WEST VIRGINIA

Governor's Highway Safety Program
Annual Report
Federal Fiscal Year 2025

GHSP

WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

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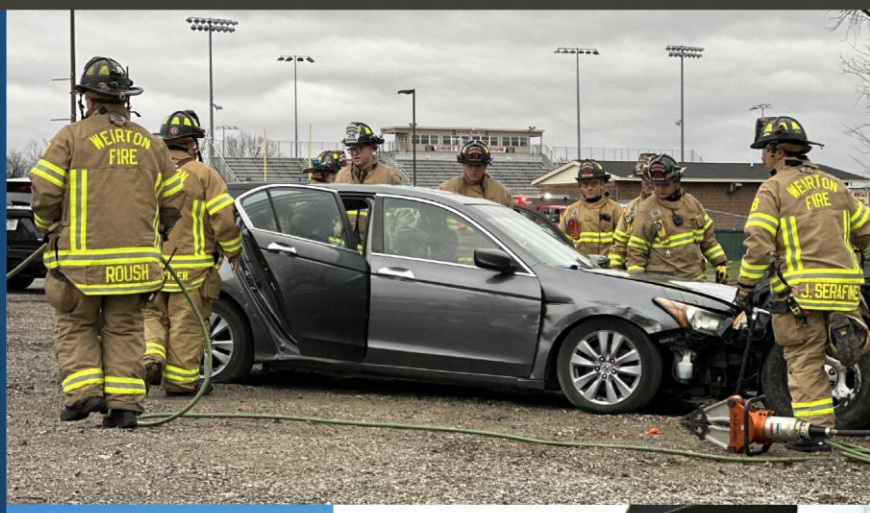

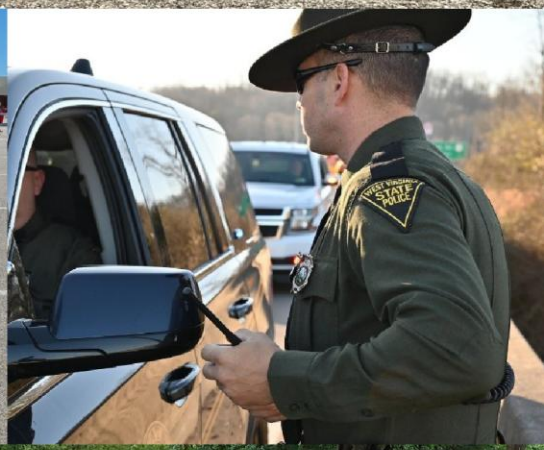

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SEAT BELT USE

92.0%
2024

91.6%
2025

256
2024 TRAFFIC FATALITIES AS OF 12/31/25

723
TOTAL CRASH SERIOUS INJURIES

- **25** WERE DRIVERS UNDER AGE 20
- **69** WERE UNRESTRAINED (NOT USING A SEAT BELT)
- **78** WERE ALCOHOL-IMPAIRED WITH A BAC OVER 0.08
- **78** WERE MOTORISTS KILLED IN SPEED-RELATED CRASHES
- **28** WERE MOTORCYCLISTS WEARING HELMETS
- **10** WERE MOTORCYCLISTS NOT WEARING HELMETS
- **25** WERE PEDESTRIANS KILLED BY MOTORISTS
- **5** WERE BICYCLISTS KILLED BY MOTORISTS

43	CHILD SAFETY SEAT FITTING STATIONS	**265**	NATIONALLY CERTIFIED CHILD PASSENGER SAFETY TECHNICIANS
1440	TOTAL CHILD SAFETY SEATS CHECKED FOR PROPER INSTALLATION	**1139**	CAREGIVER-PROVIDED CHILD SAFETY SEATS CHECKED FOR PROPER INSTALLATION

Executive Summary

Federal Fiscal Year 2025 (FFY2025) was a year of mixed outcomes for the West Virginia Governor's Highway Safety Program (GHSP). While we have been able to launch new programs and have a range of others in development, traffic crashes and deaths seem to be on an uptick in some program areas. The GHSP's traffic safety strategy, described below, has been designed to meet these challenges. The GHSP's efforts reflected in the FFY2026 Annual Grant Application (AGA), as well as planning for the upcoming FFY2027-2029 Triennial Highway Safety Plan (3HSP), reflect these changing trends.

Introduction to the GHSP Traffic Safety Strategy

Nationally Identified Emphasis Areas

The GHSP network addressed the following areas:

- Impaired Driving
- Distracted Driving
- Occupant Protection (including Child Passenger Safety)
- Motorcycle Safety
- Speed and Reckless Driving
- Work Zone Safety
- Data Collection and Reporting
- Older Drivers
- Vulnerable Road Users (pedestrians and bicyclists)

Safe System Approach and Mission

The GHSP supports the Safe System Approach, particularly the Safer Road Users element by creating a multi-layered safety net to prevent and mitigate crashes.

The mission is centered on three pillars: **EDUCATION. ENGAGEMENT. ENFORCEMENT.**

The goal is to lead West Virginia's pledge to reach **Zero Roadway Fatalities by 2050**.

Key Initiatives

In conjunction with regional coordinators and law enforcement statewide, the GHSP participated in a dense calendar of key highway safety initiatives during FFY2025:

October 2024	November 2024	December 2024
• **Pedestrian Safety Month** – Teen Driver Safety Week – National School Bus Safety Week – Click It Or Ticket (Columbus Day Weekend - *Operation Crash Reduction)* • **Impaired Driving** – *Buzzed Driving is Drunk Driving* – *If You Feel Different, You Drive Different*	• **Impaired Driving / Drug Impaired Driving** – *Drinksgiving Blackout Wednesday* – *Buzzed Driving is Drunk Driving* – *If You Feel Different, You Drive Different* • **Occupant Protection** – *Buckle Up. Every Trip. Every Time.*	• **Older Drivers** – Safety Awareness Week • **Impaired Driving / Drug Impaired Driving** – *Drive Sober or Get Pulled Over* – *If You Feel Different, You Drive Different* – *Drive High, Get a DUI*
January 2025	**February 2025**	**March 2025**
• **Impaired Driving / Drug Impaired Driving** – *Drive Sober or Get Pulled Over* Campaign Continued	• **Super Bowl LX / Impaired Driving** – *Fans Don't Let Fans Drive Drunk*	• **Occupant Protection** – *Click It Or Ticket* – Vehicle Safety Recall Week • **Impaired Driving** – *Buzzed Driving is Drunk Driving*
April 2025	**May 2025**	**June 2025**
• **Distracted Driving** – *Put the Phone Away or Pay* • **Traffic Stop Lights / Stop Signs** – *Target Red* • **Drug-Impaired Driving Campaign** – *If You Feel Different, You Drive Different*	• **Campaigns** – Drug-Impaired Driving Campaign – National Youth Traffic Safety Month – National Bicycle Safety Month – Motorcycle Safety Awareness Month – Mother's Day Weekend Distracted Driving Campaign • **STOP. LOOK. LOCK.** – National Heatstroke Prevention Day • **Occupant Protection** – *Click It Or Ticket*	• **Impaired Driving** – *West Virginia Day*
July 2025	**August 2025**	**September 2025**
• **Impaired Driving / Drug Impaired Driving** – *Buzzed Driving is Drunk Driving* – *If You Feel Different, You Drive Different* • **Speed Enforcement** – *Speed Mobilization*	• **Impaired Driving / Drug Impaired Driving** – *Drive Sober or Get Pulled Over* – *Ride Sober or Get Pulled Over* – *If You Feel Different, You Drive Different* – *Drive High, Get a DUI* • **Occupant Protection** – School Bus/Zone Safety: Back to School • **Traffic Stop Lights / Stop Signs** – *Target Red*	• **Speed Enforcement** – *Speed Mobilization* • **Occupant Protection** – National Child Passenger Safety Week – National Seat Check Saturday

In partnership with engineering safety initiatives by state teammates at the Division of Highways and the Department of Transportation, our collective efforts to change driving habits and behaviors are pushing crash, serious injury, and fatality numbers downward.

Data show that overall crashes, serious injuries, and fatalities are all on a downward trend in West Virginia through Calendar Year (CY) 2024.

- **Overall Five-Year Crash Average:** The five-year average for numbers of total crashes for CY 2020-2024 is down significantly from the previous five-year average (CY 2015-2019). Crashes from CY 2020-2024 averaged 29,633 compared to an average of 35,052 from CY 2015-2019. Serious injuries from CY 2020-2024 averaged 781 compared to an average of 910 from CY 2015-2019. Fatalities from CY 2020-2024 averaged 268.4 compared to an average of 279 from CY 2016-2020.
- **Total Crashes:** Considering year-to-year data, total crashes in CY2024 totaled 29,363, down from 29,526 in CY2023. Serious injuries in CY2024 totaled 723, down from 802 in CY2023. Fatalities in CY2024 totaled 256, down from 260 in CY2023.
- **Motorcyclist Fatalities:** There were 38 motorcycle fatalities in CY2024, the same as in CY2023. Unhelmeted fatalities decreased to 10 in CY2024 compared to 16 in CY2023.
- **Pedestrian Fatalities:** Pedestrian fatalities are a growing concern in West Virginia. While there was a decrease in CY2023, down to 15 from 21 in CY2022, fatalities have increased in CY2024 to 25.
- **Unrestrained Fatalities:** There were 69 unrestrained fatalities in CY2024, continuing the downward trend that began in CY2022, from 85 to 71 in CY2023. The annual Observational Seat Belt Survey, conducted May – June 2025, revealed a statewide use rate of 91.6 percent, down slightly from 91.98 percent in 2024, which indicates there is still more work to do in this area.
- **Grant-Funded Arrests:** Total grant-funded traffic arrests remained comparable in FFY2025 (3,418) as compared to FFY2024 (3,426). There was a continued decrease in impaired driving arrests (801 vs. 846).
- **Grant-Funded Citations:** Grant-funded citations decreased by nearly 12 percent in FFY2025, but several program-specific category citations saw an increase in FFY2025 (speeding, reckless, texting, commercial motor vehicle, red light, stop sign, and yield violations). Underage alcohol citations increased significantly with 70 in FFY2025 compared to 26 in FFY2024.

One significant program highlight in 2025 was our first statewide highway safety conference since 2019. The 2025 West Virginia Highway 2 Safety Conference was held May 14-16 at the Bridgeport Conference Center. While the conference featured two primary tracks on Impaired Driving and Child Passenger Safety, it also included an Emerging Topics track, which included a Data & Dashboarding panel, and presentations on Roadside Safety, Meaningful Community Engagement, Motorcycle Safety, and Speed Management.

Conference keynote speakers included Melissa Wandall from the National Coalition for Safer Roads and The Mark Wandall Foundation, and Scott Silverii, the National Law Enforcement Initiative Manager for MADD.

Our annual Law Enforcement Awards Banquet was also featured during the conference. More than 100 awards were presented to law enforcement officers and agencies for outstanding highway safety enforcement efforts. Former GHSP Director Bob Tipton and former Division Manager Barbara Lobert received first-ever Lifetime Achievement Awards for their decades of service. Banquet keynote addresses were delivered by DMV Commissioner Everett Frazier, who also serves as the Governor's Representative for Highway Safety, and Col. James Mitchell, Superintendent of the West Virginia State Police.

The GHSP also partnered with the Motor Vehicle Network, which has enabled us to display key safety messages statewide on television screens located within each DMV Regional Office lobby. This initiative helped present safety knowledge to a “captive” audience as the content is shown as customers are queuing for DMV service.

Overall, traffic safety has been improving in West Virginia, and the GHSP has been able to launch and sustain many successful traffic initiatives. Changing trends point to areas of need in the coming years and the new GHSP team is well-positioned to lead the Mountain State towards its ultimate goal of eliminating crashes, deaths, and injuries on our roads.

Traffic Safety Information System Improvements

The Traffic Records Program is located within the GHSP and is overseen by the Traffic Records Coordinator. The coordinator is responsible for oversight of projects that improve the collection of crash, driver, vehicle, roadway, citation/adjudication, and injury surveillance data to aid the GHSP's ongoing efforts to reduce crashes, injuries, and fatalities on West Virginia roadways. The coordinator also serves as Chair of the Traffic Records Coordinating Committee (TRCC). The TRCC was combined with the WVDOT SHSP Traffic Records Emphasis Area Team in FFY2024 to avoid duplication of efforts and strengthen our partnerships in traffic record collection.

West Virginia's highest priority for highway safety data improvement continues to be the implementation and use of the State's electronic crash and citation reporting system, ReportBeam, which was originally purchased in 2007. In 2024, West Virginia applied for the State Electronic Data Collection (SEDC) grant. The state was awarded the grant for $6.4 million. This grant money is currently being used to perform a thorough examination of the ReportBeam system. The state will then decide if they wish to move forward with upgrading ReportBeam through the existing vendor or replace it with a new system from another vendor.

This program can be used on mobile computers or on desktop hardware. Adoption rates of the software are such that most all crash reports submitted to the State crash repository in the Division of Highways are electronic data transmissions. ReportBeam functionality was eventually expanded to include the Electronic Uniform Citation. eCitation began its official roll-out in 2015 and was established to be an electronic issuance and tracking system for West Virginia citations. The system includes adjudication information from all participating Municipal and Magistrate Courts. The adjudication information is electronically transmitted into a West Virginia Division of Motor Vehicles (DMV) queue for examination and entry into the driver's history.

As of September 30, 2024, 241 agencies have actively used eCitation in West Virginia since the program's inception. Agencies are counted as using eCitation only when they write their first citation in ReportBeam. Additional agencies have been set up to use it but have yet to issue any citations.

- By the end of FFY2025, 890,171 eCitations have been processed into the Electronic Citation System.
- In FFY2025, 122,368 new eCitations were written; 118,260 were traffic-related and 4,108 were criminal-related.
- Of the 122,368 new citations, 80,472 were non-warning type citations and 41,896 were warnings.
- Of the 122,368 new citations, 59,337 have been adjudicated by a Municipal Court or Magistrate Court.

The information above does not include Charleston PD's eCitation usage since their data has not been transmitting properly since July 2023. Efforts by the agency and the GHSP are ongoing in order to rectify this situation with the vendor.

West Virginia continues to offer eCitation to all law enforcement agencies statewide and offers training, technical support, and financial support to these agencies through the purchase of needed equipment. This project enables the DMV to quickly obtain conviction data and add this information to the driver's record. It

also significantly enhances the DMV's ability to meet Federal Motor Carrier Safety Administration (FMCSA) standards of timeliness for reporting commercial driver's license violations to driver records.

In 2023, the GHSP purchased two Secure File Transfer Protocols (SFTP) from ReportBeam. These will send electronic crash and citation data directly to the DMV, allowing the DMV to automate many tasks that had been done manually in the past. The SFTPs are complete and related information is being finalized through the DMV. The DMV has set up an SQL server to host this data, as well as created an eCrash/eCitation dashboard. The DMV has plans to potentially use this in the future to automatically update driver's records.

Training Classes Coordinated Through GHSP

Continuing education is an important aspect of the highway safety program. Law enforcement officers are encouraged to further their education and understanding of highway safety enforcement and issues to provide the best possible performance and results for those participating in High Visibility Enforcement (HVE) activities. Various classes are held throughout the year for law enforcement officers as well as child passenger safety advocates.

In FFY2025, the Traffic Safety Resource Prosecutor (TSRP) conducted training that included DUI Refusal and Deferral Process, *Report Writing and Courtroom Testimony*; Toxicologists and DRE Testimony; *CDL Masking*; *Contact with the DMV: What to Send and How; and DUI Basics*. In FFY2026, we will continue to offer the NHTSA Impaired Driving programs, such as SFST, ARIDE, and the Drug Recognition Experts (DRE) program; *DUID Nuts and Bolts*; Testimony Labs; *Toxicology in DUI Cases*; *Medical Cannabis in WV*; and *Prosecuting the Drugged Driver*. The TSRP will continue to increase training opportunities, including expansion of *DUID Nuts and Bolts* and *Prosecuting the Drugged Driver*. The TSRP has been working to complete a revised DUI Checkpoint training as well as training geared toward high school and middle school students. This position provides for many training and educational needs of law enforcement, emergency personnel, and legal professionals in highway safety-related issues. The TSRP also attends training events outside of the state and also provides training at out-of-state events in person and virtually, which helps to promote and expand partnerships to improve highway safety, as well as increases the variety of training opportunities that are brought back to law enforcement, prosecutors, magistrates, and other highway safety-related professionals in the state.

Statewide Law Enforcement Liaison (LEL) Program

The Law Enforcement Liaison (LEL) serves as a link between the GHSP and the law enforcement community throughout West Virginia. The LEL aids in promoting and enhancing State and National Highway Safety programs, initiatives, and campaigns. The LEL recruits and encourages state and local law enforcement agencies and officers to participate in national and state traffic safety mobilizations. The LEL works to develop a culture of sustained and effective traffic enforcement and safety programs to aid in the reduction of traffic-related fatalities and serious injuries in the state. The office focuses on the education of the public and law enforcement community on State and National Highway Safety programs, initiatives, and campaigns. The LEL Program either provided instruction or funded classes directed toward officer safety and enforcement issues, and programs for public education concerning children and highway safety. The LEL Program acted on behalf of the GHSP relating to specific matters concerning law enforcement agencies throughout the state and program issues as needed.

During FFY2025, the LEL Program had some significant transitions beginning with the retirement of the long-time State LEL. A new state LEL and Assistant LEL were hired in early 2025, but both accepted other

positions within a few months. FFY2026 will continue to be transitional with the combination of the LEL and DTASP grants, and eventual hiring of Northern and Southern LELs. The overall program, however, is now managed by Tiffany Hart, who is the LEL/DTASP Project Director. She will still coordinate the DTAS Program and oversee both LEL positions, including the expansion of highway safety-related training offered by the GHSP.

The LEL and DTAS Programs continue to assist the GHSP with the collection of pertinent data and research in highway safety matters.

Table 1 LEL Program Classes

Child Passenger Safety	Classes	Students
CPS Technician Certification	7	95
CPS Technician Renewal	4	13
CPST Conference	1	29
Law Enforcement Only Training	**Classes**	**Students**
Speed Enforcement and Radar/Lidar	4	62
LE Occupant Protection	14	146
DUI – ARIDE and SFST Refresher (Drugs and/or Alcohol)	40	741
Crash Investigation	1	20
Motorcycle	2	14
Other	16	257

Occupant Protection

During FFY2025, the LEL Program continued to coordinate occupant protection programs. Programs mostly included Child Passenger Safety (CPS) Technician Certification and Renewal classes. The Program will continue to expand the availability of the *Below 100* training in FFY2026. *Below 100* is a program geared toward officer safety in several aspects including seat belt usage and distracted driving.

