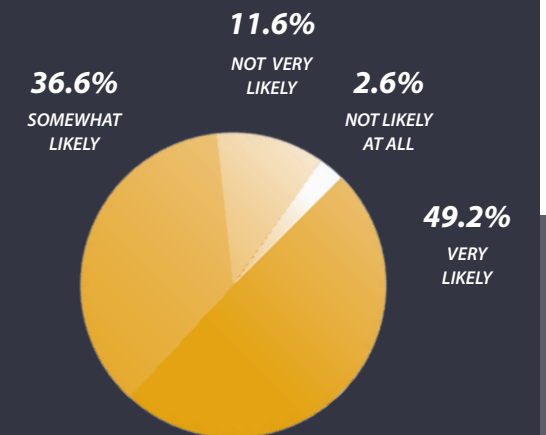
The GHSP participates in "Checkpoint Strikeforce", NHTSA Region III's Impaired Driving initiative. This initiative calls for a sustained DUI enforcement effort for six months from the Fourth of July weekend through the New Year's holiday. In West Virginia, the GHSP expanded this concept to a yearlong effort running through the entire grant cycle from October 1 through September 30. The GHSP divided the state into eight Safe Community areas with each area committing to a Comprehensive Sustained DUI Enforcement Project. The West Virginia State Police's seven troop areas also committed to this effort, with each troop making the same commitment as the Safe Community Programs. The federal funding sources for impaired driving include Sections 410, 410HVB, 410 HFR, 154 AL Transfer, and 402 AL. West Virginia participates in the National DUI Blitz ending on Labor Day. Additionally, the GHSP, through the State's 410 plan, also designated the following periods as State Mandated Blitz Periods: Thanksgiving -- Christmas -- New Year's Day, Halloween, St. Patrick's Day, high school prom, and West Virginia Day -- the Fourth of July weekend.

### How Many Drivers with Prior DUI(s) Admit to Doing it Again?

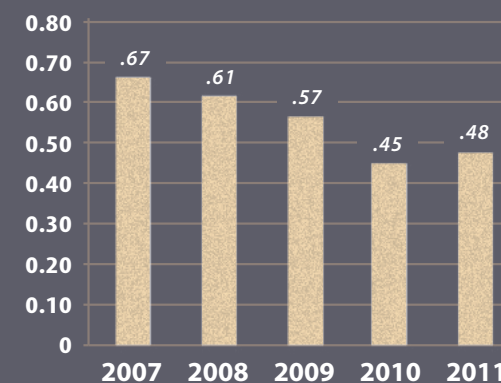


26.9% of surveyed drivers reported they had operated a motor vehicle in the 60 days prior to the Attitudes and Awareness Survey while impaired by alcohol even though they had been ticketed previously for impaired driving/DUI.

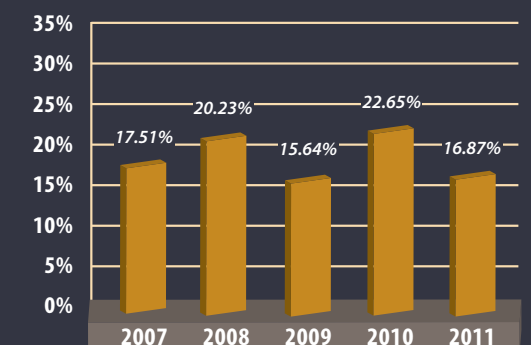
### How Many Drivers Feel They Could Be Caught Driving Impaired?



### Alcohol Related Fatalities .08+ Per 100 Million Vehicle Miles Travelled



### Underage Alcohol Purchase Successful Purchase Rate



## Sustained DUI Enforcement Plan

In order to bring West Virginia's Alcohol Related Death Rate down to the National Average Alcohol Related Death Rate of .45 (.01 and above) .39 (.08 and above) deaths per 100 million miles traveled, the GHSP has developed a statewide plan to reduce DUI related crashes, injuries, and deaths by using a sustained enforcement effort. This plan takes a comprehensive approach-using city, county, and state law-enforcement agencies, Traffic Safety Coordinators, the enforcement agents of the West Virginia Alcohol Beverage Control Administration (ABCA), community agencies, schools and colleges. The GHSP's Alcohol Coordinator and the Law Enforcement Liaison will take the lead in statewide planning and coordination of the Sustained DUI Enforcement Plan. The eight Traffic Safety coordinators and the seven WV State Police coordinators will coordinate their regions of the State to ensure compliance with this plan. The plan will cover the entire state in a comprehensive and sustained manner using the following categories:

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

## Commission on Drunk Driving Prevention (CDDP)

The West Virginia Legislature created the "Commission on Drunk Driving Prevention" (CDDP) in 1983, as the State's match for the "Governor's Highway Safety Program" (GHSP) and is the State funded program addressing Drinking and Driving. The CDDP receives its funding from a dedicated State tax on beverage alcohol. The Commissioner of the Division of Motor Vehicles is a member of

this Commission as both the Commissioner of the Division of Motor Vehicles and as the Governor's Representative for Highway Safety. The Director of the Governor's Highway Safety Program acts as the proxy for the "Governor's Representative for Highway Safety" and is an active member of the Commission, ensuring that the CDDP and GHSP work closely together in combatting impaired driving in West Virginia. The Commission provides grant funding to police agencies who apply for that funding in accordance to the rules and regulations set forth by the commission. In FY 2012, the CDDP provided \$201,616 to 24 Law Enforcement agencies, providing 7,241 Hours of overtime to 158 Police Officers, resulting in 770 DUI Arrests. The CDDP provides for three 90 day grant cycles per year. The Commission meets three times a year to review Agency applications and to conduct business.

The aforementioned 3% tax on liquor sold in West Virginia provides for the CDDP's staff, expenses, and the State Grant Program. This program provides for the maintenance and purchase of the Intoximeter evidentiary breath testing devices (PBT's) Mobile Breath Test Vehicles (BAT Mobiles) and some expenses incurred by the Blood testing lab, in addition to the funding granted to enforcement. The mission of the CDDP follows:

- Develop and maintain a comprehensive program to prevent drunk driving and to enhance the enforcement of laws defining drunk driving offenses.
- Inquire and determine from state and local law enforcement agencies the availability and need for equipment and additional personnel for the effective enforcement of laws defining drunk driving offenses.
- Subject to appropriations of the Legislature, administer the drunk driving prevention fund created by the provisions of section sixteen, article fifteen, chapter eleven of this code by providing grants to state and local law-enforcement agencies for the purchase of equipment or hiring of additional personnel for the effective enforcement of laws defining drunk driving offenses and such other items as the commission may define by legislative rule to be reasonable and necessary.

• Promulgate rules to guide and administer said fund and to establish procedures and criteria for grants to state and local law-enforcement agencies under this section, in accordance with the provisions of article three, chapter twenty-nine-a of this code.

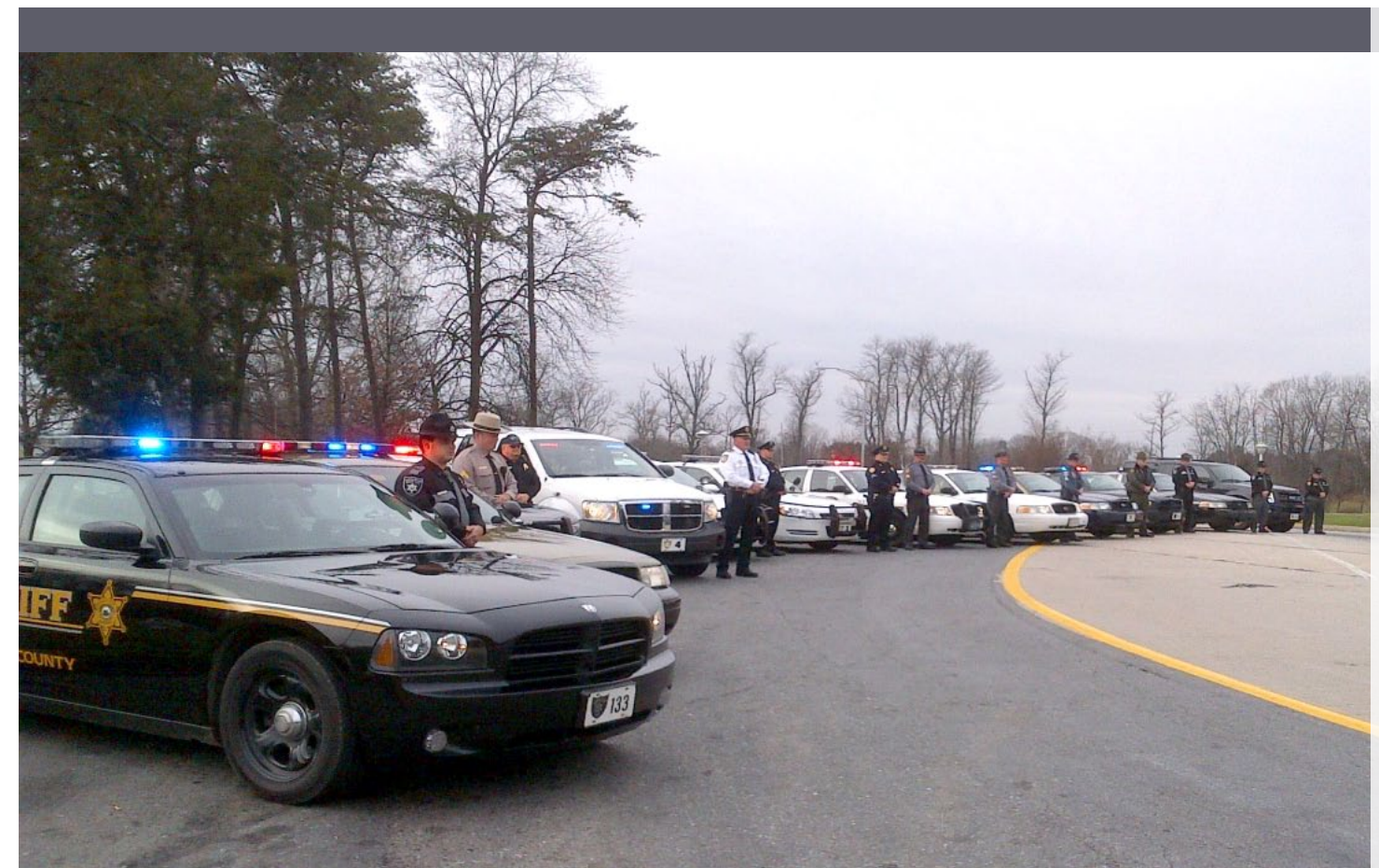
• Monitor, review and evaluate the expenditure, use and effectiveness of the fund and report to the Legislature annually on the exercise of its powers and duties under this section, including an annual accounting of expenditures and of the grants made under this section.

Additionally, the CDDP and GHSP coordinate a number of programs such as standardizing police equipment statewide. Both the CDDP and the GHSP only support the Intoximeter EC/IR II Evidentiary Breath Testing Machines. This is the only evidentiary breath-testing machine approved for use in West Virginia. The Governor's Highway Safety Program made the initial purchase of these machines and the CDDP supports them by providing all necessary support and supplies. Local police agencies use these machines, without cost, to prosecute all persons

who are arrested in West Virginia for Driving Under the Influence. The CDDP and GHSP have also standardized the PBT's used within the state. The Intoximeter FST is the only supported PBT. Again, the GHSP purchased the units and the CDDP supports the units by providing calibration and supplies at no cost to the local police agencies.

## Visibility Enforcement Activities

Each of the eight Traffic Safety Coordinators will be required to arrange a minimum of at least one DUI enforcement activity in each of their areas each week at high-risk days and times for DUI crashes. The seven WV State Police coordinators will arrange a minimum of one DUI enforcement activity within each of their troop areas each week and during high-risk days and times for DUI crashes. The Traffic Safety Coordinator shall also coordinate and monitor any local earned media and report their efforts to the Governor's Highway Safety Program.



The GHSP's Law Enforcement Liaison is responsible for coordinating the efforts of the Traffic Safety Coordinators and WV State Police coordinators. Each group divides the State of West Virginia into areas covering 100% of the State. Additionally, during the six-month period of enhanced enforcement, the enforcement level will double to two enforcement events per week in each Traffic Safety Coordinator and state police area. Approved examples of "High Visibility Enforcement Activities" are as follows:

- **Saturation Patrols** - Officers will patrol areas identified as high DUI areas in groups of at least three patrols. Officers will stage in the enforcement area to alert motorists to the high visibility saturated patrol.
- **Conduct Saturation/Directed Patrols** on the "Top 100 road segments for Alcohol Related Fatalities" in accordance with the State's 410 Plan.
- **Sobriety Checkpoints** - Officers will conduct checkpoints according to local department regulations requiring a large number of officers (usually 10-12 officers).
- **Low Manpower Sobriety Checkpoints** - Officers will conduct checkpoints according to local department regulations requiring six or fewer officers.
- **Underage Alcohol Sales Stings** - Officers will work with ABCA investigators or within department regulations in an effort to monitor the sale of alcohol to underage purchasers and make arrests of violators.
- **Participate in National and six State Mobilizations** (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, (holidays, special events), and at high alcohol related crash locations (DOH will provide those locations from the crash reports).
- **Ensure that the Road Segments identified by the WV Division of Highways** as the Top 100 alcohol related crash locations are being actively patrolled for DUIs by the local police agency having jurisdiction over these areas.

## Public Education & Information Activities

Each Traffic Safety Coordinator in their area will conduct public education and information activities. The coordinator will be required to conduct at least one event each week.

The WV State Police coordinator will also conduct one activity each week within their troop area. In coordinating these efforts, 780 public education and information activities will occur statewide during a one-year period. Approved examples of public education and information activities are as follows:

- *Presenting impaired driving prevention information to a group such as school classes, civic groups, and church groups, in a face to face setting or in a public forum.*
- *Presenting impaired driving prevention information through a media outlet such as TV, radio, newspaper, and magazine article or at a local fair or festival.*
- *Conducting Phantom Checkpoints, where officers set up signs and prepare to conduct a regular checkpoint without actually moving into the roadway and conducting the checkpoint. Officers may repeat this procedure more than once and at several locations during the shift. This activity will give the impression that sobriety checkpoints are everywhere while educating the public that the police will catch the people who are driving impaired.*

## Enhanced Enforcement Period

Due to the trend in alcohol related crashes by month GHSP uses the months of August, January, May, July, October, and November as the months dedicated to the enhanced enforcement activities. The Traffic Safety Coordinators and the West Virginia State Police shall, at a minimum, double their DUI enforcement activities during these periods.

## OLUA/Drive Sober or Get Pulled Over (DSOGPO)

West Virginia transitioned from the "Over the Limit Under Arrest," to the "Drive Sober or Get Pulled Over" campaign in FY 2012. West Virginia also participated in the national enforcement "Drive Sober or Get Pulled Over" mobilization from August 19, 2012 through September 5, 2012.

During that 21-day campaign, there were 30 high visibility sobriety checkpoints statewide, with 344 DUI arrests and \$198,320.00 spent on paid media to support these DUI efforts.

## Training Activities

The GHSP has developed and the Law Enforcement Training Sub-committee has certified several training classes focusing on DUI issues for law enforcement in-service credit. A training cadre consisting of ten instructors to instruct these classes shall be maintained by the GHSP. All classes offered by the GHSP shall be free of charge to any members of law enforcement agencies. The following classes are available:

- **SFST Refresher Course** – This is a recertification class for SFST. This is an eight hour class and offered 16 times a year.
- **Presentation of Evidence at DMV Administrative Hearings** – This class assists officers in preparing for and presenting evidence at a DMV Administrative Hearing. We will offer this class eight times a year.
- **Managing Sobriety Checkpoints** – This is a supervisory level course for law enforcement supervisors, who plan and supervise sobriety checkpoints. We will offer this class eight times a year.
- **Operating Sobriety Checkpoints** – This class is for law enforcement officers who operate the sobriety checkpoints. We will offer this class eight times a year.