Data Tracking and Agency Support Program (DTASP) and WV Lifesavers

The DTASP collects data from law enforcement agencies across West Virginia relating to highway safety enforcement. The program began in 2017 and continues to evolve as needed to stay up to date with federal and state needs/regulations and current trends. The program helps directly facilitate the collection of data not normally submitted to the GHSP from law enforcement agencies. Data collected includes agency arrest and citation information not covered through highway safety grant funding. The collection of all traffic-related activity affords a better picture of highway safety-related problem areas to target throughout the state. The program also supports participating agencies by providing highway safety-related equipment and training that might normally be unavailable to them.

The submission of safety data is only one factor taken into consideration for justification of aid to these participating agencies. When aid is requested, the DTASP Coordinator evaluates the request to assure there is valid justification. Justification can be found through activity submitted, crash data, site surveys, and other relevant factors. West Virginia is served by 223 law enforcement agencies. At the end of the FFY2025, 193 agencies were registered with the program, up from 191 in FFY2024 and 188 in FFY2023. Thus, DTSAP has

achieved an 86.6 percent participation rate. However, out of the 223 agencies in West Virginia, some are small and have only part-time officers or currently have no officers. Participation in DTASP is now a prerequisite for receiving grant funding from the GHSP.

The DTASP also incorporates eCitation into its program. As described above, many agencies are still new to eCitation, and the process of data collection continues to progress. Agencies now have the discretion of submitting activity directly or having their information retrieved from the eCitation database if the agency submits 100 percent of its reports via eCitation.

The primary goal of the WV Lifesavers Program is to assist law enforcement officers in the enforcement and education of highway safety laws and programs. The program identifies officers and agencies who have shown an interest in highway safety issues through their efforts in enforcement, training, and public relations. Data collected includes both highway safety grant-funded and non-grant-funded activity.

Again, the collection of all traffic-related activity affords a better picture of highway safety-related problem areas to target. WV Lifesavers assists those officers and agencies identified by providing justified equipment and training, which would not normally be available to them, and will aid in their efforts to keep our highways and communities safe. By the end of the FFY2025, the WV Lifesavers Program had a total of 1,181 registered members, an increase from 1,152 in FFY2024. This increase was primarily due to the Program Coordinator's efforts to increase participation.

Evidenced-Based Traffic Safety Enforcement

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

Data-Driven Problem Identification

In the statewide problem identification process used in the development of the 3HSP, data analyses are used to identify who is overinvolved in crashes and when, where, and why crashes are occurring. Key results from the problem identification are presented in the statewide and individual program area sections of the 3HSP.

All law enforcement agencies receiving grant funding must also use a data-driven approach to identify the enforcement issues in their jurisdictions. Data documenting the identified highway safety issue(s) and proven strategies that will be implemented to address the problem must be included in the funding application submitted to the GHSP.

Each Regional Traffic Safety Coordinator (RTSC) assigns enforcement activities based upon measurable data provided to them by the GHSP. The expected enforcement effort will be by written agreement and will be included as part of their grant file; the agency must address the problem detailed in the agreement. The enforcement effort and progress will be monitored by the GHSP Program Managers.

Implementation of Evidence-Based Strategies

To ensure enforcement resources are deployed effectively, law enforcement agencies are directed to implement data-driven, evidence-based strategies. The 3HSP narrative, and portions of the AGA, outline West Virginia's broad approach to address key problem enforcement areas and guides local jurisdictions to examine local data and develop appropriate countermeasures (using NHTSA's Countermeasures That Work and other proven resources) for their specific problem area(s).

Examples of proven strategies include targeted enforcement focusing on specific violations, such as distracted driving and speeding, or on specific times of day when more violations occur, such as nighttime-impaired driving road checks and seat belt enforcement. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, also is required. Several state-mandated enforcement mobilizations are also included. By implementing strategies that research has shown to be effective, more efficient use is made of the available resources, and the success of enforcement efforts is enhanced. Multi-jurisdictional enforcement efforts are encouraged and supported by the GHSP.

Table 2 GHSP Enforcement Citations and Arrests – FFY 2025

GHSP Grant-Funded Enforcement	FFY2024 Citations	FFY2025 Citations	Percent Change
Seat Belt Violations	9,667	7,548	-22%
Child Restraint Violations	78	75	-4%
Speeding Violations	17,472	19,327	+11%
Red Light, Stop Sign, and Yield Violations	1,505	1,824	+21%
Distracted (Cell Phone) Violations	3,870	3,510	-9%

Grant-Funded Arrests	FFY2024 Arrests	FFY2025 Arrests	Percent Change
Impaired Driving Arrests	847	801	-5%
Misdemeanor Arrests	1,431	1,402	-2%
Felony Arrests	348	481	+38%
Drug Arrests	734	657	-10%
Fugitive Arrests	69	77	+12%

Other Results	FFY2024 Violations	FFY2025 Violations	Percent Change
Underage Alcohol	26	70	+169%

Continuous Monitoring

Continuous monitoring of the GHSP's enforcement grants is another important element of West Virginia's evidence-based traffic safety enforcement program. Enforcement agencies' deployment strategies are continuously evaluated and adjusted to accommodate shifts and changes in their local highway safety problems. Several methods are used to follow up on programs funded by the GHSP. The agencies receiving grant funding are required to detail program progress in their activity reports which include data on the activities conducted (e.g., areas and times worked, number of citations and arrests issued). Funding

decisions for subsequent years are based on the effectiveness and performance of every enforcement project.

Enforcement grants are also monitored throughout the year by the RTSCs for the GHSP. Enforcement activities and efforts are monitored continuously, not only by the GHSP Program Managers and the RTSCs, but also by agency LELs and the State LELs. The GHSP requires each law enforcement agency that is a recipient of highway safety funding to assign an officer to serve as the agency LEL. Contact with enforcement agencies is maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events.

Enforcement deployment strategies are continuously evaluated for their impact and effectiveness, and modifications are made where warranted. A citation/arrest database is used to track and monitor enforcement efforts. Special projects are implemented as needed.

The GHSP requires all grantees to participate in formal monitoring by program staff three times during the year. The first two must be on-site or virtual, although on-site is preferred, with the third monitoring being an end-of-year monitoring and risk assessment report. During FFY2025, a combination of on-site and virtual visits was utilized for both the first and second monitoring visits, with most conducted in-person.

Risk Assessments are completed on all sub-grantee agencies once per year before the end of each grant year. End-of-Year Monitoring/Risk Assessments for each grantee are completed after the previous year's grants are closed out.

The core performance measures mirror the 11 outcome and 1 behavior performance measures developed by NHTSA in collaboration with the Governors Highway Safety Association. The performance measures include the number and rate for fatalities and number for serious injuries and are consistent with the performance measures in the West Virginia Strategic Highway Safety Plan (SHSP). The performance measures shown in the charts below include FFY2024. FFY2025 data will not be finalized until early 2026.

Vision	Zero Fatalities, Saving One Life at a Time
Goal	To achieve a 50 percent reduction in fatalities by 2030, and a 66 percent reduction in serious injuries.

Strategic Highway Safety Plan

Providing West Virginia motorists with a safe transportation system is a top priority of the West Virginia Department of Transportation. As such, saving lives and reducing serious injuries occurring on the state's public streets and highways is a central focus.

Beginning in 2007, all states were required to develop a SHSP which is to be updated every five years. The SHSP is a statewide coordinated safety plan that provides a data-driven and comprehensive framework for reducing fatalities and serious injuries on all public roads.

West Virginia's current SHSP (2022–2026) was updated in 2022. The objective of the 2022-2026 West Virginia SHSP is to achieve zero fatalities and ultimately zero serious injuries on our roadways by reducing fatalities and serious injuries four percent annually over the next five years.

Emphasis Areas reflect key factors contributing to crashes for which the development of strategies could have the greatest potential to reduce fatalities and serious injuries. The establishment of Emphasis Areas provides West Virginia a means to prioritize the use of limited funds and resources and ensure that safety efforts are targeted effectively to meet the objective of the SHSP.

The SHSP identified the following Emphasis Areas:

1. Speeding and Aggressive Driving
2. Roadway Departure
3. Occupant Protection
4. Older Driver (65+) Involved
5. Alcohol and Drug-Impaired Driving
6. Intersections—Regionally-Focused
7. Pedestrians—Regionally-Focused
8. Improving Highway Safety Data

Community Collaboration and Engagement

Law Enforcement Community Collaboration

The GHSP supports community collaboration efforts by law enforcement agencies throughout West Virgina. During grantee monitoring this year, the GHSP discussed and coached grantee law enforcement agencies on community collaboration. Most agencies regularly carry out outreach activities within their communities, but the GHSP Program Managers asked and reinforced the value of agencies trying to incorporate traffic safety discussions during existing community outreach. Grantees were also asked to document the feedback received as well as any actions planned based on that feedback. Reporting on traffic safety-oriented community outreach was also included in the grantee monthly reports that each grantee uses to report on activities that were generally conducted. Examples of law enforcement community collaboration around the state include:

- Child Safety Seat Fitting Stations allow law enforcement agencies to interact with the public on the topic of child safety seats and vehicle occupant protection, as well as engage with the community on other traffic safety topics and issues. Several law enforcement agencies have certified Child Passenger Safety Technicians and host fitting stations, including the following (with more being added in FFY2026):
  - Berkeley County Sheriff's Office (Region 6)
  - Weirton Police Department (Brooke County, Region 4)
  - Huntington Police Department (Cabell County, Region 2)
  - Ranson Police Department (Jefferson County, Region 6)
  - Charleston Police Department (Kanawha County, Region 1 Highway Safety Office)
  - Mercer County Sheriff's Department (Region 8 Highway Safety Office)
  - Monongalia County Sheriff's Office (Region 5)
  - Wheeling Police Department (Ohio County, Region 4 Highway Safety Office)
  - Nitro Police Department (Kanawha/Putnam Counties, Region 2)
  - Putnam County Sheriff's Department (Region 2)
  - Beckley Police Department (Raleigh County, Region 7 Highway Safety Office)
  - Kenova Police Department (Wayne County, Region 2)
- West Virginia State Police: The state's lead law enforcement agency regularly conducts community outreach efforts. This includes 22 school-involved outreach events with age-relevant traffic safety discussions, and a multi-day effort during the WV State Fair, including interactions with the community and tours of the BAT Mobile – a mobile breath alcohol testing vehicle; there are two BAT Mobiles that are used at all WVSP DUI checkpoints.
- Charleston Police Department (Region 1): This is the lead agency in Region 1, as well as the largest municipal agency in the state with jurisdiction over the state's capital. The agency has a dedicated community policing bureau and participates in numerous community outreach activities, including National Night Out, Coffee with a Cop, monthly and annual community and church dinners, community meeting where they are provided with traffic complaints and criminal activity, and multiple events involving schools and children.

First Responders Host an Educational Mock Crash Event at Weirton High School in Weirton, WV on April 4, 2025

- Huntington Police Department (Region 2): The lead agency in Region 2 participated in several community outreach efforts to engage their citizens, including: Safety Town Trick or Treat, Cabell County Library/Huntington Regional Highway Safety Program Legislative Forum, Annual Kids Christmas Luncheon, Hard Hats and Heroes event, Super Saturday Child Education event, and Project Lights On involving lighting assessments in conjunction with the Huntington Bicycle and Pedestrian Advisory Committee.

- West Hamlin Police Department (Region 2): This small agency finds ways to engage their community, and during FFY2025, officers went to a local daycare and a local library to speak with kids about safety and answer any questions they asked.

- City of Huntington Bicycle Pedestrian Advisory Committee (Region 2): The City concluded that there was a need for this Committee based on traffic and crash data. The Committee is comprised of representatives from City staff, the Huntington Police Department, Marshall University, and advocates for bicyclists, pedestrians, unhoused populations, and health. The Committee works to improve pedestrian and bicycle safety within the City limits and provides an ongoing opportunity for the City of Huntington and its police department to directly interact with community members and leaders to discuss the role of the police department in traffic safety efforts.

- Vienna Police Department (Region 3): The only agency in Region 3 active in highway safety enforcement conducts community outreach in a variety of ways, including Big Truck Day with other partners, safety days, discussions with elementary school students, and numerous department tours with regular dialogue on highway and public safety topics.

- Wheeling Police Department (Region 4): The lead agency in Region 4 resumed in-person crime watch meetings in March 2025, and participated in several community outreach events, including National Night Out, a stroller walk event with Harmony House, and Operation Toy Lift.

- Weirton Police Department (Region 4): The agency regularly interacts with their community through a variety of activities, including National Coffee with a Cop Day, PROM Sober Seminar at Weir High School, and a backpack fair.
- West Virginia University Police Department (Region 5): The agency is the public safety department for the largest university in the state. They regularly conduct student and parent-involved community activities, as well as activities involving local Girl Scout troops and Coffee with a Cop.
- Fairmont Police Department (Region 5): This agency participated in dozens of outreach efforts within their community, including activities involving local schools, including Head Start, East Fairmont Middle School, Fairmont State University, and Pierpont Community and Technical College. Other community engagement involved a local domestic violence shelter, a local housing complex, First Energy, and WVU Medicine Fairmont Medical Center. Additional engagement efforts included holiday events, safety events, and outreach with libraries, food banks, and day care centers.
- Charles Town Police Department and Jefferson County Sheriff's Office (Region 6): Both agencies host coffee events to initiate casual conversations with the community to discuss issues and share information.
- Beckley Police Department (Region 7): The lead agency in Region 7 conducts a variety of outreach efforts in the community, including attendance at local community baby showers and safety days, as well as hosting a Citizen's Police Academy and a Junior Police Academy each year. The agency has also partnered with local prevention organizations during various community activities.

Fairmont Police Department Community Outreach and Engagement Events

- Bluefield Police Department (Region 8): This agency regularly conducts outreach with students and community members in its jurisdiction through the D.A.R.E. program, which centers around substance use prevention and associated dangers.

These efforts provided law enforcement agencies opportunities to truly connect with the communities they serve and to elicit feedback related to their enforcement efforts and traffic safety as a whole. Some of the feedback included ideas on how to better reach other sectors of the community that may not typically receive traffic safety support, as well as suggestions for traffic safety activities to better reach younger community members. Law enforcement grantees are encouraged to take this input into consideration when planning traffic safety activities, and to reach out to the GHSP should they want to partner on any activities. Many of the PP&E efforts discussed below also involved law enforcement in some capacity.

Law Enforcement Data Collection and Analysis

The GHSP has taken steps to meet the requirement to support law enforcement data collection and analysis to ensure transparency, identify disparities in traffic enforcement, and inform traffic enforcement policies, procedures, and activities. The GHSP is working closely with the Division of Highways (DOH)/Department of Transportation to ensure transparency in safety data collection and analysis. The DOH has contracted with AASHTOWare to create crash data dashboards that, once complete, will be available to the public. The dashboards may also include other relevant data, including Census tract data and eCitation data.

The State is not currently able to identify most demographic information for citations and crashes, aside from fatal crashes via death certificates from the Medical Examiner's Office. West Virginia applied for, and was recently awarded, NHTSA SEDC grant funding to update the statewide crash data repository. Transparency is one focus area for this project. The GHSP will work to develop a project to better determine how it might measure law enforcement disparities by other means and through other data sources. The project may include targeted outreach to underrepresented communities to discuss perceptions of law enforcement agencies and traffic safety enforcement in their communities.

The GHSP has also awarded a grant to the West Virginia Office of Emergency Medical Services to provide partial funding to update the state trauma registry software. This is one area where the GHSP can glean demographic data from non-fatal motor vehicle crashes. It is hoped that this project will be one step toward improving data collection and sharing across the six core systems: crash, vehicle, driver, roadway, citation & adjudication, and injury surveillance.

Public Participation & Engagement

Although community outreach has been a long-standing tenet in statewide and regional programming with the GHSP, the GHSP began to conduct more meaningful, focused engagement within various communities throughout the state, oftentimes with the assistance of its regional coordinators. Although the state has attained a seat belt usage rate above 90 percent for four of the last five survey years, the GHSP has maintained that 100 percent seat belt usage rate is the ultimate goal. As such, it was decided that seat belt usage would be the main focus of Public Participation & Engagement (PP&E) activities, but regional programs and the GHSP offices have also branched their efforts out into other program areas.

Region 2 Traffic Safety Speaker and Engagement Event

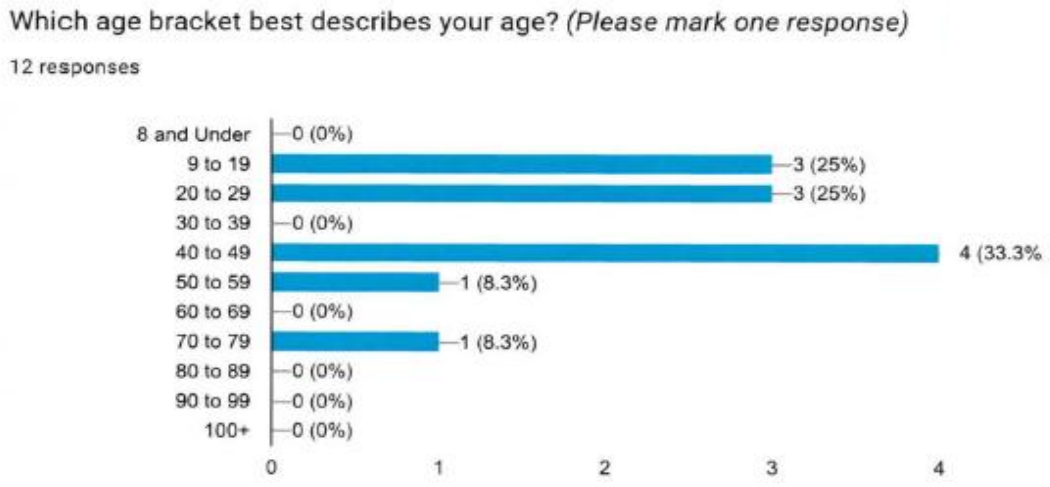
The Region 2 Huntington Regional Highway Safety Program partnered with the Prevention Empowerment Partnership (PEP) group to host an educational public outreach event. PEP is a collaborative committee of community-based organizations that partner together to increase access to prevention services for youth and families in Cabell County and surrounding areas. It acts as the overall prevention steering coalition for all non-duplicated substance use prevention.

The event was held at the Marshall University Memorial Student Center in Huntington on April 21, 2025, at 6:00pm, after typical work hours and college class times, to be more accommodating to working families and college students. No virtual attendance option was provided.

Educational speaker Cara Filler presents on roadway safety.