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

## "Age Group" Activities

Traffic Safety Coordinators will conduct two "age group" specific activities per year in their area. WV 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 Coordinator will conduct one on-going alcohol project focusing on the 21-34 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, which includes pre-Prom visits by law enforcement to deter the use of alcohol.
- **High School Graduation Activity** – Officers will be involved in alcohol free graduation parties by assisting 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.
- **College Project** – This project is in its seventh year and works with campus teams at all 23 colleges and universities to reduce underage drinking and high risk drinking on college campuses. In alternating years there is a statewide conference bringing the colleges together to discuss campus issues and show off successful programs. In the off year, we conduct statewide training for selected teams from each participating college to enhance their programs and prepare them for the biannual alcohol and drug abuse requirements imposed upon them from the United States Department of Education.
- **On Going Project for 21-34 age groups** – Traffic Safety Coordinators will work with area

bars, distributors, and community agencies to establish an ongoing project to assist the 21-34 age groups in avoiding driving under the influence by finding alternative transportation. (E.g. designated drivers programs and TIP's Training)

## Underage Activities

The Traffic Safety Coordinators shall conduct a minimum of one coordinated statewide enforcement effort and eight other local underage activities during the year in addition to the High Visibility Enforcement Activities previously cited.

- All Traffic Safety Coordinators and WV State Police Coordinators will conduct a statewide underage alcohol sting (Compliance Checks) on the same night across the state. The police enforce the law on serving the underage alcohol. The ABCA enforce administrative rules/violations against owners of stores found in violation. This occurs twice annually once during the prom season and then again during the National Blitz.

- In addition to the statewide sting/compliance check, each Traffic Safety Coordinator will conduct underage sting/compliance checks with an ABCA enforcement officer during the grant year. The number of stings/compliance checks that each coordinator conducts is dependent upon the number of retail outlets within each region.

## 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 focusing their activities on impaired drivers. This activity does not replace the required weekly activity. Traffic Safety Coordinators and WV State Police Coordinators will track DUI arrests made by on-duty officers to evaluate this area.

## Other Activities

### SADD

The GHSP recognizes that underage drinking is a problem with teenage drivers. To this end, we continue to promote "Students Against Destructive Decisions" (SADD) Chapters as a viable organization within West Virginia. The WV-SADD Organization's comprised two groups - the State Advisory Board made up of State Agencies and a Student Leadership Council (SLC) modeled on the National SADD organization.

The State Advisory Board sets organizational policies, makes fiscal decisions, and acts on behalf of the SLC to ensure continuity of the program. Member agencies include the Governor's Highway Safety Program, the Bureau of Behavioral Health, the Alcohol Beverage Control Administration, and Community Connections a not for profit group working on drug and alcohol issues.

The SLC agreed that a SADD student leadership conference would promote SADD as a statewide organization. As a result, the first SADD student leadership conference occurred in Charleston in the autumn of 2006. Conference attendance is limited to 6 SADD Chapter members and 2 advisors from each SADD Chapter. The WV-SLC repeated this process annually with the most recent conference occurring in November 2012, with 183 participants.

### Alcohol Advisory Board

The GHSP maintains an Alcohol Advisory Board to establish and modify the alcohol enforcement program for the Highway Safety Program. See the list of members on the next page.

The Alcohol Advisory Board meets quarterly and helps establish the expectations and standards for the law enforcement officers who work under the Highway Safety grants. They also aid in determining the type of training as well as the content of that training for the

law enforcement officers who work the alcohol grants. The Alcohol Advisory Board assists in the preparation of the GHSP's Alcohol Enforcement Plan as well as the State's "410 Grant application."

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## Traffic Safety Resource

### Prosecutor-Section 410 Funding

The GHSP provides funding for a Traffic Safety Resource Prosecutor (TSRP), which is located within the West Virginia Prosecuting Attorneys Institute. Their purpose is to train and provide technical assistance to the state's Prosecutors & Assistant Prosecutors on a variety of issues.

The TSRP emphasizes impaired driving issues and trains law enforcement officers, prosecutors and magistrates. A quarterly newsletter, the "Hot Sheet" is distributed to all 55 county prosecutors, all law enforcement, all Magistrates, and highway safety advocates throughout WV.

The TSRP is very active in legislative issues, serving on a committee chaired by MADD. He serves on many committees and taskforces related to Traffic Safety, including the WV Safety Management Taskforce, the GHSP DUI Advisory Board, the Commission on Drunk Driving Prevention, and the faculty at the WV Police Academy.

In FY 2012 over 700 law enforcement officers were trained in the following areas: Case Law Updates, Drugged Driving Prosecution, Courtroom Demeanor, DUI Criminal Procedure, DUI Evidence, Testimony in DUI Cases, and Preparing DUI Cases for Trial. Additionally, training for WV Magistrates was provided by TSR at their state conference.

## Alcohol Advisory Board Members

Bob Tipton  
*Director, GHSP*

Gary Winter  
*Alcohol Program Administrator, GHSP*

Sgt. Chris Zerkle  
*Exec. Director, CDDP and Traffic Records Commander, WVSP*

Bill Naff  
*Program Manager, NHTSA Region III*

Dave Cook (Current)  
*WV Law Enforcement Liaison, GHSP*

Brian Lanham  
*Alcohol Resource Prosecutor, WV Prosecutor Institute*

Dave Bolyard  
*Director of Driver Services, WVDMV*

Charles Sadler  
*Training Coordinator, Division of Criminal Justice Services*

Charlotte Blankenship  
*Enforcement Agent, WV ABCA*

Angela Saunders  
*Staff, West Virginia Supreme Court*

Bob Kane  
*Safe Communities Region 6 Coordinator, GHSP*

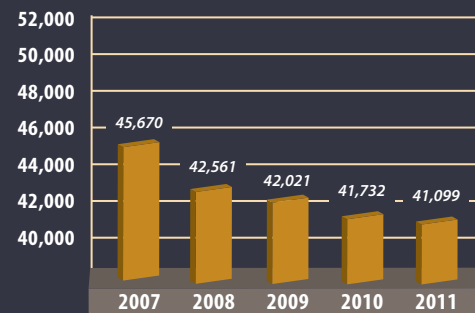
John Kisner  
*Monongalia County Deputy Sheriff*

Shawn Williams  
*Safe Communities Region 1 Coordinator, GHSP*

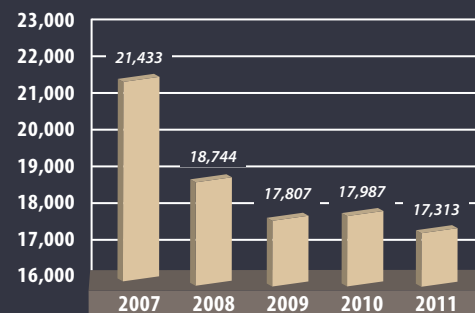
Peggy Runyon  
*Police Officer, WVU Police Department*

# Traffic Records

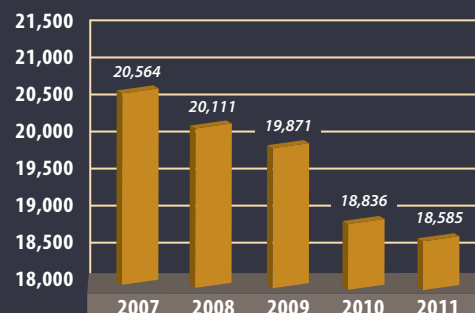
## Total Crashes Reported



## Total Injuries Reported on Public Highways



## Vehicle Miles Travelled On Average Per Vehicle



In January 2012, the GHSP Traffic Records Coordinator position was filled. The GHSP, along with its safety partners, have continued projects within the Section 408 Traffic Records criteria set forth in SAFETEA-LU. West Virginia was awarded \$500,000 for Traffic Records projects in FY 2012. Other funding sources for Traffic Records include Sections 402 and 406.

## Traffic Records Assessment

A Traffic Records Assessment was conducted in West Virginia in April-May 2012 in accordance with NHTSA guidelines. The Assessment identified recommendations for improvement along with commendations of our current program. We will work toward the completion of recommendations on the assessment list, and many are currently in the process of being accomplished in 2013. In regards to the Traffic Records Coordinating Committee, the

### Long-term Goals

1. Creation of a Statewide Citation Database accessible to Highway Safety professionals.
2. Creation of a DUI Tracking System.
3. Linkage of the Driver file, Vehicle file, and Crash file.
4. Creation of standards for reporting of available files, layouts, and data elements.
5. Development and implementation of strategies to ensure the capture of 100% of all reportable crashes.
6. To implement the recommendations of the 2006 Traffic Records Assessment.
7. To act as the liaison between all state agencies to facilitate the sharing of Traffic Records Data.
8. To update the state's Traffic Records Plan and implement the recommendations of the TRCC.
9. To provide training and technical support.

recommendations prompted a formal TRCC meeting in September 2012. Some other major recommendations include:

- **Strategic Planning:** Charge the Traffic Records Coordinating Committee (TRCC) with the development of a new Traffic Records Strategic Plan (TRSP).
- **Data Uses and Program Management:** Develop user-oriented online query tools and public-access databases for crash, roadway, and injury surveillance data (at a minimum).
- **Crash Records:** Implement the planned web-based data analysis system.
- **Driver Records:** Record the adverse driver histories from previous states of record on non-commercial drivers as required for commercial driver records.
- **Citation and Adjudication Records:** Develop a citation tracking system that tracks a citation from the time of its distribution to a law enforcement officer or creation on the e-citations system, through its issuance to an offender, its disposition, and the posting of the conviction in the driver history database.
- **Statewide Injury Surveillance System (SWISS):** Continue to explore a data collection system for emergency department records. A significant proportion of motor vehicle crash victims are treated in emergency departments and do not require admission to a hospital or trauma center, so capture of those records would enhance data analyses.

## Electronic Traffic Citation (E-Citation)

The Uniform Traffic Citation, which has a unique identifying citation number, was the springboard for e-citation implementation. The citation number is used to track citations in the state court system and the DMV. E-Citation will allow for a seamless, paperless flow of the citation from roadside issuance to the Magistrate Courts onto final disposition by the DMV against the driver's history. This expedited handling of citation data will allow the DMV to meet many requirements dealing with commercial vehicle

driver licensing regulations. In early 2011 the West Virginia State Police took the lead on all e-citation issues. The West Virginia State Police have piloted projects and anticipate full implementation from State, County, and larger Municipal Enforcement agencies.

Federal funding from Sections 408 and 1906 was used to purchase and provide equipment and software to allow and enhance the submission of data electronically. The GHSP has provided most, if not all, of the hardware needed. Most recently, we have overcome several hardware issues, and a partial implementation is expected in 2013.

## Other Developments

The majority of the goals of the Traffic Records Program are ongoing and multi-year. We will continue to implement projects to reach those goals and milestones.

### WV OASIS (Our Advanced Solution with Integrated Systems)

An Enterprise Resource Planning (ERP) system is currently being designed for the State of West Virginia as a multi-agency effort. It will provide end-to-end support for statewide administrative functions such as Financial Management, Procurement, Asset Management, and many other functions. It will eventually also encompass crash, roadway, driver, vehicle, and medical data into a combined data system that will support highway safety analyses. A partial implementation is scheduled for 2013, with full implementation in 2014.

### Crash Data

Through a partnership with the Marshall University Rahall Transportation Institute (RTI) and a contractor working for the RTI, the Division of Highways will be improving access to crash data via a web-based system due in December 2012. Electronic data collection and electronic data submission for crash reports stood at 100%.

## Unified Judicial Application (UJA) System

The Administrative Office of the Supreme Court of Appeals is currently developing a unified judicial application case management data system that will have the ability to electronically communicate with other state agencies (DMV, CDR's, etc.), and unite Family, Circuit, and Magistrate courts. This should help to improve the courts' ability to determine prior convictions and outstanding charges on a statewide level. The system is currently being developed and tested with a planned statewide rollout within the year.

## Electronic Insurance Verification Program

In May 2012, the DMV announced the next step in the Electronic Insurance Verification Program. The program, which was passed during the 2010 Legislative Session, will allow the DMV and law enforcement to verify motor vehicle insurance information instantly, enabling both to effectively and efficiently monitor motorists who choose to drive without the required insurance, which is illegal. Officials are currently asking for drivers' insurance information, when renewing their vehicle registration, in order to input the data into the agency's new Electronic Insurance Verification Program. The new electronic system will replace DMV's current paper-based system.

## 2012 Driver's Licenses

Since January 2012, the DMV has enforced new drivers' licensing requirements with the goal of improving the integrity and security of all drivers' licenses and identification cards, reduce identity fraud, and make it more difficult to tamper with or create counterfeit licenses and ID cards. Also since January 2012, the DMV has been giving customers the option to choose a license or ID card that is certified as REAL ID compliant for federal use. These cards contain a gold star on the face

of the card, indicating that the card meets full federal requirements for use at airports and other designated federal facilities across the country.

## 2012 West Virginia Driver Attitudes and Awareness Survey

Beginning in 2010, NHTSA required all State Highway Safety Offices to conduct a survey to track the knowledge, attitudes, and behavior of the driving public in relation to safety issues, such as seat belt use, impaired driving, speeding, and cell phone use.

In West Virginia, a two page voluntary survey was developed, and administered to persons of driving age that came in to the DMV regional offices for various services in nine locations throughout the state.

A total of 1,007 surveys were completed, and the participants ranged in age from under 21 to over 60 years old. Approximately 58% of the participants were female and 42% were male. Following is a sample of some of the published results:

- 58% had read, seen, or heard a message about speed enforcement in the past 30 days.
- 79% had read, seen, or heard a message about alcohol impaired driving in the past 30 days.
- 89% had read, seen, or heard the "Click It or Ticket" service announcements, in the past 60 days, making it the most widely read, seen, or heard message.
- 77% reported that they wore their seat belt "all the time".
- 90% believed the chances of getting a ticket for speeding was "somewhat likely"
- 85% felt the chance of getting arrested and receiving a citation for impaired driving was "somewhat likely".

To see the full report, prepared by Stephen M. Haas, Ph.D., Mountain State Criminal Justice Research Services, LLC, visit:

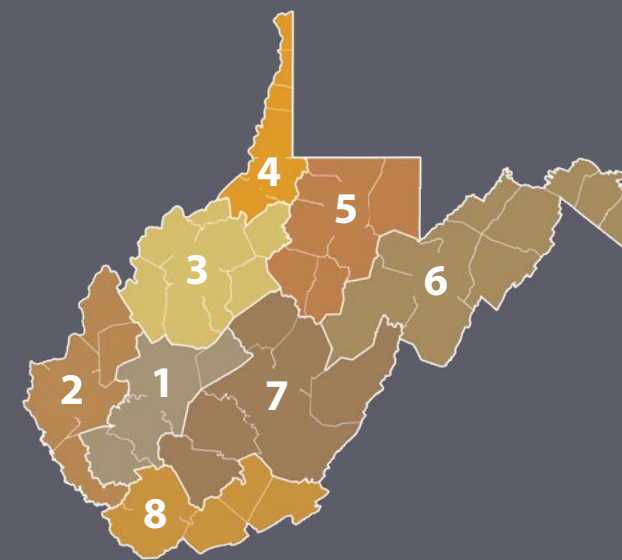
[www.dmv.wv.gov/ghsp](http://www.dmv.wv.gov/ghsp)

# Safe Communities

The GHSP is the lead agency for traffic safety in West Virginia. The state is divided into eight regions by geography and demographics. Through Federal 402 funding, a Regional Traffic Safety Program has been implemented in each area. The Coordinators of these programs are responsible for the implementation of highway safety projects throughout their program area.

The objectives for these eight communities are to draw heavily upon not only traditional traffic safety partners such as law enforcement, local governments and the court system, but also to expand this concept to include hospitals, doctors, nurses, EMS, rehabilitation specialists, private businesses, and the general public. We strive to be citizen focused, not agency focused, and to educate the public as to the magnitude and consequences of traffic injuries.