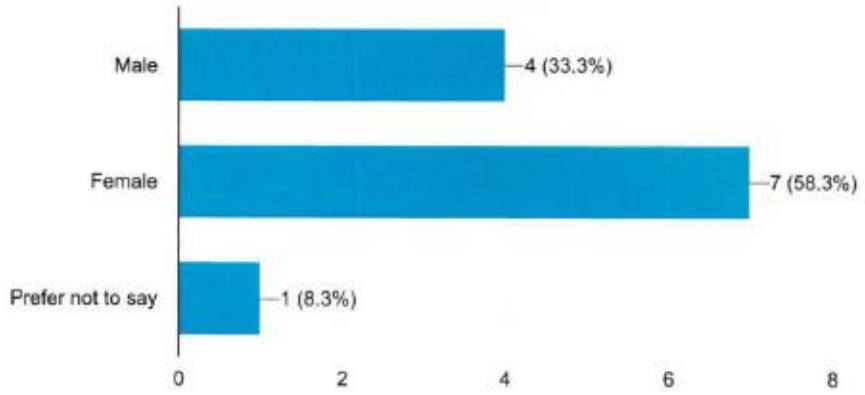
The venue was ADA-compliant. There were some tables set up with relevant resources from partners like The Health Plan, AAA, and PEP. The event was promoted many times over the months leading up to the event via press release, social media, and email. The event was pitched as being not just for students but also for members of the public. This location was chosen based on crash data. There are numerous crashes around Marshall University, with many being pedestrian-involved.

The main focus of the event was speed and pedestrian safety, with the goal of creating discussion among community members about the traffic safety issues in this area. Cara Filler, the main presenter, is a dynamic speaker who discusses the tragedy of losing her twin sister in a car crash when they were 18. She weaves the importance of positive decision-making into the story along with some humor. Thirty people attended the event, with 12 participating in an event survey. This helped provide some context about traffic safety risks perceived by the public in Region 2. Demographic information was also collected via the survey.



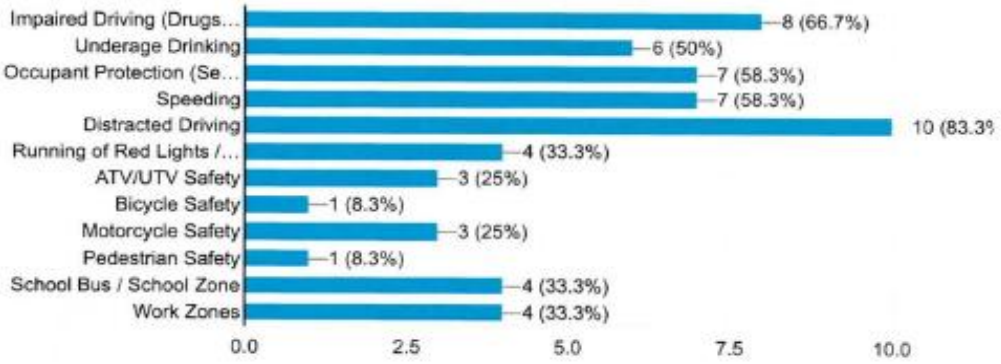
What gender are you?

12 responses



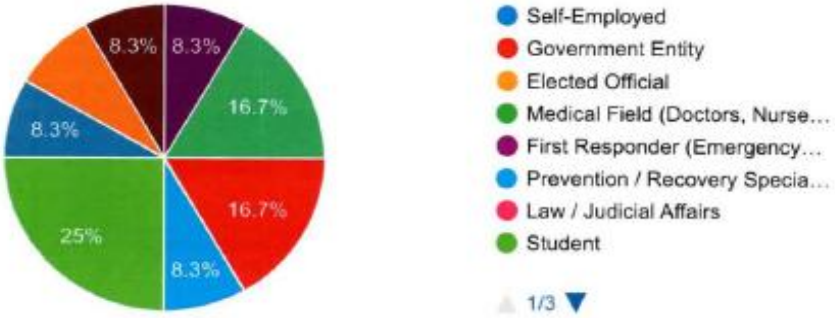
From the list below, please indicate which area of emphasis in traffic safety you feel the community needs addressed at this specific time? *(You may choose more than one)*

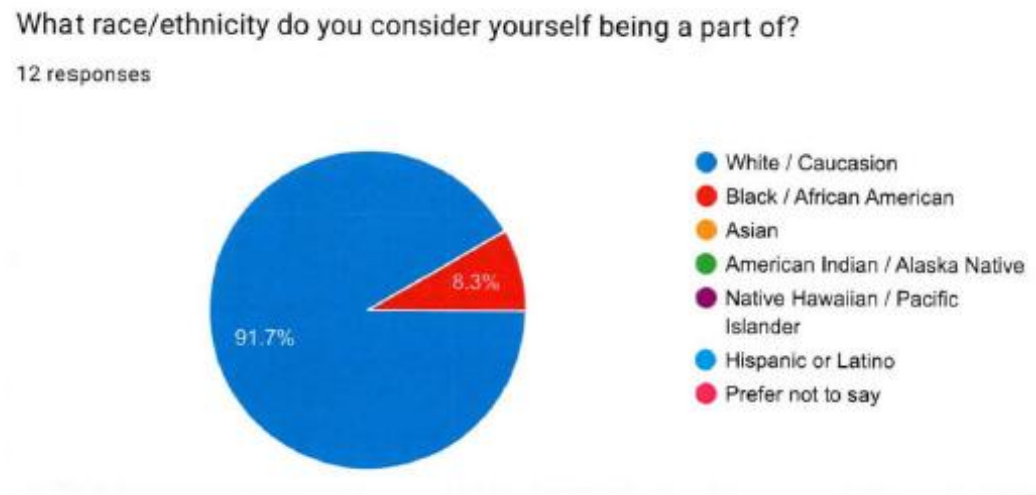
12 responses



Which occupation best describes your job / role in your employment/community?

12 responses





While there was a good quality of feedback from attendees, attendance was lower than expected. Going forward, more time will be spent discussing a better time and/or location in order to garner higher attendance, more participation, and more discussion.

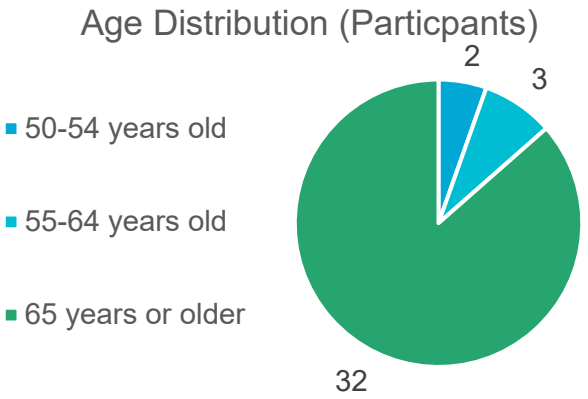
Raleigh County Commission on Aging Senior Services Center

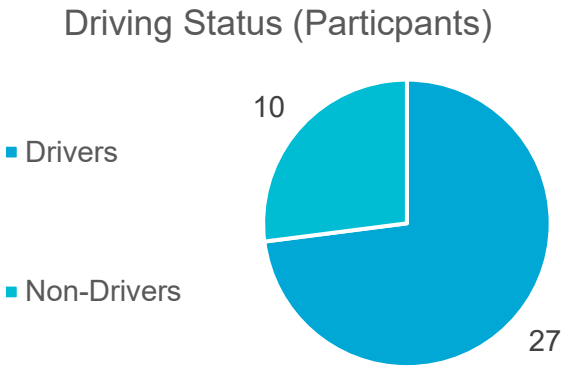
Based on the virtual older road user town halls that were conducted in FFY2024 with minimal to no attendance, the GHSP decided to conduct future older road user activities in person. The first of these events was held on May 19, 2025, at the Raleigh County Commission on Aging Senior Services Center in Beckley, with GHSP staff attending and facilitating. This location was selected as Beckley is one of the higher population centers in the state and has several major roadways traveling through it, including Interstates 64 and 77, and US Route 19. It is a major hub in southern West Virginia, and typically has higher amounts of crashes, injuries, and fatalities, compared to other larger cities in the state. The building was ADA-accessible. The event was held during an existing lunch activity to maximize attendance and participation. There was no virtual option provided.

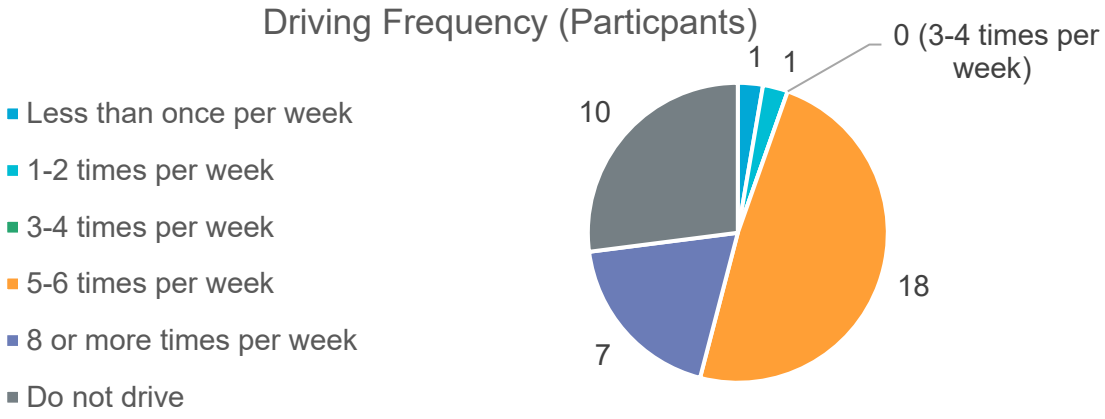
During the open discussion, attendees were invited to identify prominent traffic safety issues affecting drivers aged 50–64 and 65+. Common concerns raised included speeding, work zones, and distracted driving, reflecting broader statewide challenges in roadway safety for aging drivers. This also helped to identify and reinforce perceived safety risks in Region 7.

Participants at the Raleigh County Aging Senior Services Center participate in an open discussion on roadway safety.

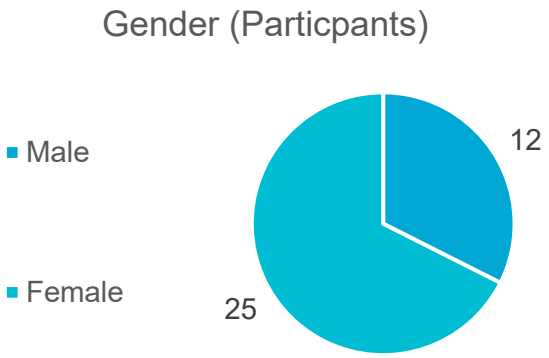
Survey Findings:

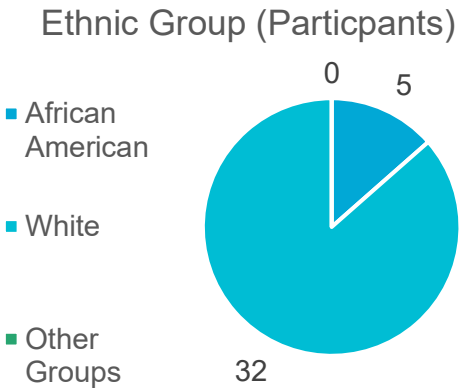






Observational Data (Based on Visual Assessment): Recognizing the sensitive nature of demographic questions, responses to gender and ethnicity were gathered through observation to maintain participant privacy.



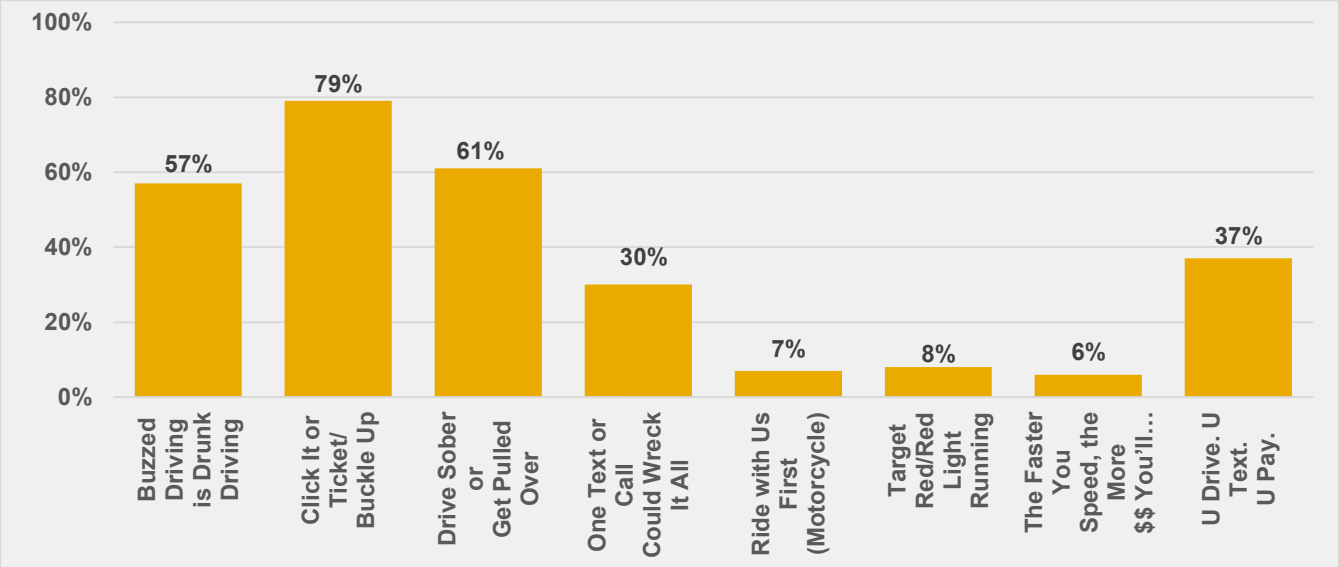


To better accommodate privacy concerns in future events, it may be beneficial to utilize written or anonymous response tools such as handouts for data collection. This approach would ensure participants feel more comfortable sharing personal demographic information, while maintaining the integrity of the data collected. Efforts are under way in FFY2026 to schedule more activities like this.

Community Surveys

The GHSP conducted two major statewide surveys – an Attitudes and Awareness Survey in 2022, and a Traffic Safety Community Needs Assessment in 2023. Both surveys have yielded insights on program areas, regions, and audiences to target with further PP&E activities. Specifically, via the 2022 Attitudes and Awareness Survey, GHSP has been able to measure the reach of its traffic safety campaigns.

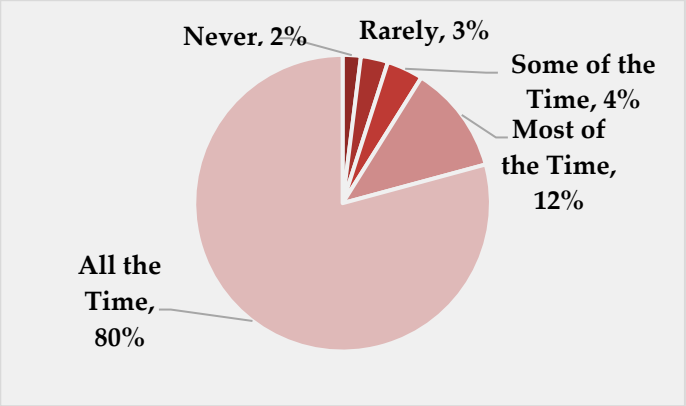
Figure 1 2022 Attitudes and Awareness Survey Campaign Awareness



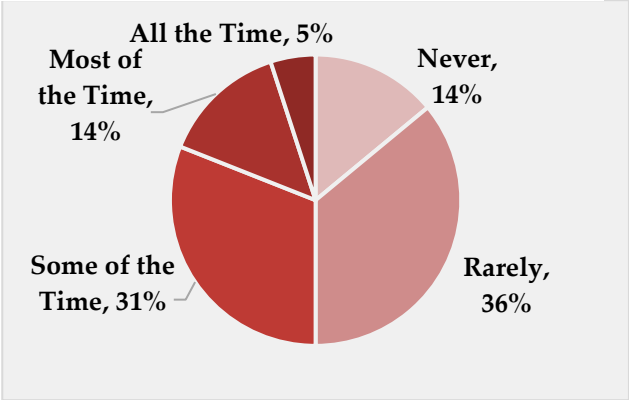
We have also found that while safety belt use is fairly strong, 10% of drivers report potentially dangerous impaired driving. Further, many drivers are willing to speed, talk on a cell phone, or text while driving.

Figure 2 2022 Attitudes and Awareness Survey Self-Reporting Driving Behaviors

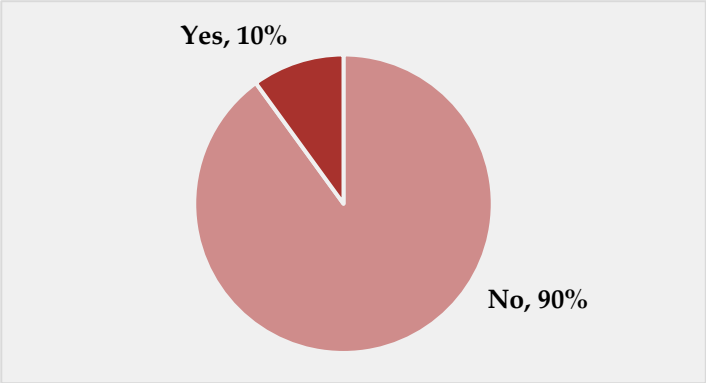
Safety Belt Use



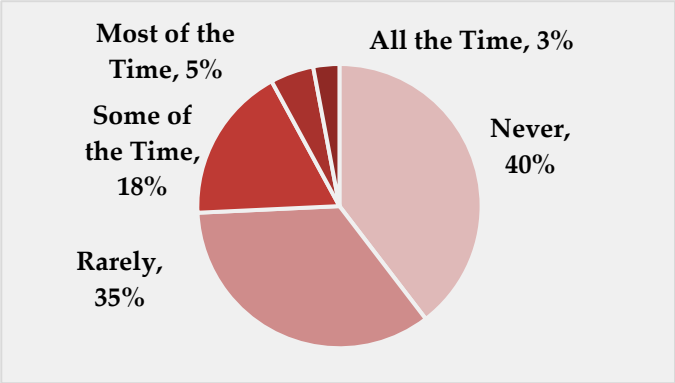
On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?



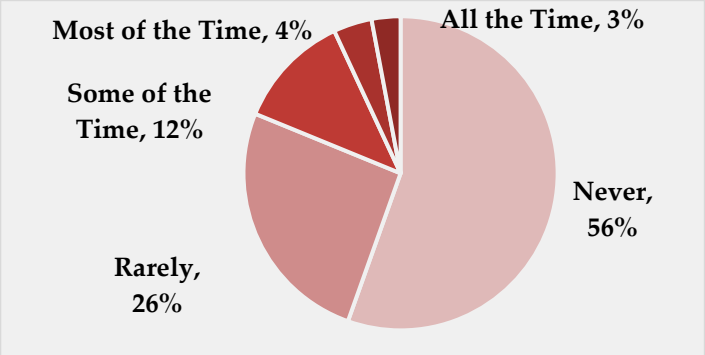
In the past 6 months, have you driven a motor vehicle within 2 hours after consuming alcoholic beverages, illegal drugs, or certain impairing medications?