All fifty-five counties in WV are covered by one of the eight regional traffic safety programs. They are located in Beckley, Bluefield, Charleston, Huntington,



*In 2011, 93,720 West Virginia citizens were in motor vehicle related crashes. 15,119 of those crashes resulted in 17,684 injuries. A total of 337 people lost their lives in motor vehicle crashes.*

### REGION 1

#### Metro Valley HS Program

**Coordinator:** Lieutenant Shawn Williams  
Counties: Boone, Clay, Kanawha, & Logan

### REGION 2

#### Safe Traffic Operations Program

**Coordinator:** Larry R. Kendall  
Counties: Cabell, Lincoln, Mason, Mingo, Putnam, & Wayne

### REGION 3

#### Mid-Ohio Valley Regional HS Program

**Coordinator:** Toni Tiano  
Counties: Calhoun, Doddridge, Gilmer, Jackson, Pleasants, Ritchie, Roane, Wirt, & Wood

### REGION 4

#### Northern Regional HS Office

**Coordinator:** Neil Fowkes  
Counties: Brooke, Hancock, Marshall, Ohio, Taylor, & Wetzel

### REGION 5

#### High-Tech Corridor Region

**Coordinator:** Georgia Hatfield  
Counties: Barbour, Harrison, Lewis, Marion, Monongalia, Preston, Taylor, & Upshur

### REGION 6

#### Eastern Panhandle Community Traffic Safety Program

**Coordinator:** Bob Kane  
Counties: Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, Pendleton, Randolph, & Tucker

### REGION 7

#### Southern Regional HS Program

**Coordinator:** Lieutenant Paul Blume  
Counties: Braxton, Fayette, Greenbrier, Nicholas, Pocahontas, Raleigh, & Webster

### REGION 8

#### WV Coalfields HS Program

**Coordinator:** Dean Capehart  
Counties: Mercer, Monroe, McDowell, Summers, & Wyoming

Parkersburg, Clarksburg, Wheeling and Martinsburg. Each area employs a full time Coordinator, a fixed office site, and maintains a broad based Community Task Force. The Coordinator focuses on traffic safety issues on a local or regional basis. Their tasks also consist of supporting state and national highway safety initiatives on the local level. The programs are approved for funding after each program reviews the state Highway Safety Plan and submits an application that includes their problem identification and their plans to address those problems. Incorporated into their grants are specific activities or tasks that they are expected to complete throughout the year. The tasks directly relate to Occupant Protection, Impaired Driving, Program Coordination, Media/PI&E, and other initiatives that help to reduce motor vehicle crashes, injuries, and fatalities.

Additionally, these eight Traffic Safety Coordinators have created broad based community task forces that meet on a regular basis. Participation by law enforcement agencies in GHSP sponsored initiatives (CIOT, Checkpoint Strike force, Child Passenger Safety, Law Enforcement Training) have never been higher. Fatality rates due to alcohol are trending downward, and we are also seeing a decline in the overall fatality rate. Media coverage has increased significantly over the last several years, especially with the advent of paid media efforts to support enforcement activities. Local coordinators have improved on their efforts to incorporate earned media into their activities. Local coordinators have acted as an extension of the state Highway Safety Office, facilitating training, media, PI&E, law enforcement activities, and legislative initiatives. While the GHSP has been recognized as the authority on highway safety issues on a statewide level, the regional programs have the same recognition on the local level.

Federal funding for Safe Community Coordinators comes from: Sections 402, 410, 154 AL, 408, 406, and 2011.

## Safe Communities Long-term Goals

Reduce the fatality rate per hundred million vehicle miles traveled in 2011 of 1.81 to 1.76 by December 31, 2013

### Occupant Protection

- Increase the seat belt usage rate of front seat outboard occupants from 84.3% in 2012 to 88% by December 31, 2013
- Reduce fatal ejections from 110 in 2011 to 104 by December 31, 2013

### Impaired Driving

- Reduce Alcohol Related Fatality Rate from .67 in 2011 to .50 by December 31, 2013
- Reduce the Alcohol Related Fatality Percentage from 34% in 2012 to less than 25% by December 31, 2013

### Crashes/Injuries

- Reduce crashes from 41,099 in 2011 to 40,688 by December 31, 2013
- Provide local coordination for Regional Traffic Safety Programs that reach all 55 WV counties (100%) to implement law enforcement and community activities

# Speed Enforcement

In West Virginia, speed continues to play a significant role in motor vehicle fatalities, although we experienced a decrease from 2010 to 2011. In 2010, there were 133 speed related fatalities (42% of all fatalities). This decreased to 114 in 2011 (34% of all fatalities).

All West Virginia law enforcement agencies receiving GHSP funds for occupation protection and impaired driving enforcement programs will be expected to enforce speed limits. Because WV is a state that only has secondary enforcement of the seat belt law, speed enforcement is a primary stopping tool for seat belt enforcement.

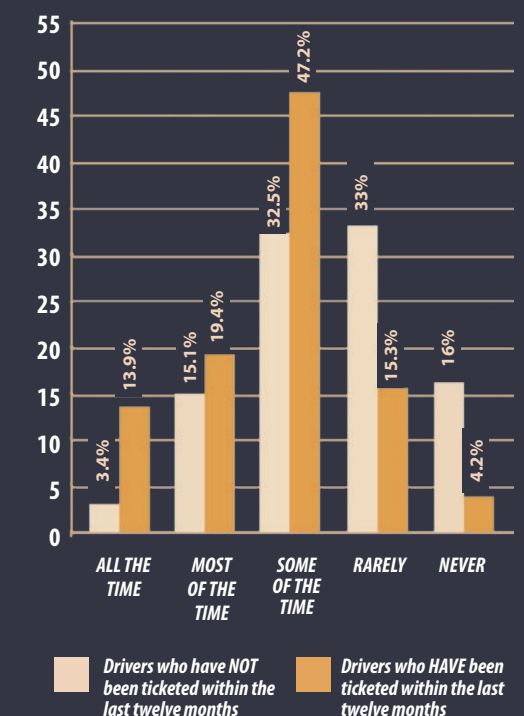
Specific law enforcement agencies will also be asked to participate in speed enforcement blitzes throughout the year, targeting roadways where speed related fatalities occur.

In FY 2011, we began a training program that continued into FY 2012. 85 classes were conducted with 849 officers trained and certified to operate Radar/Lidar. 7,862 man hours of speed enforcement training was provided.

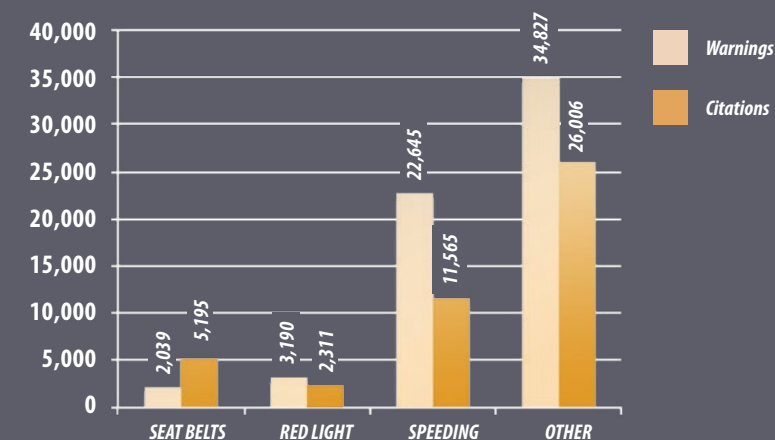
## Speed Enforcement Activity Results Citations & Arrests Breakdown

Activity	Total
Vehicles Recovered	65
Fugitive Arrests	83
Felonies	615
Child Restraints	322
Under Age Alcohol	950
Drug Arrests	1,043
Driver's Licenses Revoked	820
Driver's Licenses Suspended	2,408
Misdemeanors	2,463
DUI Arrests	3,582
Insurance	6,570
Red Light Citations	2,311
Seat belt Citations	5,195
Speeding Citations	11,565
Other Citations	12,998

## Drivers Who Violate the 70 m.p.h. Speed Limit Admit to Speeding...



## GHSP Grant Funded Activity Totals Resulting Citations and Warnings



# Media

## CIOT Media Breakdown

Type of Media	Total Funds
2,100 Television Spots	\$95,776.31
Television Spot Production	\$35,000
1,800 Radio Spots	\$25,029.75
Newspaper Tab-On 5/25/12	\$4,060
Statewide Billboards	\$51,562
Power Park Advertising	\$6,000
Newspaper Ad Featured in Graduation Section 5/20/12	\$300
<b>Total</b>	<b>\$217,728.06</b>

The GHSP works closely with local and statewide media to reach the goal of saving lives and reducing injuries in West Virginia.

## Click It or Ticket

The GHSP used federal dollars to purchase media for the Click It or Ticket (CIOT) campaign in May 2012. After this enforcement and education period, seat belt surveys were done, and the results showed that West Virginia has an 84% usage rate, down less than one percentage point from last year.

Totals for the FY 2012 CIOT campaign are shown on the left.

## Target Red

For "Target Red", a campaign that focuses on curbing red-light running, the GHSP provided funds for enforcement, as well as the purchase of rack cards, magnets, and key chains. Each Coordinator in their areas distributed these items. Target Red billboards were also placed statewide in approximately 119 locations at a cost of \$51,000.

## Impaired Driving

In FY 2012, the GHSP focused their media efforts on impaired driving for the periods of June through September 2011 and October 2011 through December 2012.

Radio and television was utilized to spread

the "Drive Sober or Get Pulled Over" message through the 2011 holiday season. \$50,000 was spent on statewide radio for a total of 4,320 radio spots on 60 stations. \$250,000 was spent on cable and broadcast television. Marshall University football stadium signage as well as a digital billboard in Huntington was purchased for \$28,000.

Additionally, newspaper tab-ons were purchased for every Friday in December 2011 plus Friday, November 25th and the first day of 2012, for a cost of \$24,360.

Two paid television and radio campaigns ran in June/July (4th of July) and August/September (Labor Day) 2012 promoting NHTSA's "Drive Sober or Get Pulled Over" message. \$100,000 was spent on radio ads during each campaign.

Television was purchased for \$227,322 for both campaigns.

## Impaired Driving Media Breakdown

October 1, 2011 to September 30, 2012

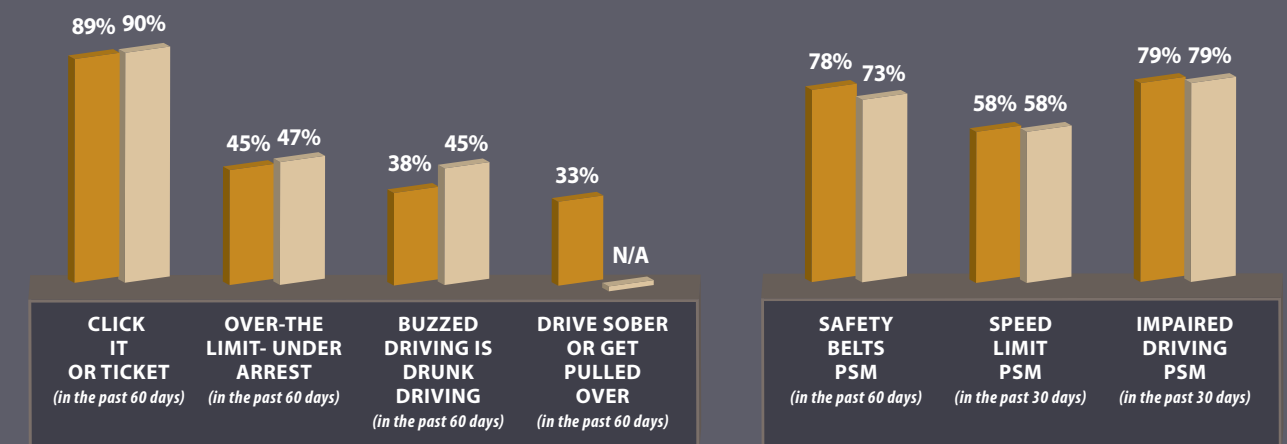
2011 Impaired Driving Holiday Buy	Total Funds	Additional 2011 Media	Total Funds
Broadcast & Cable Television	\$249,523.76	WV High School Football Championships	\$4,875
Radio	\$50,000	New TV Spot Production	\$25,800
Tab-Ons: 11/25/2011 & all Fridays 12/2011	\$24,360	Marshall University	\$28,000

July 4th Holiday	Total Funds	Labor Day National Crackdown	Total Funds
Broadcast & Cable Television	\$94,251	Broadcast & Cable Television	\$133,071
Radio	\$105,000	Radio	\$100,000
Tab-Ons: 6/20/2012 & 7/4/2012	\$8,120	Tab-On: 8/31/2012	\$4,060

2012 Impaired Crackdown	Total Funds
WVU Athletics Basketball	\$15,000

## Public Awareness on Campaigns and Messages





# Media Planning

## Time Frame

- **The Impaired Driving National Enforcement Crackdown** - dates determined by the National Highway Traffic Safety Administration
- **State Mandated Blitzes** - Christmas through New Years, Halloween, St. Patrick's Day, Cinco de Mayo, and West Virginia Day through the Fourth of July weekend are the periods established for the State Mandated Blitzes. During these periods, the GHSP shall conduct a media campaign to coordinate with the enforcement efforts. The media campaign shall include an enforcement message.
- **Advertising Period** - These campaigns will coincide with the National and State Blitzes. The advertising campaign shall begin one week before the blitz and run through the Blitz period.

## Budgeting

The State of West Virginia budgeted close to \$1 million of 154 Transfer Funds to fund this program. The \$1 million budget shall go to West Virginia advertising only. This campaign shall complement the national media plan during the national blitz and go toward the state mandated blitz periods as well.

## Target Profiles & Demographics in WV

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

1. Socially Accountable Drinkers
2. Responsible Drinkers
3. Inexperienced Social Drinkers
4. Middle-Class Risk Takers
5. Discontented Blue-Collars
6. Mid-life Motorcyclists
7. Underage Drinkers

### Relative degrees of "at risk"

- Discontented Blue Collars
- Underage Drinkers

- Middle-Class Risk Takers
- Inexperienced Social Drinkers
- Responsible Drinkers

**Lowest Socially-Accountable Drinkers** - In addition to the primary audiences described above, we will also target the following secondary audiences:

- College Youth
- Unemployed Youths
- Unemployed Men

### Target Demographic Profiles

1. Discontented Blue Collars: Men 21-34 yrs old
2. Underage Drinkers: Youths 16-20 yrs old
3. Middle-Class Risk Takers: Men 25-54 yrs old
4. Inexperienced Social Drinkers: Men 21-24 yrs old
5. Responsible Drinkers: Adults 25-44 yrs old
6. Socially-Accountable Drinkers: Adults 25-34 yrs old

This plan will target the four highest "at risk" groups: Discontented Blue Collar, Underage Drinkers, Middle-Class Risk Takers, and Inexperienced Social Drinkers.

## Media Purchasing Demographics

- Primary - Men 18 – 34, and Youths 16-20
- Secondary - Middle Class Risk Takers 25-54

## Media to be Considered

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

- Network Television
- Network Radio
- Digital
- Theatres

## Impaired Driving Paid Media Breakdown

- Television • \$476,845
- Radio • \$255,000
- Newspaper Tab-Ons • \$36,540
- Billboards & Signage • \$43,000

Total: \$811,385

# Child Passenger Safety

The GHSP ran a paid radio campaign for National Child Passenger Safety Week, September 16-22, 2012. 2,100 commercials were aired on 60 radio stations for \$25,075. A newspaper ad was placed in the Charleston Newspapers on Thursday, September 20, 2012, promoting Seat Check Saturday at a cost of \$1,485.

On September 12, 2012, a "Celebrity Car Seat Challenge" was held at the Shops at Kanawha. Radio and television personalities volunteered their time to participate and prove that installing child safety devices is not "Childs Play". The event received great feedback and news coverage.

## Annual Buy

The GHSP also participated in its third "Annual Buy", which was paid for through the Division of Highways' Traffic Engineering Division/ federal funds. Approximately \$233,000.00 was spent on radio for 2012, which included a web site banner ad on www.wvmetronews.com. Highway Safety shared messages with DOH, DMV, ATV Safety, Motorcycle Safety, etc.

Next year, we look forward to participating in our fifth yearlong media buy, which will again feature all aspects of highway safety, including the Department of Transportation, the Division of Motor Vehicles, and the Division of Highways. A highway safety message will be heard throughout the state all year, not just at focused times. There will still be the need for focused media buys, but some only to supplement.

Additionally, we will look into purchasing paid television spots, and ordering promotional program materials. The focus of the annual buy will be to continue to maintain an overall highway safety message, which is centered on the Highway Safety Taskforce, whose message is "Zero Fatalities-Saving One Life at a Time".

Media is bought through several funding sources, including the following federal monies: Sections 406, 154 AL, and 2011.

## Earned Media

The state Highway Safety Office generated earned media this year from press events, as well as interviews with local TV, radio stations, and newspapers throughout the year on issues such as seat belts, child safety seats, impaired driving, distracted driving, and highway fatalities.