How often do you talk on a cell phone NOT using hands-free options when driving your car, van, sport utility vehicle, or pickup truck?



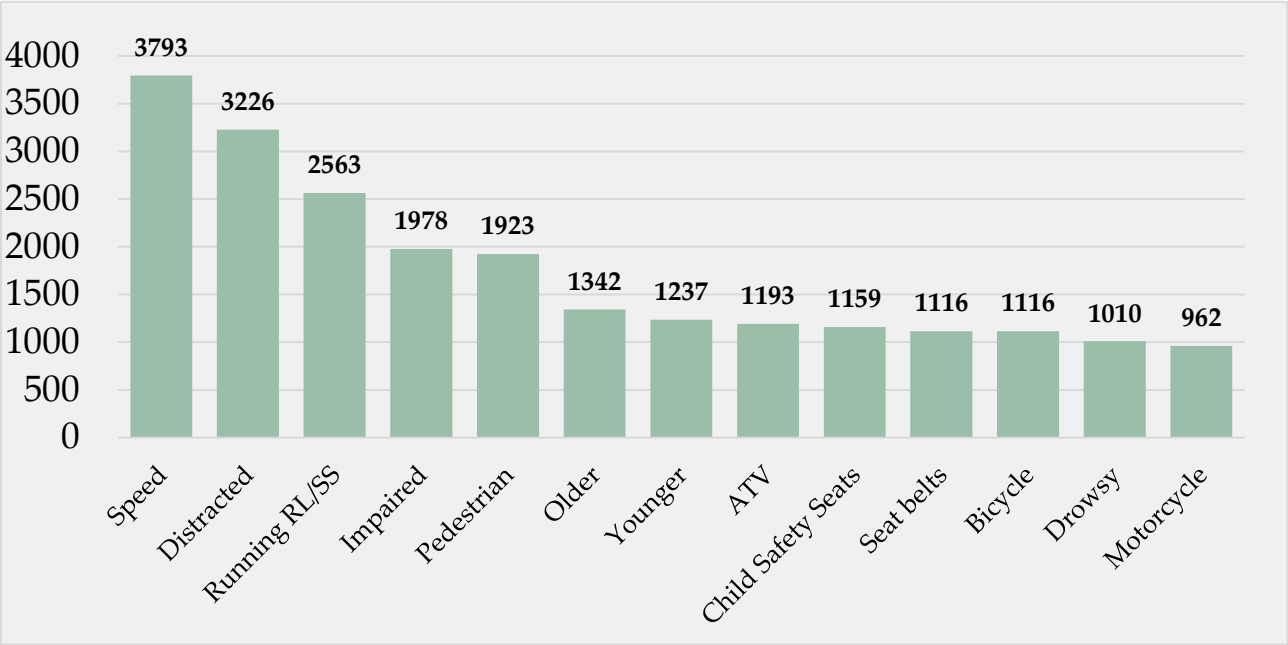
How often do you text on a cell phone when driving your car, van, sport utility vehicle or pickup truck?



The 2023 Community Needs Assessment documented which traffic safety issues are viewed as most troublesome by the public.

Figure 3 2023 Community Needs Assessment Priority Issues

Of the traffic safety issues selected, please rank in order of biggest issue (1) to smallest issue (up to 13).



The survey was also able to gather context specific to each West Virginia County, including observations on specific traffic safety problems and risky locations. This data will help GHSP's regions more precisely target enforcement and community outreach efforts.

Figure 4 2023 Community Needs Assessment Sample County Feedback

Community Needs Assessment

Fayette County Problem Areas

- **Speeding:**
  - Route: 19, 60, 61, 612
  - Armstrong Creek Rd.
  - Chestnut Ave.
  - Cunard Rd.
  - Gatewood Rd
- **Unbelted Operators:**
  - Fayette
- **Child Safety Seats:**
  - Around Oak Hill
  - Interstate: 64, 77
- **Impaired Driving:**
  - Gatewood Drive
  - West Virginia Turnpike
- **Older Drivers:**
  - All roadways
  - West Virginia Turnpike
  - Route 19
- **Younger Drivers:**
  - Route 19
- **Pedestrian Safety:**
  - Falls View
  - Route 19
- **Bicycle Safety:**
  - Gatewood Rd.
  - Falls View
- **Running Red Lights/ Stop Lights:**
  - Webster Rd
  - Falls View Rd
  - Route 19
- **Motorcycle Safety:**
  - Route 19
  - Lochgelly Rd.
  - Falls View Rd.
- **ATV:**
  - Armstrong Creek Rd
  - Oak Hill
  - Falls View
  - Route 19, 61

Core Performance Measures and Targets

While many of West Virginia's performance measures appear to be trending in the right direction in FFYY2024, several of the goals established in the 3HSP using five-year averages are still not being met. Because FFY 2025 data is still pending, this analysis focuses on FFY 2024.

In FFY2024, West Virginia met targets established for Fatalities, Serious Injuries, Speed-Related Fatalities, Drivers Aged 20 and Younger, and Pedestrian Fatalities. Targets were not met (from 2017-2021 averages to 2019-2023) for the following Performance Measures:

- Fatalities per 100M VMT
- Unrestrained Passenger Vehicle Occupant Fatalities
- Alcohol-Impaired Driving Fatalities
- Motorcycle Fatalities
- Unhelmeted Motorcycle Fatalities
- Bicyclist Fatalities
- Observed Seat Belt Use Rate from the State survey

Table 3 FFY 2024 Core Performance Measures and Targets

Performance Measure/Data Source		Baseline (2017-2021 Average)	Target (2020–2024 Average)	Actual (2020-2024 Average)	Met Target Yes or No (On Track)
C-1	Decrease Fatalities/FARS	281	275	266	Yes
C-2	Reduce Serious Traffic Injuries/WV DOH	910	890	818	Yes
C-3	Reduce Fatalities per 100M VMT/FARS[2]	1.57	1.55	1.65	No
C-4	Reduce Unrestrained Passenger Vehicle Occupant Fatalities/FARS	80	76	77	No
C-5	Reduce Alcohol-Impaired Driving Fatalities/FARS	65	62	67	No
C-6	Reduce Speed-Related Fatalities/FARS	76	73	72	Yes
C-7	Reduce Motorcycle Fatalities/FARS	32	30	37	No
C-8	Reduce Unhelmeted Motorcycle Fatalities/FARS	13	11	15	No
C-9	Reduce Fatalities Drivers Aged 20 and Younger/FARS	27	25	23	Yes
C-10	Decrease Pedestrian Fatalities/FARS	27	25	23	Yes
C-11	Reduce Bicycle Fatalities/FARS	3	2	3	No
B-1	Increase Observed Seat Belt Use Rate from State survey	90.5%[1]	92.8%[1]	91.98[1]	No

[1] These values are not Averages, but rather represent the actual observed seat belt rate for the years at the end of the periods listed, i.e., 2021 and 2024, as well as the target for the end of 2024 from the 3HSP. Further, the 2025 observed seat belt use rate was 91.6.

Nonetheless, five year moving averages (2020-2024) for fatalities, serious injuries, unrestrained occupant fatalities, speeding fatalities, drivers age 20 and younger fatalities, and pedestrian fatalities remained below the baseline average (2017-2021) (and the observed seat belt rate exceeds the 2021 value) and thus signal long-term progress in these areas.

The GHSP will continue to fund targeted overtime enforcement/mobilizations, promote highway safety-related public information and education through various programs, and continue its multiple media campaigns through a variety of means (television, radio, social media, billboards, etc.) to improve our results. We will also take a closer look at the goals we have set to determine if they may be over-ambitious.

Core Performance Measures Review

We will adjust our FFY2027-2029 3HSP and Annual Grant Application to better meet performance targets as follows:

Fatalities, Fatality Rate per MVMT, and Serious Injuries

West Virginia is on track to meet targets for fatalities and serious injuries. Fatalities per 100M VMT has increased slightly, but because fatalities have declined, this may be a function of increased driving. Though the state is seeing fewer roadway deaths and injuries, these five-year moving averages are still impacted by the COVID-19 pandemic, which led to an increase in risky driving behaviors and a national increase in roadway fatalities. During COVID-19, law enforcement had lower presence because of restricted enforcement policies. Further, another ongoing issue is the fact that many law enforcement officers can find opportunities to work overtime in less stressful situations and for much more money than their allowed overtime rate for grant-funded activity. NHTSA does not allow law enforcement officers to be reimbursed more than the standard time and one-half rate of their hourly rate for highway safety grant-funded projects. Officers are not impeded by this rule for opportunities in the private sector.

Despite not meeting targets, fatalities, the fatality rate, and serious injuries have all declined since 2020. We intend to take into consideration that further declines are within reach as we plan for the next 3HSP. To continue the forward momentum, the GHSP will continue to provide overtime enforcement opportunities for law enforcement agencies statewide, and we will continue our aggressive media campaigns to bring highway safety awareness to the public.

Unrestrained Passenger Vehicle Occupant Fatalities

This year, the absolute number of unrestrained passenger vehicle occupant fatalities increased, and the observed seat belt use rate decreased slightly in 2025 to 91.6 percent (not reflected in Tables 3 and 4). The five-year moving averages for these metrics are not only also likely still impacted by the COVID-19 pandemic but also reflect a disturbing uptick. The GHSP will continue High-Visibility Enforcement Click It or Ticket campaigns and other Occupant Protection countermeasures (described in greater detail below) to sustain positive momentum.

Alcohol-Impaired Driving Fatalities

The absolute number of alcohol-impaired driving fatalities increased in 2024 and the five-year moving average (2020-2024) still slightly exceeds the target. This metric is also likely still impacted by the COVID-19 pandemic. The GHSP's FFY 2025 Impaired Driving Strategic Plan (discussed in greater detail below) outlines comprehensive investments in youth outreach, enforcement, media and communications, training, and underage driving enforcement. The GHSP's Traffic Safety Resource Prosecutor (TSRP) continues to provide intensive training for criminal justice partners. The GHSP will also continue its investments to combat drug-impaired driving.

Speed-Related Fatalities

Speed fatalities have increased in West Virginia over the last ten years (66 in 2015 compared to 78 in 2024), though speed deaths declined from 85 in 2023. Though this program area is on track, the GHSP will continue to provide enforcement funds to law enforcement agencies throughout the state, particularly in those areas where speed-related fatalities are highest. Two dedicated speed mobilizations were created during months with high fatalities, historically July and September. A paid media campaign will also be included as part of these mobilizations. Our plan is to continue this project in the coming years. We believe having dedicated speed mobilizations will help continue to drive down speed-related fatalities over time.

Motorcycle Fatalities and Unhelmeted Motorcycle Fatalities

The number of motorcycle fatalities per year for the past ten years has inched upwards. Although West Virginia experienced an increase to 42 from 2021 to 2022, motorcyclist deaths held at 38 in 2024, the same as in 2023.

The GHSP will continue paid media focusing on both the motorcycle rider and drivers of other vehicles. Using state motorcycle safety funds, emphasis will also be placed on the importance of motorcyclists obtaining an “F” Class endorsement on their driver’s license by completing a Basic Rider Course. For two years, the GHSP was able to include an insert in motorcycle registration renewal notices that an “F” Class endorsement is required by State law to operate a motorcycle. However, due to a change in how the renewal notices are mailed out (using a postcard instead of an envelope), this is no longer possible. Motorcycle Safety courses continue to be popular with more student interest than available classes.

To reset our strategic approach to motorcyclist safety, the GHSP also conducted a Motorcycle Safety Program Assessment in February 2025 and is working with their consultant to develop a strategic plan based on the Assessment recommendations that will help drive down motorcycle fatalities across the state.

Unhelmeted Motorcycle Fatalities increased in 2023 but have recently decreased to 10 in 2024. There has been evidence that in many cases, the investigating officer was erroneously checking “unhelmeted” on the crash report without being certain (the victim was already removed from the scene prior to the officer completing the report). This led to a significant number of motorcycle fatalities being reported as unhelmeted. We will continue to monitor each motorcycle fatality closely to get a more accurate accounting.

Pedestrian and Bicycle Fatalities

There was a 66 percent increase in pedestrian fatalities from 2023 to 2024 (15 to 25), even though West Virginia met the average target. Further, bicycle fatalities increased slightly from CY2023 to CY2024 (4 to 5). The RTSCs will be encouraged to boost local education aimed at pedestrians and bicyclists (emphasis on pedestrians), while the GHSP will continue to evaluate the need for additional paid media efforts, as well as pedestrian and bicyclist-focused PP&E efforts.

The GHSP is also using 405g funds to develop a data-driven strategic plan combined with vulnerable road user feedback. This plan will also provide a solid basis for developing a PI&E and paid media plan in FFY2026.

Table 4 West Virginia Traffic Safety Trends

Performance Measure/Data Source		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
C-1	Decrease Fatalities/FARS	332	272	268	269	304	294	260	267	282	266	260	256
C-2	Reduce Serious Traffic Injuries/WV DOH	1,465	1,344	1,233	1,180	1,063	993	906	802	766	814	801	723
C-3	Reduce Fatalities per 100M VMT/FARS	1.73	1.42	1.35	1.38	1.59	1.51	1.36	1.66	1.75	1.74	1.64	1.49
C-4	Reduce Unrestrained Passenger Vehicle Occupant Fatalities/FARS	113	93	99	80	98	70	73	84	75	85	71	69
C-5	Reduce Alcohol-Impaired Driving Fatalities/FARS	91	84	72	68	72	58	56	74	65	60	59	78
C-6	Reduce Speed-Related Fatalities/FARS	130	66	66	60	84	88	85	60	64	72	85	78
C-7	Reduce Motorcycle Fatalities/FARS	24	26	32	29	26	39	28	38	29	42	38	38
C-8	Reduce Unhelmeted Motorcycle Fatalities/FARS	8	7	7	10	10	14	9	20	14	13	16	10
C-9	Reduce Fatalities Drivers Aged 20 and Younger/FARS	33	34	28	32	35	33	24	24	18	19	34	25
C-10	Decrease Pedestrian Fatalities/FARS	28	19	19	24	26	22	31	18	36	21	15	25
C-11	Reduce Bicycle Fatalities/FARS		2	1	1	3	5	3	3	0	2	4	5
B-1	Increase Observed Seat Belt Use Rate from State survey	82.2%	87.8%	89.0%	86.8%	89.7%	90.5%	90.2%	90.2%	88.1%	92.5%	93.0%	91.98

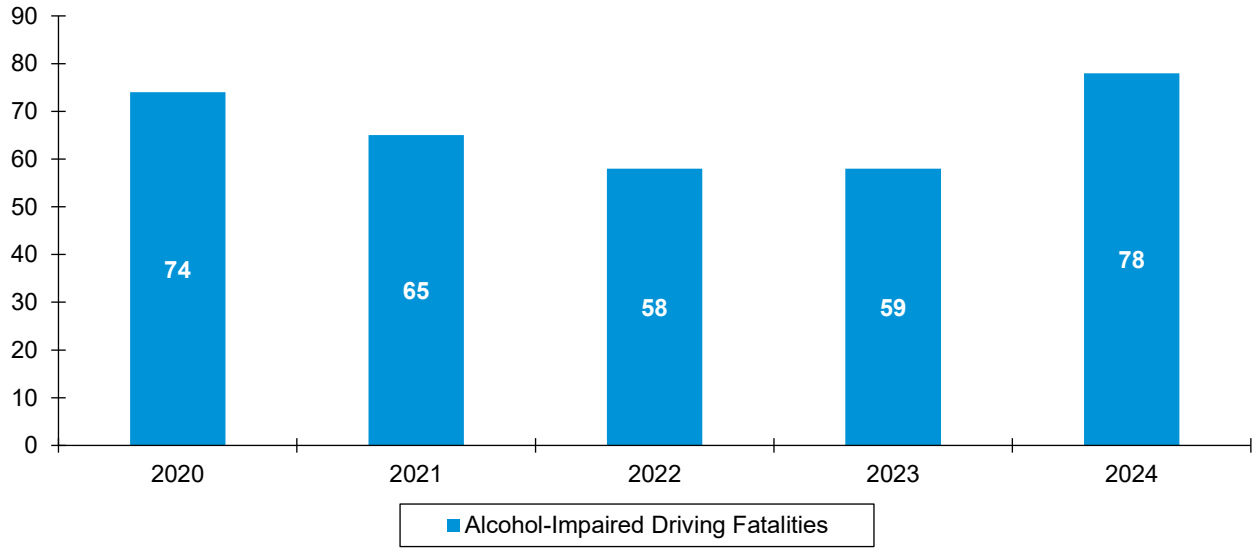
Sources: NHTSA FARS, NHTSA STSI, West Virginia GHSP, WV DOH, and 2025 West Virginia Observational Survey of Seat Belt Use.

Impaired Driving Program

The core performance measures mirror the 11 outcome and 1 behavior performance measures developed by NHTSA in collaboration with the Governors Highway Safety Association.

West Virginia and the GHSP are perpetually focused on reducing impaired driving, and this focus continued in FFY2025. Impaired driving programs have always been and continue to be a priority, striving to reduce motor vehicle fatalities, injuries, and crashes resulting from alcohol and drug-impaired driving. Using municipal, county, and state law enforcement agencies, along with collaboration from RTSCs, community partners, and the media, the GHSP Impaired Driving Program directly aligns with the West Virginia Impaired Driving Plan.

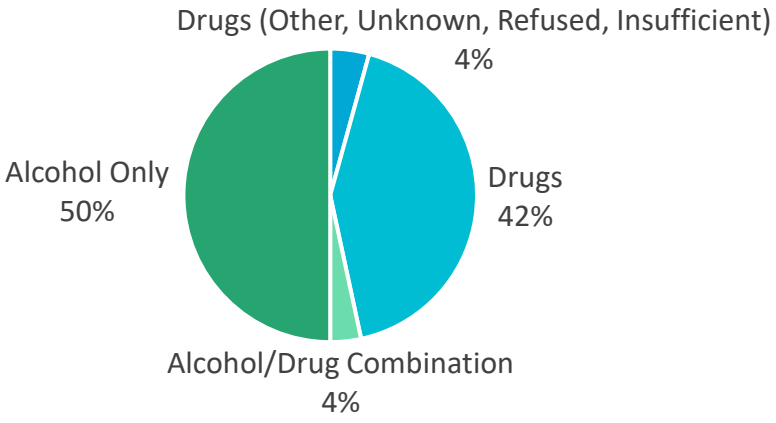
Figure 5 Alcohol-Impaired Fatalities (.08+ BAC)



West Virginia has had a continued focus on reducing impaired driving over the past two decades. Alcohol-impaired driving fatalities increased significantly in 2024 for the first time since 2020, from 59 to 78. Impaired driving arrests made using Highway Safety grant funds have been declining for years and continued this trend in FFY2025, with a 5 percent decrease from 847 to 801.

Prior to becoming a Drug Evaluation and Classification (DEC) state in 2013, the drug-related percentage (drug only and drug/alcohol combined) of statewide impaired driving arrests was less than 10 percent. At the end of 2024, the percentage was 34 percent. This increase is the result of the use of DREs to properly identify drug-impaired drivers. The growing proportion of recognizable drug-impaired driving is concerning, but West Virginia's impaired driving program is charting a pathway to leverage existing enforcement and investigation initiatives, along with new tools and training, to identify all forms of dangerous driver impairment.

Figure 6 Drug Presence in 2024 Impaired Driving Arrests With Known Impairment and Known Test Results (Including Test Refusals)



West Virginia Impaired Driving Plan

The FFY2025 West Virginia Impaired Driving Plan was developed to reduce DUI-related crashes, injuries, and fatalities by using a sustained enforcement effort. It is a continual, multi-year plan that is evaluated annually, with changes made as evidenced.

The FFY2025 plan was developed and guided by GHSP's Impaired Driving Coordinator, a representative of the West Virginia State Police, the state Law Enforcement Liaison, and the state DRE Coordinator. The plan utilizes a comprehensive approach exercising city, county, and state law enforcement agencies, RTSCs, the enforcement agents of the West Virginia Alcohol Beverage Control Administration (ABCA), community agencies, schools, colleges and universities, and various media. The plan covers all 55 counties via a comprehensive and sustained manner using the following categories:

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

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

Specific sustained DUI Enforcement tactics that were utilized in FFY2025 are listed in the DUI Enforcement Tactics table.

Table 5 DUI Enforcement Tactics 2025

Impaired Driving Tactics	Activities
High Visibility Enforcement Activities	Sobriety checkpoints, saturation patrols, directed patrols, and media events occurred throughout FFY2025.
Public Information and Education Activities (Age and Audience-Specific)	Educational brochures with impaired driving laws and consequences were provided to DMV Regional offices for display, at sobriety checkpoints, and for use in other informational settings.
	Educational brochures were updated and distributed to RTSCs. They will be distributed to the DMV Regional Offices as needed.
	The GHSP RTSCs presented impaired driving prevention information to groups such as school classes, civic groups, and in public forums.
	The six GHSP RTSCs and the seven WVSP Troop Coordinators arranged DUI enforcement activities in each of their areas every month on high-risk days and times for DUI crashes.
Impaired Driving Training Classes	The following impaired driving-related trainings were hosted in FFY2025: • DRE School (in conjunction with North Carolina) • ARIDE • DITEP • Several other trainings were provided to Prosecutors, Law Enforcement, and Magistrates on alcohol/drug impairment laws.
DRE Program	In FFY2025, there were 40 DREs available to conduct drug-impaired driving evaluations. The DRE school in September and October 2025 added an additional 10 DREs to the program.
Law Enforcement Recognition and Awareness	In FFY2025, Regions 1 and 3 (combined) and Region 2 held in-person law enforcement recognition events. Further, the GHSP partnered with the West Virginia LEL Office to host a statewide conference and recognition event.
	The DTASP continued to provide agencies with in-service tools to equip officers for GHSP enforcement.
Community Outreach	In FFY2025, community outreach efforts increased, including many activities conducted by the WVSP. Nearly 1,200 impaired driving rack cards were handed out at various events.
	27 Sobriety Checkpoints, including 3 phantom checkpoints, were conducted using Highway Safety funds in FFY2025 to spread awareness to the general public on the dangers and consequences of impaired driving and to remove impaired drivers from the roadways. An additional 161 sobriety checkpoints were funded through the CDDP.
National and Statewide Enforcement Initiatives	Drive Sober or Get Pulled Over (DSOGPO) HVE Campaigns were held in December 2024 and August/September 2025 (national mobilizations). West Virginia also conducted DSOGPO enforcement over the West Virginia Day (June 2025), Thanksgiving, and July 4th holidays.
Legislation	No new impaired driving legislation was enacted in FFY2025.
Media Activities	Community outreach and media activities were conducted throughout FFY2025. RTSCs distributed press releases and garnered earned media through one-on-one interviews with local media outlets. The GHSP also distributed press releases ahead of national and statewide mobilization efforts. Social media was relied upon to promote DSOGPO messages, especially during National HVE periods.
	Grant funding also provided paid media including TV, radio, digital ads, and billboards.

Drive Sober or Get Pulled Over

West Virginia participates in NHTSA's National Drive Sober or Get Pulled Over (DSOGPO) campaign during the Christmas and Labor Day holiday periods. Additionally, the GHSP has designated High Visibility Enforcement periods established as State Mandated Mobilization periods, which take place around West Virginia Day (June 20), Thanksgiving Day, and Fourth of July weekends.

High Visibility Enforcement (HVE)

Each of the six RTSCs are required to coordinate DUI enforcement activity in each of their respective areas, and the seven West Virginia State Police Troop Coordinators organize enforcement activity in their target areas, focusing on high-risk days and times for DUI crashes. High-visibility enforcement activities include:

- Directed Patrols
- Low-Manpower Sobriety Checkpoints
- Participation in National and State Mobilizations
- Saturation Patrols
- Sobriety Checkpoints
- Underage Alcohol Compliance Checks

Media

In FFY2025, the holiday campaign was split into a Thanksgiving campaign (November 2024) and a Christmas holiday DSOGPO campaign (December 11, 2024, through January 1, 2025).

The 2024 Thanksgiving campaign was split into three segments of digital ads: alcohol impairment (November 17 - 22), Thanksgiving eve (November 23 - 27), and drug impairment (November 28 - December 1). The digital buy garnered 2,053,324 impressions at a cost of $7,625.07.

The Christmas holiday DSOGPO campaign utilized $134,992.49 for the following paid media:

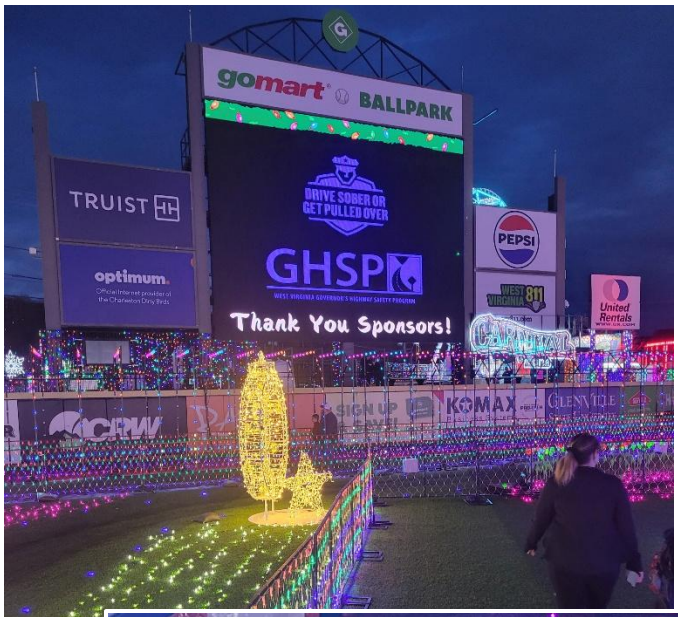
- Digital, including Facebook, Google, Snapchat, The Trade Desk
- Terrestrial radio
- Television, both cable and broadcast
- In-bar advertising
- Gas station advertising
- Light the Night event (a holiday event in Charleston, WV)

Digital advertising garnered 12,221,157 impressions. Traditional media buys, included terrestrial radio (1,773 spots across 10 stations and five metro areas at a cost of $31,110), broadcast television (40 spots – the CW Designate a Driver series – at a cost of $1,000), and cable television (8,009 spots across four metro areas at a cost of $12,000 and a reach of 84.0 percent).

Nontraditional advertising during this campaign earned 1,818,839 impressions. In-bar advertising cost $14,000 with 1,000,000 guaranteed impressions and an additional 325,000 impressions earned. Gas station advertising cost $10,000 and earned 370,371 impressions across 43 gas stations, 344 screens, and 7 metro areas.

The Light the Night event is a holiday event at GoMart Park in Charleston, WV, that runs from Thanksgiving through New Year's Day and includes light displays, rides, and vendors. The event was attended by 123,468 people in 2024. DSOGPO messaging was used for the Round Up carnival ride sponsorship. The GHSP was also provided with 50 tickets that were used as giveaways on its Facebook page.

Members of the public answered highway safety-related trivia in order to win tickets. This educational opportunity not only provided additional social media impressions but allowed for an interactive experience with our followers.



GHSP Supported the 2024 Light the Night Event in Charleston and Promoted Public Safety Messaging

During the Labor Day FFY2025 campaign, the GHSP shifted its focus to highlight the dangers of driving impaired by drugs, not only alcohol. The Labor Day media campaign utilized $140,713.09 of Section 405d funds for terrestrial radio, digital advertising, cable television, gas station advertising, and in-bar advertising. Digital advertising included Facebook, Google, The Trade Desk, and Snapchat. The digital portion of the media buy utilized $55,927.23 and garnered 11,881,623 impressions.

Additionally, there were 2,720 radio spots, at a cost of $48,814.86. Cable television advertising cost $12,700 for 6,656 spots earning a reach of 89.5 percent.

Gas station advertising cost $11,268 and earned 402,407 impressions, across 940 screens at 118 stations. In-bar advertising elicited 907,170 impressions, including 50,000 added value impressions, at a cost of $12,000.

Additional FFY2025 impaired driving paid media campaigns included:

- The Halloween 2024 campaign, resulted in 224,226 impressions via Google and Snapchat at a cost of $1,460.90
- The Super Bowl 2025 campaign, resulting in 507,242 impressions at a cost of $744.10 via Facebook and Reddit
- The St. Patrick's Day 2025 campaign, resulting in 658,698 impressions at a cost of $1,618.89 via Facebook
- 420 Drugged Driving campaign, April 20, 2025, resulting in 300,580 impressions via Facebook at a cost of $757
- West Virginia Day campaign (June 20) from June 19-22, 2025, resulting in 844,196 impressions across Facebook and Google at a cost of $3,250.15
- The 4th of July campaign, from July 3-6, 2025, had a total cost of $21,649.37, resulting in:
  - 1,853,922 digital impressions across Facebook and Google at a cost of $6,569.34
  - 806 terrestrial radio spots across 24 stations and seven metro areas at a cost of $12,580.03
  - Advertising during the Charleston Sternwheel Regatta festival, with one 30 second spot each of the five nights, at a cost of $2,500. The event had 225,000 attendees.

Paid Media Campaigns Stressed Sober Driving and Safe Speeds

RTSCs used paid media to generate 31,877 ads across broadcast television, terrestrial radio, billboards, and digital, resulting in 4,735,766 impressions at a total cost of $44,780.

Earned media was also generated year-round by the GHSP and RTSCs presenting impaired driving prevention information through media outlets such as television, radio, newspaper, and digital sites. RTSCs also used community-based events to provide information and gain earned media in FFY2025. Earned media from RTSCs garnered 3,259,157 additional impressions through free radio spots and billboard ride-overs, at an estimated value of $8,650. The RTSCs sent out four impaired driving-related media advisories during the grant year, and the GHSP put out an additional nine media advisories.

Social media was also utilized heavily to promote awareness messages and to share news articles that focus on the DSOGPO message. Awareness was also continued with 1,175 impaired driving rack cards disseminated across the state. The GHSP also partnered with the Motor Vehicle Network (MVN) to air program messaging on all television screens in all regional DMV offices, including impaired driving awareness messaging. This messaging reached 113,199 customers served throughout the DMV's 26 regional offices during FFY2025.

Funding

The Federal funding sources for impaired driving initiatives are Section 402 and Section 405d. Additional funds are also generated by the state through a six percent excise tax on the sale of liquor and wine. Access to these funds is available through the Commission on Drunk Driving Prevention (CDDP) via a quarterly application process open to all West Virginia law enforcement agencies.

State-Specific Impaired Driving Prevention

Commission on Drunk Driving Prevention

The GHSP partners with the CDDP to combat impaired driving in West Virginia. The CDDP is a state-funded program addressing drunk driving and receives its funding from a dedicated state tax on alcoholic beverages. In FFY2025, the CDDP awarded $732,101.46 to local law enforcement agencies and West Virginia State Police detachments throughout the state for impaired driving patrols and checkpoints.

The CDDP also provides funds for the maintenance and purchase of the GHSP-approved Intoximeter evidentiary breath testing devices, preliminary portable breath testing devices (PBTs), Mobile Breath Alcohol Test Vehicles (BAT Mobiles), and some expenses incurred by the blood testing lab, in addition to the funding granted to enforcement. Law enforcement agencies use the Intoximeter devices, without cost, to prosecute all persons who are arrested in West Virginia for driving under the influence. Recently, the CDDP also began funding a variety of activities for the DRE program, and they have become a great asset to continue to build that program.

Drug Evaluation and Classification (DEC) Program

West Virginia was granted DEC status with the International Association of Chiefs of Police (IACP) in 2013 when the state established a statewide DEC Program. Since that time, the GHSP has provided funding for a State DRE Coordinator who has developed a DEC Program designed to remove alcohol and drug-impaired drivers from West Virginia roadways.

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

At the end of FFY2025 there were 40 DREs. Of these 40 DREs, 17 are Sheriff Department Deputies, 17 are Municipal Police Officers, and six are State Police Troopers. In FFY2025, 40 DREs in West Virginia conducted 284 drug evaluations throughout the state, with 21 evaluations stopped or refused by defendants. This was an average of 6.58 evaluations per DRE.

National DRE statistics are based on calendar year (CY). The national average of evaluations per DRE in CY2024 was 3.08, while West Virginia exceeded the national average for the same time period with a state average of 5.33.

In FY2025, the GHSP hosted a DRE School in Huntington, WV, covering Phases I and II of the training, while partnering with the NC DRE Program to cover Phase III field certifications. Phases I and II were held in September 2025, with Phase III completed in October 2025. This DRE School added 10 new DREs to the program.

The following impaired driving training was conducted in FFY2025:

- DITEP
  - 4 classes, 100 students
- ARIDE
  - 13 classes, 190 students
- DRE In-service
  - 1 class, 24 students
- DRE Phase I, II, III (Huntington & Winston-Salem)
  - 1 class, 10 students
- IACP IDTS Conference
  - 1 event, 14 students
- IACP DWI Detection & SFST Class
  - 4 classes, 160 students
- IACP SFST Instructor Course
  - 2 classes, 31 students
- GHSP Highway Safety Conference
  - 1 event, 45 students
- IPTM Conference
  - 1 event, 65 students
- Magistrate DUI Training
  - 2 classes, 161 students
- Other Impaired Driving Training
  - 13 classes, 121 students

Alcohol Advisory Board

For many years, the GHSP maintained an Alcohol Advisory Board, which met quarterly, to establish the expectations and standards for the law enforcement officers who work under GHSP grants. They also aided in determining the type of training, as well as the content of the training, for these law enforcement officers. These directives are outlined in the West Virginia Impaired Driving Plan.

In FFY2020, the Alcohol Advisory Board was discontinued, as many members had retired or moved to other positions and had not been replaced. However, its function was incorporated with the CDDP Board of Directors for the immediate future. The CDDP Board is comprised of eight members established by West Virginia Legislative Code representing law enforcement, prosecution, the ABCA, a lay citizen, the Governor's Representative for Highway Safety, and the DMV. The Board met three times during FFY2025: October 2024, February 2025, and June 2025. In FFY2025, the Board agreed to expand its membership solely for a dedicated Impaired Driving Advisory Board, to include membership positions recommended by NHTSA's Highway Safety Guideline No. 8, Impaired Driving. Additional members would not be voting members of the CDDP Board, whose membership is set in WV Code.

Traffic Safety Resource Prosecutor

The GHSP fully supports a Traffic Safety Resource Prosecutor (TSRP), allowing for consistent and effective training opportunities statewide. The TSRP provides training for prosecutors, magistrates, and law enforcement officers, and attends continuing education opportunities to stay up to date on current practices and training techniques.

TSRP Impaired Driving Training Topics	
DUI Refusal & Deferral	DUI Basics
Toxicologists & DRE Testimony	NHTSA Impaired Driving Programs (including SFST, ARIDE, and DRE programs)
ARIDE – Post-arrest Procedures	

The TSRP regularly participates in law enforcement training including DRE in-service training on legal updates, direct and cross examination, discovery and *voir dire*, as well as SFST Impaired Driving Week at the West Virginia State Police Academy, providing training on various aspects of impaired driving cases, including recognition and investigation, note taking and report writing, and courtroom preparation and testimony. The TSRP also assisted with ARIDE courses conducted in FFY2025. The TSRP coordinates traffic safety efforts between prosecutors, magistrates, and law enforcement. Prior to the TSRP program, no consistent statewide training on traffic-related issues existed between prosecutors and law enforcement. With medical marijuana becoming legal in West Virginia in 2019, a continued focus has been placed on training prosecutors on how to prosecute the drug-impaired driver.

Table 6 TSRP Trainings Conducted in FFY2025

Training	Classes and Participants
Report Writing & Courtroom Testimony	4 classes; 116 students/attendees
Overview of the TSRP Program	1 class; 35 students/attendees
Contact with DMV: What to Send and How	1 class; 17 students/attendees
CDL Masking	1 class; 140 students/attendees
LEOs, the Beginning of the End… for Defendants	1 class; 45 students/attendees
Case Preparation and Testimony	1 class; 10 students

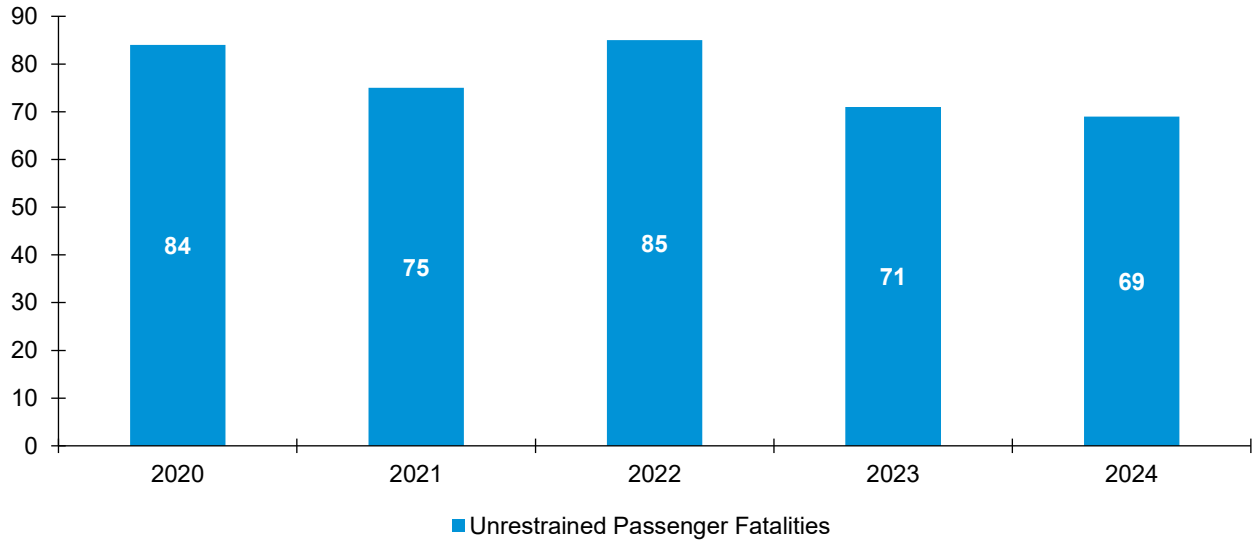
Occupant Protection Program

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

The GHSP approach utilizes city, county, and state law enforcement agencies, as well as the six RTSCs, statewide community partners, and the media.