Statewide, each of our eight Safe Community Coordinators also generated earned media. Specific examples include DUI checkpoints for our statewide program, "Checkpoint Strikeforce West Virginia", as well as press events about "Click It or Ticket" and "Drive Sober or Get Pulled Over".

Coordinators also received media attention during National Child Passenger Safety Week and at other child safety seat checks, SADD events, educational programs at local schools, and bicycle rodeos, to name a few.

Holidays including Memorial Day, the Fourth of July, Labor Day, Thanksgiving and Christmas also gave coordinators and the state office the chance to spread the message about driver safety, especially during the holidays when people are in celebratory spirits.

School functions, including occupant protection programs, also generated media, especially during prom and graduation times when students are more likely to be in a party atmosphere.

The largest amount of earned media/ bonus spots this year came from our third annual yearlong buy through Metro News Radio Network. We received a total number of 8,996 bonus network commercial announcements with a total value of \$86,171.52.

# Performance Goals & Results

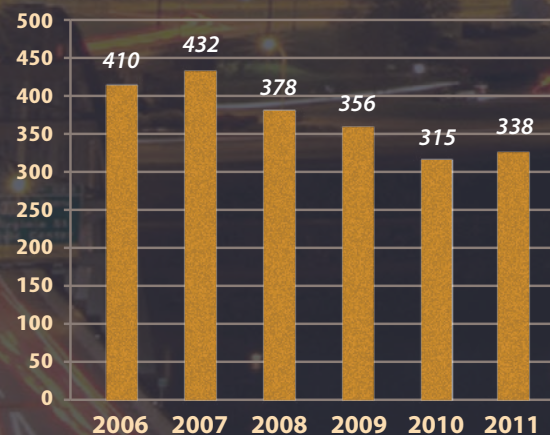
The GHSP has dedicated the majority of its efforts in the following programmatic areas: Occupant Protection, Impaired Driving, Community Traffic Safety Programs, Traffic Records, and Underage Alcohol. The following are the results of these efforts as they relate to our 2012 GHSP Goals and Objectives with the latest available data at that time compared to the previous five calendar base years of 2006-2010 & 2011 if available

## Total Traffic Fatalities

To reduce the total number of traffic fatalities by 5% from the 2005-2009 calendar base year average of 390 to 371 by December 31, 2012. (2011 - 337)

In relation to the previous last five year average of 390, current fatalities are down 13.6%. Reported use of occupant protection remains low in fatal crashes. Single vehicle roadway departure is the leading type of fatal crash. The GHSP will continue with programs in place, and there will be a renewed effort to examine and evaluate each fatal crash to further develop problem identification.

Total Number of All Fatalities on Public Highways



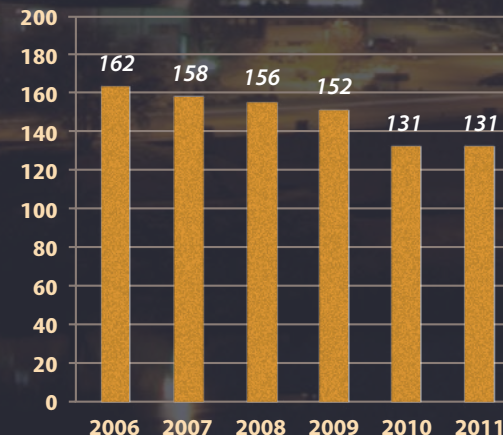
## Unrestrained Passenger Vehicle Occupant Fatalities

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5% from the 2005-2010 calendar base year average of 160 to 152 by December 31, 2012. (2011- 131)

With a total of 131 confirmed unrestrained passenger vehicle occupant fatalities in 2011, we saw an 18.1% decrease from the previous 5 year average of 160. In addition, we exceeded our performance goal of 152 by December 31, 2012. We will put a major emphasis on reducing the number of unknowns in relation to vehicle crashes.

\* In 2011 there were 45 fatalities for which the use of restraints are unknown.

Total Unrestrained Passenger Occupant Fatalities (All Seating Positions)

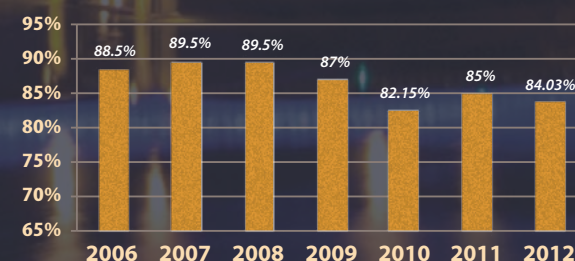


## Occupant Protection Usage Rate

To increase statewide observed seat belt use of the front and outboard occupants in passenger vehicles 3% from the 2006-2010 calendar base year average usage rate of 87.9% to 91% by December 31, 2012. (2012 - 84.03%)

The previous 5 year average of 87.3% has decreased to 84.03%. We peaked at our highest seat belt use rate ever in 2007-2008 with 89.5%. We have fully funded the majority of occupant protection activities with Section 157 funds. Since 2007, we have not met the criteria for Section 405 Occupant Protection funding. Occupant Protection has been funded through Section 402. West Virginia met the SAFETEA LU criteria in Section 406 requiring states with Secondary Laws to have 85% use rate in scientific observational surveys for two years. In 2006 and 2007 the usage rate met the criteria. In FY 2012 West Virginia's Scientific Observational Survey methodology was redesigned and we are currently working to have the new model ready for implementation for the June 2013 Survey.

Occupant Protection Usage Rate



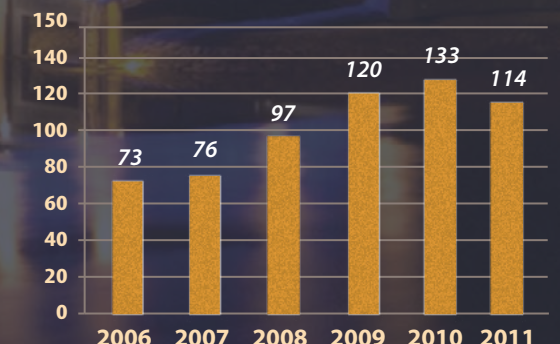
## Speed Related Fatalities

To decrease speed-related fatalities 7% from the 2005-2009 calendar base year average of 90 to 84 by December 31, 2012. (2011-114)

Speed related fatalities have risen 26% in West Virginia. In 2007, the WV Crash Report was upgraded and this allowed an increase in the reporting of speed as a contributing circumstance in crashes in WV. Speed as a data field is more prominent in the new WV Crash report, which may account for some of the increase.

Through GHSP grantees we have always emphasized the enforcement of speed limits in all enforcement activities, but we do not have a designated campaign for speed alone.

Total Speed Related Fatalities



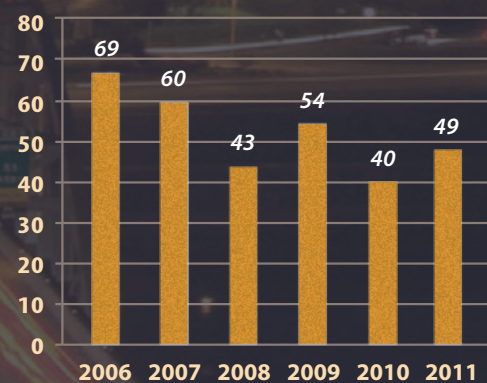
# Performance Goals & Results

## Drivers Under 20 Years Old Involved in Fatal Crashes

To reduce the total of drivers less than 20 years old involved in fatal crashes by 7% from the 2005-2009 calendar base year average of 56 to 52 by December 31, 2012.

We are currently exceeding our goal and drivers under 20 years old involved in fatal crashes has declined 12.5% from the previous 5 year average of 56 (2011-49).