Unrestrained fatalities decreased from 71 in 2023 to 69 in 2024. Of all crash fatalities, unrestrained fatalities accounted for 27 percent in both 2023 and 2024.

Figure 7 Unrestrained Passenger Fatalities



Strategic occupant protection tactics that were utilized in FFY2025 are listed in Table 7 below.

Occupant Protection High-Visibility Enforcement: Click It Or Ticket

The RTSCs and sub-grantees continually used the local media markets and public information and education systems to get the message out to West Virginians to buckle up.

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

During May of each year, an intensive CIOT campaign is launched statewide, with a month-long enforcement and media mobilization, in conjunction with the National CIOT campaign. In FFY2025, West Virginia also participated in the Border-to-Border enforcement initiative during this timeframe.

West Virginia also conducts three statewide CIOT enforcement mobilizations in October 2024, March 2025, and August 2025.

Throughout FFY2025, on CIOT and other seat belt enforcement, the following was accomplished:

- 5,009 Seat belt citations
- 13 DUI arrests
- 323 Driving suspended violations
- 58 Driving revoked violations
- 674 Speed citations
- 390 Cell phone/texting citations
- 20 Child safety seat violations
- 56 Felony arrests
- 11 Fugitives apprehended

These were accomplished through patrols and checkpoints by 115 law enforcement agencies, including 47 West Virginia State Police detachments.

Paid media for all CIOT enforcement was as follows:

Columbus Day – NHTSA Region 3 Operation Crash Reduction/October CIOT

The October 2025 CIOT campaign included the Columbus Day holiday weekend to coincide with the NHTSA Region 3 Operation Crash Reduction, as Columbus Day weekend is one of the deadliest holiday weekends in the region. The campaign buy included digital advertising as well as terrestrial radio at a total cost of $24,323.80. Digital ads on The Trade Desk, Google, and Facebook resulted in 3,814,161 impressions at a cost of $8,599. The terrestrial radio component of the buy consisted of 836 spots across 11 stations and 5 metro areas at a cost of $15,724.80.

March CIOT

The March 2025 CIOT campaign consisted of digital advertising and terrestrial radio, at a total cost of $24,653.66. The digital advertising included Facebook and Reddit, resulting in 3,246,023 impressions. The terrestrial radio component included 859 spots across 17 stations and 6 metro areas.

May National CIOT

The May 2025 National CIOT campaign consisted of digital advertising, terrestrial radio, billboards, and cable television. Digital advertising through The Trade Desk, Reddit, Google, and Facebook cost $105,369.03 and earned 21,891,405 impressions.

Traditional media efforts consisted of:

- Terrestrial Radio: 3,033 spots across 18 stations and 6 metro areas at a cost of $42,742
- Billboards: 24 boards at a cost of $14,025, earning 5,104,684 impressions
- Cable television: 40,872 spots across 4 metro areas at a cost of $75,000, earning 96 percent reach

Throughout the campaign, the Local Heroes materials created in October 2021 were reworked and continue to be used in conjunction with other CIOT materials. Two new spots were also created for seat belt enforcement, and they were in rotation during this mobilization and the August mobilization.

A Harrison County Sheriff's Deputy Participates in the Local Heroes Production

August CIOT

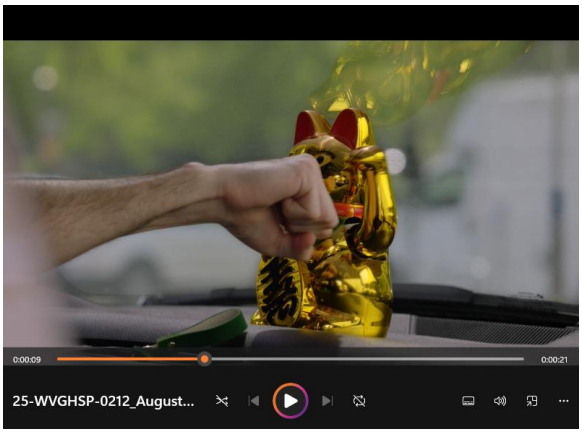
The August 2025 CIOT campaign spread messaging across digital platforms, cable television, and terrestrial radio at a total cost of $27,397.98. The digital buy with The Trade Desk, Google, and Facebook cost $10,855.48 and earned 3,435,781 impressions.

The terrestrial radio buy consisted of 603 spots across 12 stations and 6 metro areas at a cost of $10,042.50. The cable television buy cost $6,500 for 3,859 spots across 4 metro areas with a reach of 80.9 percent.

Earned media value was gained through the local efforts of the six RTSCs wherein stories were aired and/or printed covering CIOT campaign activities.

Additionally, throughout the four CIOT campaigns in FFY2025, RTSCs spent $36,707 on regional media buys, using broadcast television, terrestrial radio, print, billboards, and digital advertising. These buys earned 7,816,545 across 963 ads.

The RTSCs were also provided with free advertising space, earning $11,000 in earned media through 882 radio spots ($6,000) and 12 billboard ride-overs ($5,000), totaling 4,276,830 impressions. A total of three seat belt-related media advisories were sent out during the grant year, with an additional five sent out by the GHSP. The GHSP also partnered with the Motor Vehicle Network (MVN) to air program messaging on all television screens in all regional DMV offices, including occupant protection messaging. This messaging reached 113,199 customers served throughout the DMV's 26 regional offices during FFY2025.



GHSP sponsored a Lucky TV spot in August 2025 for CIOT

Seat Belt Survey

In FFY2025, the annual seat belt survey was conducted at 116 observation sites in 14 counties throughout the state, following the Uniform Criteria for State Observational Surveys of Safety Belt Use.

Figure 8 West Virginia Observed Seat Belt Use Rates 2015 to 2025

The seat belt use rate decreased slightly from 91.98 percent in CY2024 to 91.64 percent in CY2025.

Table 7 Occupant Protection Tactics 2025

OP Tactics	Activities
High Visibility Enforcement Activities	Informational checkpoints, saturation patrols, and media events were used to provide a strong presence of HVE activities in FFY2025.
Public Information and Education Activities (Age and Audience-Specific)	A variety of OP-related materials such as brochures, flyers, posters, coloring books, and informational cards with OP messages were mailed out or distributed to the public at various events to promote OP safety. Materials included 3,089 OP brochures, magnets, and stickers; 23 CPS info cards; 9,003 Emergency ID Stickers; and 1,176 CPS handouts. The materials covered educational topics such as grandparents and car seats, pregnancy and seat belts, booster seats, and pediatric heatstroke.
	Most OP and CPS activities are hosted in spring and summer. Typical events where OP and CPS PI&E are shared include community events, community baby showers, fairs, and in schools.
	RTSCs also utilized local task force groups and social media to spread OP awareness.
OP Training Classes	The GHSP was able to host seven CPS Technician Certification Courses and four CPS Technician Renewal Courses during the year.
	Law Enforcement Officers who participate in GHSP grant-funded activities are required to adhere to their department's OP regulations.
Child Passenger Safety Program Technicians	43 Permanent Child Safety Seat Fitting Stations were maintained in 31 of 55 counties to ensure parents and caregivers have one-on-one assistance on how child safety seats are properly installed. In FFY2025, there were 265 CPSTs in 45 counties. The GHSP continues to increase its roster of certified Child Passenger Safety Technicians (CPSTs) and permanent fitting stations.

OP Tactics	Activities
	88 Child Safety Seat Education Events were hosted in FFY2025 to reach large public segments and spread awareness, along with 2,456 education contacts made by CPSTs at WVU Medicine Children's Hospital in Morgantown.
	A state CPS Conference was hosted for the first time in May 2025.
	Additionally, regional activities included partnerships with community agencies for providing Child Safety Seats to low income qualifying families in need, with many families located in rural areas.
Law Enforcement Recognition and Awareness	Three recognition events were held in FFY2025 (by Regions 1 and 3 together, and Region 2). A statewide conference and recognition event was also hosted in partnership with the West Virginia LEL Office.
	The DTASP continued to provide agencies with in-service tools to equip officers for GHSP enforcement.
Community Outreach	Community outreach events continued to increase, with 88 child passenger safety events conducted in FFY2025.
National and Statewide Enforcement Initiatives	CIOT HVE campaigns were held in October, March, and August with law enforcement agencies statewide.
	The National CIOT Enforcement Mobilization and associated Border-to-Border initiative were conducted in May 2025.
Participation in OP Legislation	There have not been any occupant protection-related legislative changes since FFY2013.
	A Primary Seat Belt Law went into effect July 9, 2013. The law carries a $25 fine, with no points or associated court fees. Back Seat passengers over the age of 18 are not required to wear seat belts.
	West Virginia's Child Passenger Safety Law requires children up to the age of eight and less than 4'9" to be secured in a child safety device.
Media Activities	RTSCs used a variety of events to partner with schools and community groups to spread safety messages that generated news media attention.
	Paid and earned media were utilized during state and national CIOT mobilizations.
	During National CPS Week, social media, digital advertising, and broadcast television were used to draw attention to the importance of child passenger safety and the challenges of properly installing car seats.

Child Passenger Safety (CPS) Program

To combat the non-use and misuse of child safety seats, 43 permanent fitting stations were available across the State. FFY2025 ended with 265 CPS Technicians statewide, including 9 CPST Instructors. The number of CPSTs increased by 18 percent over the prior FFY.

CPS programs in FFY2025, primarily funded with Section 405b funds, were utilized for fitting station supplies, clinics, courses, and child safety seats. Approximately 288 child safety seats were purchased in FFY2025 with GHSP funds, with 269 seats provided to qualified low-income families. In addition to GHSP-provided car seats, several agencies and fitting stations receive funding from other sources to purchase car seats for their communities. CPSTs also assisted in the installation of 1,139 car seats provided by caregivers, and 32 seats provided with funds from another source.

Several CPS trainings were conducted during the grant year. Seven CPST Certification Courses and four CPST Renewal Courses were held in FFY2025. Between the 11 courses, 95 new CPSTs were certified and 13 former CPSTs were recertified. During the statewide highway safety conference held in FFY 2025, the GHSP included a CPS track for the first time. CPSTs who attended all CPS sessions were able to earn all six required CEUs for their recertification. West Virginia's CPST recertification rate in CY2025 was 44.14 percent, which is significantly higher than the CY2024 rate of 31.0 percent. The GHSP continues to work to increase the number of CPSTs and retain existing CPSTs into FFY2026.

Checks and Installations

Approximately 1,440 child safety devices were checked in FFY2025, including 269 provided with GHSP funds and 32 provided with funds from other sources.

Approximately 88 events were held throughout the year to educate or provide hands-on instruction to parents and caregivers, either through seat check events or educational/ informational sessions. Seven seat check events were held during National CPS Week, September 21-27, 2025.

CPS Media

Advertising for the 2025 National CPS Week consisted of digital advertising ($14,961.19) and broadcast television ($11,476.55) using Section 405b funds. Digital advertising utilized The Trade Desk, Google, Snapchat, and Facebook and earned 4,328,120 impressions. The broadcast television buy consisted of 203 spots across 13 stations and 3 metro areas.

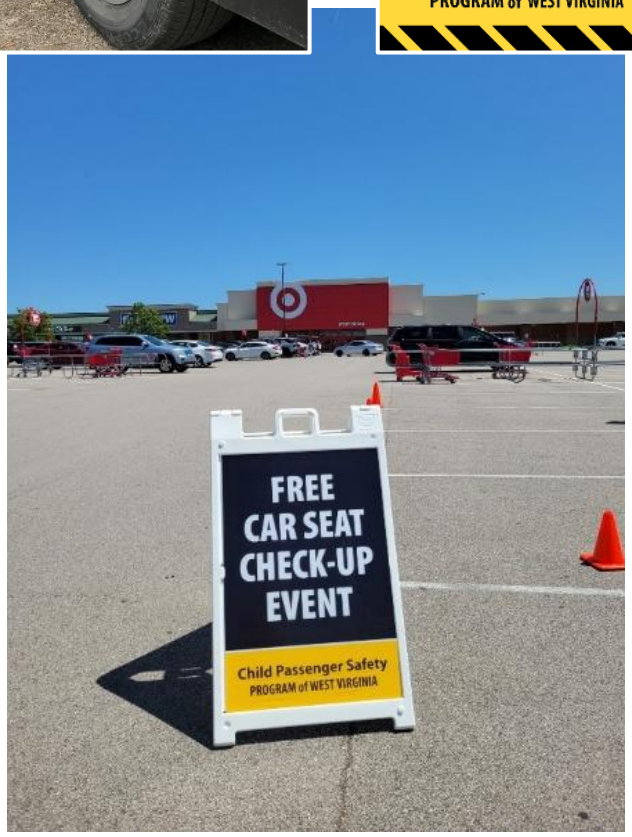
The GHSP also utilized 402 funds to spread awareness of pediatric heatstroke. At a cost of $757, Facebook advertising earned 385,188 impressions.

Non-promoted posts on Facebook and Twitter were utilized to promote awareness throughout the year and during National CPS Week. RTSCs also paid for child passenger safety media in September 2025, including television, terrestrial radio, and digital. The regional media buys garnered 1,245,609 impressions through 225 ads at a cost of $6,459.

Earned media value was significant through the local efforts of the GHSP and the six RTSCs who helped create stories that were aired and/or printed covering CPS and seat belt activities. A total of two CPS-related media advisories were sent out by the RTSCs, with an additional three sent out by the GHSP. Free advertising space was also provided to RTSCs, earning $3,000 in earned media through radio spots, totaling 789,833 impressions across 276 spots. The GHSP also partnered with the Motor Vehicle Network (MVN) to air program messaging on all television screens in all regional DMV offices, including child passenger safety messaging. This messaging reached 113,199 customers served throughout the DMV's 26 regional offices during FFY2025.

CPS Fitting Stations

The CPS Program was able to maintain 43 fitting stations through the end of FFY2025, with several additional stations to be added in early FFY2026.



FFY2025 Child Safety Seat Check Events

Traffic Safety Programs

Red Light, Stop Sign High Visibility Enforcement Campaigns

To combat the traffic safety issue of red light and stop sign violations, the GHSP traditionally conducts its annual Target Red campaign in August (August 1-15, 2025). With intersections being a regional focus area in the SHSP, the GHSP determined it necessary to add additional Target Red enforcement, as most issues involving intersection-involved crashes also involve red lights, stop signs, or yield signs. Through data analysis, it was determined that April was another top month for crash fatalities in West Virginia. A second Target Red enforcement period was added in FFY2024 and continued in FFY 2025.

During both campaigns, the GHSP, primarily through its Regional Traffic Safety Programs, funded enforcement patrols, public information and education materials, and media.

A total of 103 officers and 41 agencies worked 841 hours of Target Red enforcement during the two enforcement periods and at varying times throughout the grant year. During Target Red enforcement, the following arrests and citations were made:

- Red light citations: 359
- Stop sign citations: 536
- Speed citations: 76
- Seat belt citations: 80
- Cell phone/texting citations: 31
- Driving suspended or revoked: 31
- Felony arrests: 8
- Drug arrests: 8
- Misdemeanor arrests: 36
- DUI arrests: 5
- Other citations: 548

Paid media for Target Red included digital advertising, cable television, and terrestrial radio and was split between the two mobilizations. The April Target Red campaign consisted of Facebook and Google ($5,903.35) and terrestrial radio ($8,673.41). Digital advertising garnered 2,398,667 impressions. Terrestrial radio consisted of 379 ads across five stations and four metro areas. The August Target Red campaign consisted of Facebook, Google, terrestrial radio, and cable television. Digital advertising earned 4,640,320 impressions at a cost of $9,508.79.

Paid Media: Target Red Campaign

Terrestrial radio consisted of 385 spots across six stations and five metro areas at a cost of $7,357.50. Cable television cost $5,000 for 2,942 spots across four metro areas, with a reach of 76.5 percent.

RTSCs participated in localized media opportunities to share the *Target Red* message and the dangers of running red lights and stop signs. The regional programs purchased a total of $10,884 in Target Red advertising, utilizing broadcast television, digital, and terrestrial radio spots, garnering 1,126,059 impressions.

In addition, RTSCs earned $5,900 worth of additional media through free radio spots. There were 253 free radio spots, that garnered an additional 713,205 impressions. The RTSCs sent out one media advisory with another sent out by the GHSP. The Target Red campaign also included an educational component, with 1,555 speed and aggressive driving racks, including Target Red, distributed statewide.

The GHSP also partnered with the Motor Vehicle Network (MVN) to air program messaging on all television screens in all regional DMV offices, including speed and aggressive driving messaging. This messaging reached 113,199 customers served throughout the DMV's 26 regional offices during FFY2025.

Speeding/Aggressive Driving High Visibility Enforcement Campaigns

In CY2024, speed-related fatalities comprised 30 percent of all motor vehicle fatalities in West Virginia; 78 of the state's motor vehicle fatalities were a direct result of speeding. This is down from 32 percent in CY2023.

In FFY2025, the GHSP funded enforcement and saturation patrols for speed/aggressive driving efforts to reduce speed-related crash fatalities; 146 law enforcement agencies participated, including 50 West Virginia State Police detachments, logging 11,413 hours, and issuing 14,828 speed citations.

Speed/aggressive driving enforcement increased from FFY2024 to FFY2025, with more hours worked and more speed citations written. This may be due, in part, to creating two designated speed enforcement mobilizations statewide: July 11-27, 2025, and September 5-21, 2025. Highway Safety grant funds were also used to purchase 24 RADAR or LIDAR units, one speed trailer, and one speed display device for law enforcement agencies throughout West Virginia.

Statewide Speed Mobilization Media

In FFY2025, 48 law enforcement agencies, including 31 West Virginia State Police detachments, participated in Work Zone Safety enforcement, working 2,375.75 hours at a cost of $114,035.70 in grant funds issued to the GHSP by the West Virginia Division of Highways. During these work zone shifts, citations were written for several infractions including: speed (2,167), seat belt (332), commercial motor vehicles (164), driving on a suspended or revoked license (115), distracted driving (61), red light (58), and reckless driving (30). Officers made the following arrests: DUI (8), felony (15), misdemeanor (66), drug (27), and fugitive (1).

Two speed enforcement media buys occurred in conjunction with the two dedicated speed mobilizations in July and September. The July buy included digital (Facebook, The Trade Desk, and Google), terrestrial radio, and cable television at a total cost of $63,334.07. The digital buy earned 12,966,733 impressions.

The terrestrial radio buy consisted of 1,134 spots across 14 stations and four metro areas, and the cable television buy covered three metro areas with 5,390 spots and a reach of 91.9 percent. In September, digital advertising (Facebook, Snapchat, and The Trade Desk), billboards, and terrestrial radio were utilized at a cost of $74,063.40, resulting in 4,849,348 digital impressions, 2,377,948 impressions across 10 billboards, and 2,311 radio spots across 16 stations and five metro areas.

The RTSCs also purchased speed-related advertising during the fiscal year. More than $12,000 was spent on broadcast television, terrestrial radio, and digital spots. These spots accumulated 3,068,816 impressions. Earned media was also utilized by the RTSCs, with 719 free radio spots provided, generating 2,051,106 impressions, at an estimated value of $10,000. Four media advisories were sent out between the RTSCs and the GHSP. Speed and aggressive driving efforts included an educational component, with 1,555 speed and aggressive driving rack cards, including Target Red, distributed statewide. The GHSP also partnered with the Motor Vehicle Network (MVN) to air program messaging on all television screens in all regional DMV offices, including speed and aggressive driving messaging. This messaging reached 113,199 customers served throughout the DMV's 26 regional offices during FFY2025.

Additional Traffic Safety Media

The Teen Driver Safety Week media buy was split into two segments in October 2024. The first buy consisted of digital advertising only and focused on multiple topics. This buy cost $649.10. Ads placed on Facebook and Snapchat resulted in 189,632 impressions. The second segment of the Teen Driver Safety Week media buy was a larger buy that focused on texting and included digital (The Trade Desk, Google, Snapchat, and Facebook) and terrestrial radio at a total cost of $44,513.60. The digital component earned 2,678,254 impressions. The terrestrial radio component consisted of 845 spots across 25 stations and seven metro areas. Region 2 also spent $25 for one Facebook and Instagram post promoting a teen driving safety speaker event, earning 5,600 impressions. Additional awareness was created by the creation of a prom/graduation flyer that was shared with the state's MADD Victim Services Advocate, along with other materials, to distribute during her awareness activities.

RTSCs purchased media for school bus safety messaging. A total of $6,500 was spent on billboards and broadcast television, garnering 1,295,064 impressions. In addition, Region 5 earned five billboard ride-overs, at an estimated value of $1,000, with impressions totaling 504,856. Two media advisories were sent out via the RTSCs and the GHSP. Region 4 also included a $500 digital media buy for an unspecified traffic safety campaign that earnerd 83,333 impressions.

Region 2 tracks all unpaid social media posts throughout the year to track earned media value. A variety of program messages were shared, at an estimated value of $1,598 via 194 posts, garnering an estimated 24,707 impressions.

School Zone Safety Social Media Post

The GHSP sent out media advisories throughout the year on the following topics: vehicle recalls, securing loads, and vehicle theft prevention. The GHSP also partnered with the Motor Vehicle Network (MVN) to air program messaging on all television screens in all regional DMV offices, including a variety of highway safety messaging. This messaging reached 113,199 customers served throughout the DMV's 26 regional offices during FFY2025.

The GHSP has not employed an in-house, full-time Public Information Specialist for more than two years. The DOT Public Relations division absorbed that position and hired a staff member who worked on media for several DOT divisions. Due to staff turnover, the GHSP social media accounts have not been able to maintain consistent, timely social media posts. Near the end of FFY2025, the GHSP learned that the office would be getting a full-time media position again that is expected to be filled in early FFY2026.

Distracted Driving Program

Although West Virginia has primary enforcement cell phone and texting laws, distracted driving is still a problem across the state. While detailed distracted driving crash data is currently not available, the GHSP's citation data, as well as observations of this behavior noted during the annual seat belt surveys, strongly support the critical need to address distracted driving in West Virginia.

In FFY2025, 2,682 distracted driving citations were issued under GHSP grant-funded distracted driving enforcement. This constituted a slight decrease from 2,737 in FFY2024. The GHSP provided $208,053 in grant funding to law enforcement throughout the state for distracted driving-specific enforcement, and 99 agencies (including 33 West Virginia State Police detachments) logged 4,884 hours.

In FFY2025, West Virginia participated in the National Distracted Driving Awareness Month and Connect-to-Disconnect initiatives in April 2025. These statewide high-visibility enforcement and media campaigns were very successful, with the following results achieved:

- 675 cell phone and texting citations
- 203 seat belt and child restraint violations
- 259 speeding citations
- 12 DUI and drug arrests
- 61 driving revoked or suspended violations
- 53 red light or stop sign citations
- 33 other arrests made

These results were accomplished through patrols conducted by 61 law enforcement agencies, including 22 WVSP detachments, accounting for 1,284 hours of directed patrols.

Cell phone use while driving is one form of distracted driving. During the GHSP's annual seat belt surveys, observers were asked to capture cell phone use as well. The table below shows the number of observations of driver cell phone use and non-cell phone use, as well as gender and whether a seat belt was in use. Male drivers had an observed cell phone use of 2.2 percent, whereas female drivers had a slightly higher observed use of 3.0 percent. Of drivers using a cell phone, 92.5 percent were using a seat belt, and drivers not using a cell phone were observed using a seat belt 95.0 percent of the time. This is consistent with other national findings that many risky drivers engage in a wide range of dangerous behaviors, including cell phone use and riding unbelted.

Table 8 Observed Cell Phone Use by Gender and Seat Belt Use

	Cell Phone Use Number	Percent	No Cell Phone Use Number	Percent
Gender of Driver				
Male	304 (2.2% of all male drivers)	56.8%	13,459	64.1%
Female	231 (3.0% of all female drivers)	43.2%	7,543	35.9%
Seat Beat Use				
Use	495	92.5%	19,946	95.0%
No Use	40	7.5%	1,051	5.0%

While cell phone use was not the primary focus of the seat belt surveys, and the data from the survey was minimal, these observations further support the need to make educating the public on the dangers of distracted driving a priority in West Virginia. With this goal in mind, in FFY2022, the GHSP began allocating Federal funds to Regional Traffic Safety Coordinators (RTSCs) to purchase distracted driving simulators for use in educational community events. Most RTSCs now have simulators or access to one. The GHSP is developing an alternate distracted driving data collection project, which will be conducted in FFY2026.

Distracted Driving Media

Distracted driving paid media used several avenues to share messaging: year-round media, college athletics, and high school athletics, along with a separate campaign for National Distracted Driving Awareness Month in April 2025. Year-round media consisted of billboards, digital, terrestrial radio, cable, and a Light the Night Round Up Candyland sponsorship.

The year-round campaign consisted of the following:

- Billboards: 74 boards across 32 counties at a cost of $355,490, earning 99,726,819 impressions
- Digital advertising via Facebook and Google, at a cost of $34,763.92, earning 20,225,214 impressions. In addition to these two platforms, a different platform called Twitch was also used, earning 651,637 impressions at a cost of $9,984.50

Distracted Driving-Related Social Media Posts

- Terrestrial radio: 3,518 spots at a cost of $62,461.30, across 14 stations and 6 metro areas
- Cable television: 14,381 spots across four metro areas at a cost of $16,000, earning 78.3 percent reach
- Light the Night: GHSP sponsored this holiday event at GoMart Park in Charleston, WV from Thanksgiving through New Year's, that includes light displays, rides, and vendors. The event was attended by 123,468 people. Distracted driving messaging was used for the Candyland light area sponsorship. The GHSP was also provided with 50 tickets that were used as giveaways on its Facebook page. Members of the public answered highway safety-related trivia in order to win tickets. This educational opportunity not only provided additional social media impressions but allowed for an interactive experience with our followers.

College athletics advertising involved the state's two largest universities: Marshall University (MU) in the western part of the state and West Virginia University (WVU) in the northern part of the state. WVU's plan consisted of advertising during football, basketball, and baseball activities at a cost of $85,000, with an overall value of $118,128 and total impressions of 4,814,763. MU's plan included advertising available during all sports, as well as targeted advertising for football, basketball, baseball, soccer, and softball. This plan cost $85,000 with an overall value of $195,204 and total impressions of 9,972,664.

Distracted Driving Educational Graphics Used in Outreach

High school athletics continued to provide opportunities to reach teen drivers, passengers, families, and sports fans. The WVSSAC high school football championship campaign cost $23,600 across two different buys – MetroNews coverage of the final championship games and Sinclair/WCHS coverage of the entire championship series.

The MetroNews buy ($17,600) included:

Distracted Driving Messaging was also used for the Candyland Area at the Light the Night Event

- Live game streaming: eight commercials per each of three games on the MetroNews website, which gets 1.2 million unique IP addresses per month and 4.3 million page views per month
- Live game television broadcast via SportsNet Pittsburgh with coverage throughout WV on various television providers
- Website display ads: 800,000 guaranteed impressions
- Radio spots: 49 :30 commercial announcements, 4,606 total network announcements, across 94 stations in all 55 counties

The Sinclair/WCHS buy ($6,000) included:

- Live television broadcast: two commercials in the WVSSAC Championship program, a minimum of 75 promotional announcements across all dayparts on the station
- Website display ads: full day homepage takeover; 200,000 display banner impressions
- CTV: 62,500 commercials; 62,946 impressions; 97.75% video completion rate; 26,000 reach with a frequency of 2.5 over 34 publishers
- Email: inclusion in email blast to 25,000

The GHSP also bought media throughout the high school football season through two media vendors: HD Media High School Gameday sponsorship ($3,000) and WCHS Friday Night Rivals Elite First Down Sponsorship ($15,000).

HD Media's buy included streaming, digital, and print. Streaming included 15-25 games with a 30 second GHSP commercial and two guest appearances on Tailgate Shows. Digital included 50,000 impressions per month with link to the GHSP website and inclusion in all promotions of Gameday dates and matchups. Print included mentions in all promotions of Gameday dates and matchups.

Distracted Driving educational graphics used in media buys

The WCHS buy included live game television broadcasts and live game streaming. The broadcasts included four commercials per game across 10 weeks and 1st Down in-game feature for two quarters per game across ten weeks. The streaming included the WCHS website and Facebook, YouTube, and Stirr accounts. It

consisted of four commercials per game across ten weeks, First Down in-game feature for two quarters per game across ten weeks, 275,495 impressions, 98.89% video completion rate, and a 93,000 reach with a frequency of three over 72 publishers.

Partnering with MetroNews again, the GHSP was able to advertise during the entirety of the WVSSAC boys' and girls' state high school basketball tournaments at a cost of $47,000. Advertising included:

- Live game streaming: 112 spots via the MetroNews website, which gets 1.2 million unique visitors each month and 4.3 million page views per month
- Live game television broadcasts via SportsNet Pittsburgh with coverage throughout WV on various television providers
- Website display ads: 500,000 guaranteed impressions
- Radio spots: two commercials per game across 56 games, 48 stations, and 22 media markets
- Live audio streams via radio: two commercials per game across 56 games, 48 stations, and 22 media markets
- Digital video scorer's table ad and ribbon board ad: 56 games (both boys' and girls') with 100,000 attendees.

The April 2025 National Campaign included the following:

- Digital advertising via The Trade Desk, Google, Facebook, and Reddit, at a cost of $49,521.28, garnering 11,000,418 impressions
- Terrestrial radio, at a cost of $34,482.92, for 2,314 spots across 15 stations and six metro areas
- Cable television, at a cost of $13,000 for 10,720 spots across four metro areas, with a reach of 89.0 percent
- Gas station advertising, at a cost of $10,000, across 68 stations, 578 screens, and six metro areas, earning 333,333 impressions

Regional programs also purchased distracted driving media throughout FFY2025 using 402 and 405e funds. A total of 6,219,410 impressions were garnered across 11,486 spots through broadcast television, terrestrial radio, billboards, and digital advertising, at a cost of $52,374. Additionally, Region 2 purchased distracted driving advertising during the High School Game of the Week promotion at a cost of $3,000, earning 250,000 impressions. RTSCs also earned 835 free spots via television, radio, and billboard ride-overs, with an estimated value of $20,000 and impressions totaling 4,184,663. Two media advisories were sent out between the RTSCs and the GHSP. In addition, 1,855 distracted driving brochures were disseminated throughout the state.

The Robin Ames Foundation hosts a trail run each year in memory of Robin Ames, a bicyclist who was killed by a distracted driver in 2020. While the primary focus of the event is distracted driving prevention, bicycle safety awareness is always top of mind, as Robin was a well-known and much-loved member of the state's cycling community. The GHSP partnered with the organization and attended the event with various educational materials and a distracted driving simulator which was very popular with the younger attendees. The GHSP also partnered with the Motor Vehicle Network (MVN) to air program messaging on all television screens in all regional DMV offices, including distracted driving messaging. This messaging reached 113,199 customers served throughout the DMV's 26 regional offices during FFY2025.

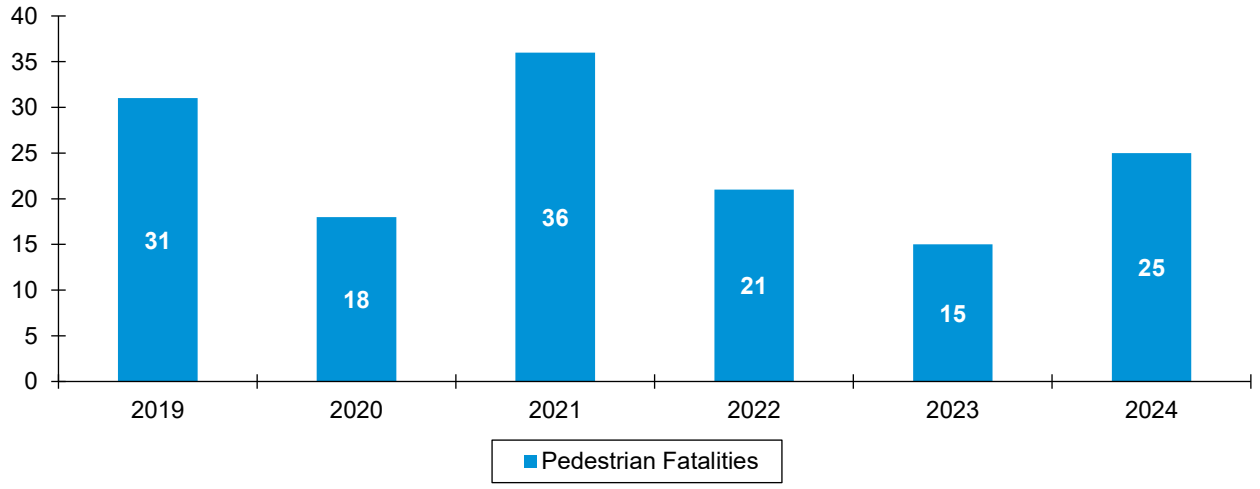
In support of the Robin Ames Foundation 2024 Ultra Trail Races, GHSP set up a distracted driving simulator at an educational station

Pedestrian and Bicycle Safety Program

Pedestrian Safety Program

Following a downward trend since 2021, pedestrian fatalities increased from 15 in CY2023 to 25 in CY2024, a more than 66% rise. Pedestrian fatalities accounted for 9.8% of all traffic fatalities in CY2024, up from 5.7% in CY2023.

Figure 9 Pedestrian Fatalities



The GHSP believes that continued, consistent pedestrian safety education is necessary to work on decreasing this number. This is mainly accomplished through safety presentations, given to various age groups on a variety of traffic safety topics including pedestrian safety, as well as educating drivers to pay attention and be aware of pedestrians.

Distracted driving, speeding, impaired driving, and Target Red efforts also create awareness for pedestrian safety, as many of these fatalities involve at least one of these dangerous driving behaviors.

During GHSP Back-to-School initiatives, students are educated on safely walking to and from school, the bus stop, and when crossing the street, especially when walking to and from the bus. Safety City in Charleston and Safety Town in Huntington teach students about a wide variety of topics, including pedestrian safety through videos, lectures, demonstrations, and question-and-answer sessions.

The GHSP and RTSCs also work to gain earned media for pedestrian safety, whether to bring attention to upcoming events or in response to recent crashes.

One media advisory was sent out by the GHSP for Pedestrian Safety Month, and a pedestrian safety flyer was provided to the state's MADD Victim Services Advocate, along with other materials, to distribute during her awareness activities. The GHSP also partnered with the Motor Vehicle Network (MVN) to air program messaging on all television screens in all regional DMV offices, including pedestrian safety messaging. This messaging reached 113,199 customers served throughout the DMV's 26 regional offices during FFY2025.

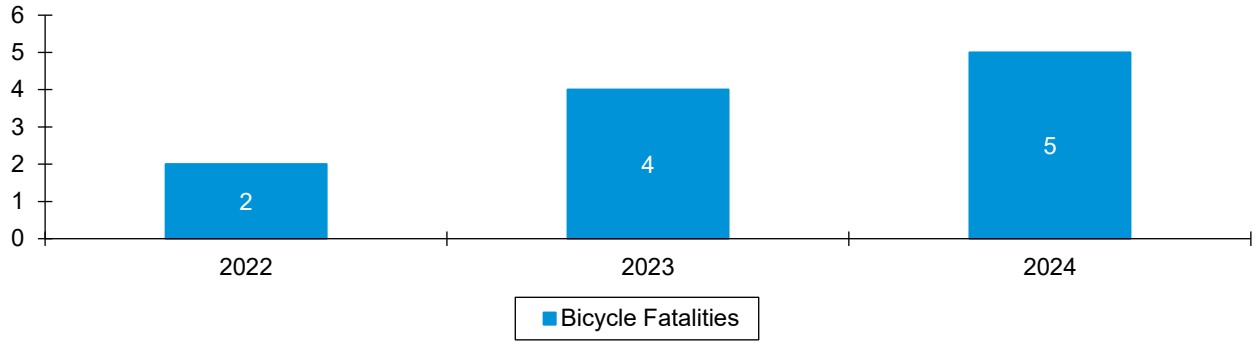
October is Pedestrian Safety Month, and in October 2024, the GHSP created additional awareness through a Facebook media buy, at a cost of $3,359, that earned 1,930,016 impressions.

Projects for this program were funded with Section 402 funds. While there is not a specific pedestrian enforcement program area, there are enforcement program areas focused on factors that are often consistent with fatal pedestrian crashes, such as speed (Section 402 funds), distracted driving (Section 405e funds), impaired driving (Section 405d funds) and Target Red (red light and stop sign running) (Section 402 funds), all of which are awarded to agencies throughout the state.