Total Drivers Under 20 yrs Old Involved in Fatalities



## Fatalities/VMT

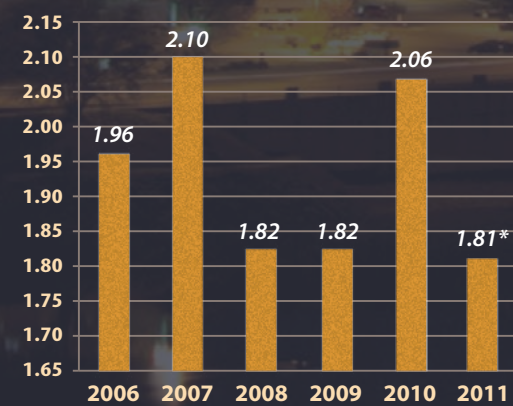
A.) To decrease fatalities/VMT from the 2005-2009 calendar base year average of 1.91 to 1.82 by December 31, 2012. (2011 estimate- 1.81).

B.) To decrease rural fatalities/VMT from the 2005-2009 base calendar year average of 2.33 to 2.21 by December 31, 2012. (2010-2.06).

C.) To decrease the urban fatalities/VMT from the 2005-2009 base calendar year average of .89 to .85 by December 31, 2012. (2010- 1.07).

\*2011 Rural and Urban rate not available. The last available data for Urban & Rural Fatality Data available is 2010.

Fatality Rate Per Vehicle Miles Traveled

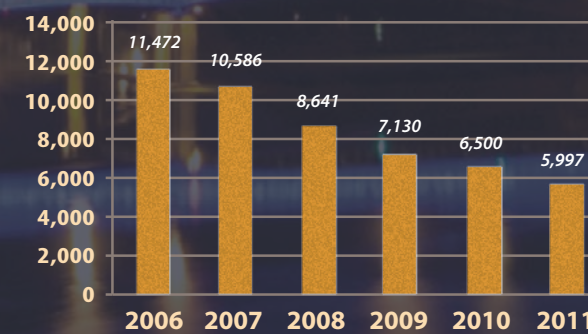


## Serious Traffic Injuries

To decrease serious injuries 5% from the 2005-2009 calendar base year average of 9,890 to 9,395 by December 31, 2012. (2011 - 5,997)

There has been a 363% decrease in serious injuries from the previous five-year average of 9,890. We attribute this significant decrease to the substantial increase in seat belt usage.

Total Crashes Resulting in Serious Injury

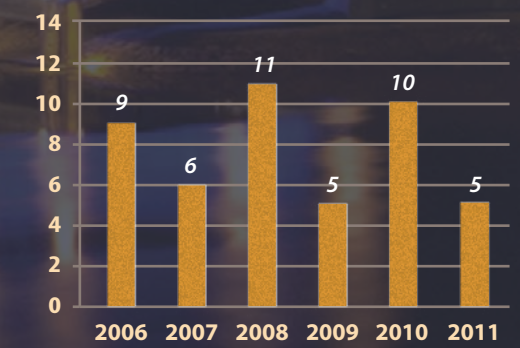


## Unhelmeted Motorcycle Fatalities

To reduce unhelmeted fatalities 10% from the 2006-2010 calendar base year average usage rate of 7 to 6 by December 31, 2012. (2011 estimate - 5)

There has been a 28.5% decrease in unhelmeted motorcycle fatalities from the previous 5 year average of 7. We are currently exceeding our goal of 6 by December 31, 2012. We believe the majority of our problems are reporting issues that will be addressed with training.

Unhelmeted Motorcycle Fatalities

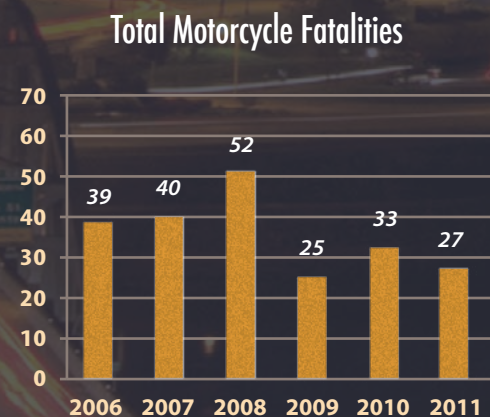


# Performance Goals & Results

## Total Motorcycle Fatalities

To reduce motorcycle fatalities 7% from the 2005-2009 calendar base year average of 38 to 35 by December 31, 2012. (2011- 27)

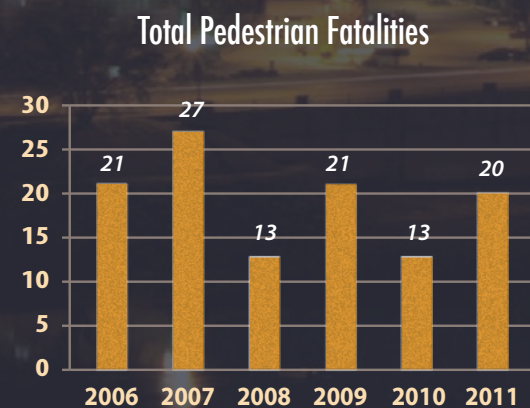
There has been a 28.9% decrease in motorcycle fatalities from the previous five-year average of 38. We are currently exceeding our goal of 35 by December 31, 2012.



## Pedestrian Fatalities

To reduce pedestrian fatalities 10% from the 2005-2009 calendar base year average of 21 to 19 by December 31, 2012. (2011 - 20)

There has been a decrease of 4.7% in pedestrian fatalities from the previous five-year average of 21. There were 20 pedestrian fatalities in 2011.



## Alcohol Impaired Driving Fatalities

To decrease alcohol impaired driving fatalities by 5% from the 2005-2009 calendar base year average of 119 to 113 by December 31, 2012. (2011-90)

There has been a decrease of 24.3% from the previous 5-year average of 119. We feel that the development of the Impaired Driving Program and our continued involvement in the Mid-Atlantic "Checkpoint Strike Force" Program has reinvigorated DUI enforcement and public awareness of drunk driving issues. We have dramatically increased our paid media efforts over the last year.



# Cost Summary for West Virginia GHSP FY 2012

HS FORM 217,OMB NO. 2127-0003

## Notes

Program Area	Approved Program Costs	State/Local Funds	Current Balance	Federal Share toLocal
<b>402</b>				
Planning and Administrative	\$300,000	\$144,678	\$49,360	\$144,678
Alcohol	\$300,000	\$36,000	\$120,853	\$179,147
Occupant Protection	\$100,000	\$10,000	\$51,380	\$48,619
Traffic Records	\$100,000	-0-	\$98,997	\$1,003
Driver Licensing	\$100,000	-0-	-0-	-0-
Safe Communities	\$3,475,000	\$250,000	\$2,418,338	\$1,141,658
Paid Media	\$100,000	\$20,000	\$3,043	\$96,957
<b>406</b>				
Paid Media	\$550,000	-0-	\$9,182	\$540,818
Alcohol	\$400,000	-0-	\$390,123	\$9,877
Occupant Protection	\$600,000	-0-	\$469,703	\$130,020
Police Traffic Services	\$200,000	-0-	\$200,000	-0-
Traffic Records	\$400,000	-0-	\$245,789	\$154,211
Speed Enforcement	\$200,000	-0-	\$178,044	\$21,956
Traffic Records	\$1,000,000	0	\$520,171	\$421,458
Speed Control	\$200,000	0	\$200,000	0
<b>408, 410, 154, CPS &amp; Motorcycle</b>				
408 Data Program Incentive	\$2,900,000	\$135,000	\$2,333,419	\$539,518
410 Alcohol SAFTEALU	\$3,000,000	\$330,000	\$2,422,079	\$327,368
410 Alcohol Paid Media	\$1,900,000	\$720,000	\$630,232	\$719,768
410 High Fatality Rate	\$2,350,920	\$230,000	\$1,452,108	\$229,004
410 High Visibility	\$2,025,920	\$650,000	\$1,030,053	\$241,934
2010 Motorcycle Incentive	\$300,000	-0-	\$215,159	\$58,488
2011 Child Seat Incentive	\$400,000	\$100,000	\$234,525	\$111,640
2011 Child Seat Paid Media	\$100,000	\$4,000	\$94,425	\$5,575
154 Alcohol Transfer	\$7,000,000	\$33,000	\$4,931,419	\$1,909,766
154 AL Transfer Paid Media	\$500,000	-0-	\$339,241	\$110,759
154 Hazard Elimination	\$33,000,000	-0-	\$25,994,100	-0-
<b>Total Grant Programs</b>	<b>\$60,301,840</b>	<b>\$2,662,678</b>	<b>\$43,911,572</b>	<b>\$6,722,764</b>

# Notes