Bicycle Safety Program

Fortunately, bicyclist fatalities are minimal in West Virginia, but unfortunately, CY2024 data showed another increase from four to five. The GHSP hopes to decrease fatalities to zero in 2026 and maintain zero fatalities going forward.

Figure 10 Bicyclist Fatalities



Bicycle safety awareness efforts were ongoing throughout the year, with 325 bicycle safety rack cards disseminated across the state. This rack card contains messages geared toward bicyclists and drivers while driving alongside bicyclists. School and youth-geared events were conducted and involved educating youth and families about bicycle safety and providing them with a variety of bicycle safety materials. Bicycle safety is also included in the safety messages taught at both Safety City in Charleston and Safety Town in Huntington.

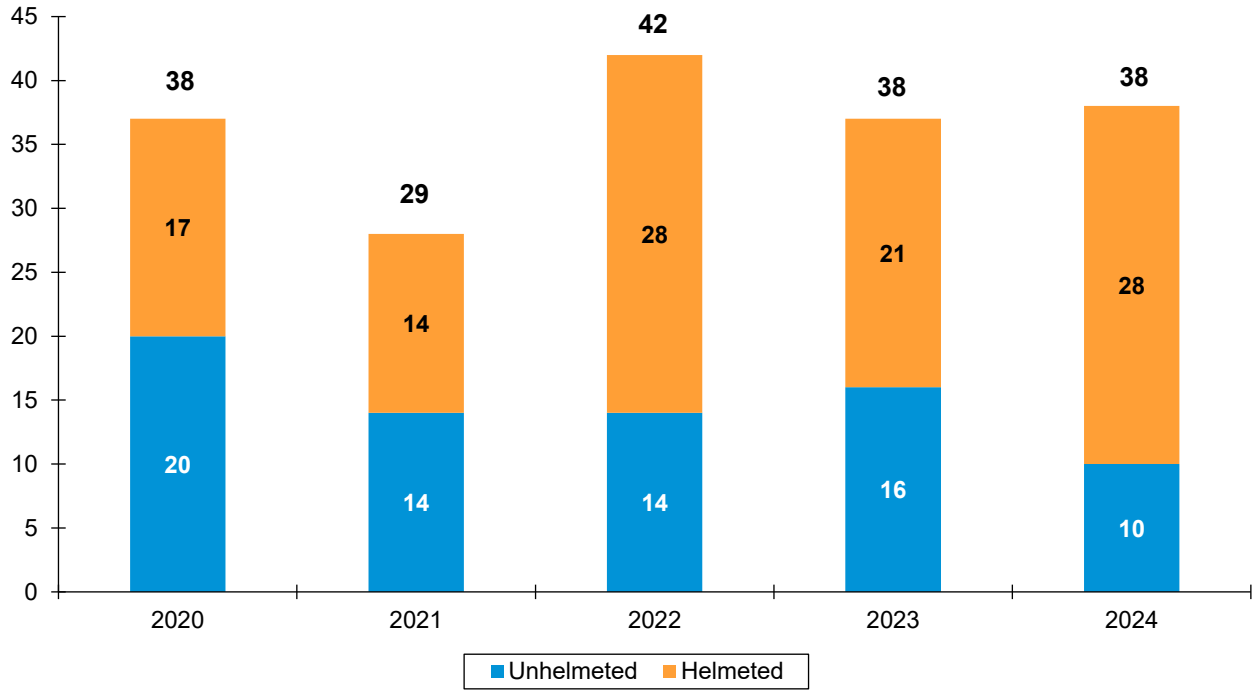
Bicycle safety does not typically garner as much media coverage as other program areas, although the GHSP strives to bring attention to this safety initiative when possible. Projects for this program were funded with Section 402 funds. The Robin Ames Foundation hosts a trail run each year in memory of Robin Ames, a bicyclist who was killed by a distracted driver in 2020. While the primary focus of the event is distracted driving prevention, bicycle safety awareness is always top of mind, as Robin was a well-known and much-loved member of the state's cycling community. The GHSP partnered with the organization and attended the event with various educational materials and a distracted driving simulator which was very popular with the younger attendees.

The GHSP was also afforded an opportunity to provide bicycle helmets to the RTSCs. Two private citizens donated 54 youth and adult bicycle helmets to the GHSP, which were provided to RTSCs during the 2025 Highway Safety Conference. These two siblings have a personal interest in bicycle safety, as their brother, Timothy Benson, was killed on December 7, 2024, while riding his bicycle in Weirton, WV.

Motorcycle Safety Program

The GHSP utilizes the West Virginia Motorcycle Safety Program (WVMSP) to enhance motorcycle safety awareness, promoting alcohol and drug effect awareness for motorcyclists, rider improvement, licensing improvement, and education. The MSP is housed within the GHSP. Figure 11 shows the number of unhelmeted and helmeted fatalities per year, along with total combined (the number on top each bar). Motorcyclist fatalities and unhelmeted fatalities have decreased or held steady since 2022.

Figure 11 Motorcyclist Fatalities*



* All years tend to include at least one motorcyclist fatality with unknown helmet status.

Motorcycle Data

Motorcycle registrations for FFY2025 totaled 20,004 with 27,419 valid motorcycle endorsements for West Virginia licensees.

Safety Training

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

During FFY2025, three course sites were not in operation: Northern Panhandle, Junior, and Romney. In 2026, MSF will look into relocating the range in the Wheeling area and looking into opening a range in the southern part of the state, in Beckley.

Motorcycle Safety	Trainees	Passed	Failed	Pass Rate
Basic Rider	462	450	12	97.4%
Experienced Rider	75	74	1	98.67%
3 Wheel Basic	0	0	0	N/A

The Safe Motorcyclist Awareness & Recognition Trainer (SMART) motorcycle safety training simulator was utilized to train riders by creating a virtual environment where the rider could negotiate road hazards in a safe manner while helping them learn valuable crash avoidance skills. They are frequently utilized in high school drivers' education programs, as well as at health and safety fairs, as a powerful teaching tool.

Program Highlights

The GHSP conducted a NHTSA Motorcycle Safety Program Assessment in February 2025. The final report listed several priority recommendations that the GHSP is reviewing to determine initial focus areas and also whether to carry out a major overhaul of the strategic plan for the WVMSP, which will likely come to fruition in FFY2026.

Media

Paid media activities targeted three different aspects to motorcycle safety in West Virginia.

State-Funded Education and Media Efforts

The WVMSP evaluated motorcycle fatality data and one of the findings is more than half of the motorcycle fatalities over the past several years involved a motorcyclist who did not have the proper training or license to operate a motorcycle.

The WVMSP utilized state and federal funds (402) for a motorcyclist-focused media buy during Motorcycle Safety Awareness Month in May 2025, including digital (Facebook, Google, The Trade Desk), terrestrial radio, and cable television. The digital and radio buys focused on promoting safe motorcyclist behaviors, including distraction (Be Aware of Road Hazards), training (Enroll in a Rider Course), and helmets (Wear Your Helmet Every Time). A series of digital assets was created to illustrate these focus areas. The digital buy earned 13,587,463 impressions at a cost of $12,535.18. The radio buy consisted of 1,300 spots across 11 stations and six metro areas, at a cost of $16,522. The cable buy focused on another important motorcyclist safety message: Ride Sober or Get Pulled Over. It consisted of 5,050 spots across four metro areas, with a cost of $7,000 and a reach of 80.8 percent.

Federally-Funded Media Efforts

A different aspect of motorcycle safety awareness was also created through a motorist-focused media buy in Spring 2025, using federal 405f funds as well as state motorcycle safety funds. The digital buy (Facebook, The Trade Desk) earned 4,677,012 impressions at a cost of $10,928.62; the radio buy consisted of 1,625 spots across 12 stations and six metro areas at a cost of $20,998.80. The billboard buy earned 323,424 impressions across four boards at a cost $3,400.

Paid Media: Artwork for Billboards displayed statewide with the Motorist Awareness Message, "Look Twice, Save a Life"

This buy focused on messaging to increase motorists' awareness of motorcycles, understanding common motorcycle driving behaviors, and learning how to drive safely around motorcycles on West Virginia roadways. Billboard locations around the state were chosen in geographic locations designated as scenic motorcycle routes by the West Virginia Department of Tourism with the message, "Look Twice, Save a Life."

The GHSP also partnered with the Motor Vehicle Network (MVN) to air program messaging on all television screens in all regional DMV offices, including motorcycle safety messaging. This messaging reached 113,199 customers served throughout the DMV's 26 regional offices during FFY2025. Motorcycle information cards were provided to the state's MADD Victim Services Advocate, along with other materials, to distribute during her awareness activities.

Program Budget

The WVMSP is primarily funded through the Motorcycle Safety Fund, which is established in West Virginia Code 17B-1D-7. This account retains all motorcycle endorsement fees (except for instruction permit fees) for WVMSP use.

Additionally, the WVMSP also utilized Federal Section 405f funds to operate its programs, and the LEL grant based out of the City of Beckley also has 405f funding available to assist with relevant training efforts.

Older Road Users

West Virginia's population is getting older. The 2024 U.S. Census Bureau QuickFacts for West Virginia indicated that 21.9 percent of West Virginia's population were persons 65 years old or older. In recent years, the percentage of fatalities involving older road users has also increased. Older drivers are also an emphasis area in the 2022-2026 Strategic Highway Safety Plan due to the rise in serious injury and fatal crashes involving drivers 65 and older.

Historical characteristics of older driver crashes have guided GHSP's focus on protecting older road users. In CY2022, persons age 65 and older accounted for 29 percent of crash fatalities, but CY2023 data showed a decrease to 22 percent of all crash fatalities in West Virginia, with a continued downward trend in CY2024, if only slightly, to 21.5 percent.

Analysis in the 3HSP considered data from 2012-2021 and found that two thirds of the fatally injured older road users were male. More than half of the older road user fatalities were in the age group of 65 to 74, another 33 percent were in the 75 to 84 age group, and the remaining 15 percent were 85 and above.

Paid Media: Older Road User Safety

The GHSP will continue its efforts to decrease this population's share of crash fatalities through concerted media and education efforts, with the help of meaningful PP&E activities. To create additional awareness, an older driver safety flyer was provided to the state's MADD Victim Services Advocate, along with other materials, to distribute during her awareness activities.

Through data-driven analysis, the GHSP determined that Older Drivers should have a media/education focus due to the number of crashes and fatalities involving older drivers and road users 65+, as well as the state having an increasingly older population. Older driver paid media campaign materials were created and used statewide in digital advertising, billboards, terrestrial radio, and cable television. Digital advertising consisted of Facebook, Google, and The Trade Desk, and earned 3,875,153 impressions, at a cost of $13,756.78. Billboards earned 4,272,972 impressions across 29 boards at a cost of $15,000. Terrestrial radio advertising cost $44,898.92 for 3,984 spots across 12 stations and six metro areas. Cable television consisted of 9,653 spots across four metro areas, earning 66.9% reach at a cost of $12,000.

The GHSP plans to continue PP&E efforts to better direct education and media efforts on this topic. Please refer to the PP&E section of this document for more information on the older road user PP&E activity conducted in FFY2025.

Projects in this program were funded primarily with 405e funds.

Roadside Safety

Though all 50 States have a "Move Over" law, according to NHTSA, one-third of the public is not aware of these laws, and traffic-related incidents continue to be the number one cause of death among on-duty law enforcement officers. During the 2025 West Virginia legislative session, the Move Over law was amended via H.B. 2344 to strengthen the law and include stationary vehicles alongside the road with flashing/hazard lights activated.

In FFY2025, the GHSP had planned to use the 405h funds for a public information campaign aimed at preventing roadside deaths. While this did not occur, research and data were compiled and analyzed to begin the process of developing strategies to better direct public information and education efforts. This process will continue into FFY2026 with the solicitation of feedback from first responders and other emergency responders such as tow truck drivers. This feedback will also help shape the eventual education and awareness campaign. Depending on feedback received, there may be dual messaging for both drivers and individuals along the roadside, including first responders, DOH workers and contractors, and pedestrians. The GHSP will continue to work closely with our DOH, the Traffic Records Coordinating Committee, and our consultants to identify the data related to roadside worker crashes (work zone, first responders, tow truck operators, etc.) and near-miss incidents, or how to capture this data if it is not presently available. In addition, we will work to expand our working group, public education efforts, and enforcement of West Virginia's Move Over law in FFY2026 and FFY2027.

An additional awareness and safety activity involved providing roadside safety equipment and vehicle wrap to the East River Volunteer Fire Department in Region 8. The agency will include roadside safety education in all community and school outreach they conduct, and the wrapped vehicle will be on display at various events to increase awareness.

Projects in this program were to be funded primarily with 405h funds.

ATV Safety Program

West Virginia law requires an All-Terrain Vehicle (ATV) Safety Awareness Program for riders under 18 years old. In CY2024, West Virginia had 6 fatalities involving ATVs or Utility Terrain Vehicles (UTV) on the state's roadways. All six fatalities were unhelmeted. Though West Virginia law focuses on riders under 18, fatalities occur with all ages of riders.

Data indicates that helmet use remains the most productive deterrent in preventing ATV, UTV, and Special Purpose Vehicles (SPV) injuries and fatalities, and riders of all ages should be educated on ATV safety and helmet use. SPVs are a special class of UTV designated in WV Code, that can be operated under specific conditions on designated public roadways. This code went into effect in 2020 and caused a lot of confusion with media, law enforcement, government officials, and the public, regarding what qualified UTVs or ATVs to be legally operated on public roadways. This caused a need for additional education for law enforcement and the public, as well as more detailed tracking of fatalities. The GHSP has since began tracking fatalities separately for ATVs, UTVs, and SPVs.

The ATV Safety and Awareness Program provides safety training at WVDMV regional offices. The GHSP promotes an expanded version of the training through partnerships with several state agencies including West Virginia University (WVU) Extension Service, the Department of Natural Resources, the West Virginia National Guard, the Department of Education, and the Division of Forestry. A 2.5-hour online ATV safety course is also available for riders to increase safe ATV practices.

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

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

Projects Not Implemented

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

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

Federal Funding Source(s)/Amount: 405f-$5,000

Project Number: F25-HS-09

Subrecipient(s): City of Beckley (State Government)

The GHSP considered a proposed motorcycle training project, but rather than utilize this funding, the project was better suited to be incorporated in the DTASP.

Project Name: GHSP—Motorcycle Safety Public Information and Education

Project Description: This project funds the development and distribution of public information materials promoting safety messages for motorists to be aware of and share the road with motorcyclists.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Motorcyclists

Federal Funding Source(s)/Amount: 402-$20,000

Project Number: F25-HS-01

This specific project funding was not spent, though the WVMSP carried out extensive state- and federally-funded education and media efforts on motorcyclist safety.

Project Name: Motorcycle Safety Program Assessment

Project Description: This project provides funds to carry out a NHTSA assessment of West Virginia's motorcycle safety program. With motorcycle fatalities increasing according to the most recent FFY 2023 Annual Report, West Virginia will utilize the safety assessment recommendations and best practices for future consideration and training.

Federal Funding Source(s)/Amount: 402-$10,000

Project Number: F25-HS-01

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

The GHSP carried out this assessment using state funds.

Project Name: Jefferson County Commission—Traffic Records

Project Description: Funds will be provided to Jefferson County agencies, as well as agencies in Grant, Hardy, Pendelton, and Berkeley Counties to support the TRCC in implementation of the *FFY2025 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports, citations, and training.

Location where the Project is Performed: Jefferson, Berkeley, Grant, Hardy, and Pendleton Counties

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405c-$20,000

Project Number: F25-HS-06

Subrecipient(s): Jefferson County Commission (County Government)

The agencies proposed for this project sought funding through the DTASP.

Project Name: Jefferson County Commission—Eastern Panhandle Crash Reconstruction Team

Project Description: Funds will be provided to Jefferson County to support the TRCC in implementation of the *FFY2025Traffic Records Strategic Plan*. This project will fund the establishment of a regionwide Crash Reconstruction Team in Jefferson, Berkeley, and Morgan Counties.

Location where the Project is Performed: Jefferson, Berkeley, and Morgan Counties

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 402-$50,000

Project Number: F25-HS-06

Subrecipient(s): Jefferson County Commission (County Government)

This project was not able to be initiated during the grant year, and the GHSP will evaluate its future status in the program.

Project Name: Monongalia County Commission—Distracted Driving

Project Description: This project provides funds to the Monongalia County Sheriff's Department, which also provides funds to the West Virginia University Police Department, to conduct distracted driving overtime enforcement. Each agency also is responsible for conducting focused distracted driving enforcement during distracted driving month (April).

Location where the Project is Performed: Monongalia County

Affected Communities (if applicable): Older Road Users, Men 18-64, Teen Drivers, Rural Communities

Federal Funding Source(s)/Amount: 405e-$50,000

Project Number: F25-HS-17

Subrecipient(s): Monongalia County Commission (County Government)

This project was not implemented due to insufficient grantee staffing and participation levels.

Project Name: City of Morgantown—Distracted Driving

Project Description: This project provides funds for the Morgantown Police Department to conduct distracted driving overtime enforcement. The Department also is responsible for conducting focused distracted driving enforcement during distracted driving month (April).

Location where the Project is Performed: Morgantown

Affected Communities (if applicable): Older Road Users, Men 18-64, Teen Drivers, Rural Communities

Federal Funding Source(s)/Amount: 405e-$20,000

Project Number: F25-HS-18

Subrecipient(s): City of Morgantown (City Government)

This project was not implemented due to insufficient grantee staffing and participation levels.

Project Name: GHSP—Distracted Driving Survey

Project Description: Current distracted driving data is unreliable. Too often, law enforcement officers fail to indicate on crash reports if cell phones/texting were the likely cause for the crash. A scientific-based survey would assist in determining the severity of distracted driving in West Virginia.

Location where the Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405e-$100,000

Project Number: F25-HS-01

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

This project was not implemented due to grantee staffing changes. The GHSP is still seeking to improve distracted driving data through other initiatives.

Project Name: Non-motorized Road User Public Information and Education and Training

Project Description: This project provides funds for the development of public information, education and training materials related to non-motorized road user safety.

Location where the Project is Performed: Statewide

Affected Communities (if applicable): Pedestrians, Cyclists, and Other Vulnerable Road Users, Depending on the Project

Federal Funding Source(s)/Amount: 405g-$100,000

Project Number: F25-HS-01

Subrecipient(s): Division of Motor Vehicles (State Agency)

The GHSP has begun preliminary work on this project and has a contract in place, and we plan to fully realize it in FFY2026, although the media portion of the project may not begin until FFY2027.

Project Name: GHSP—Older Road User Survey

Project Description: Older road user safety is a new countermeasure and program area for West Virginia. A scientific-based survey would assist in determining the issues older road users face when using various modes of transportation, how to best reach this demographic, and establish a baseline to determine progress.

Location where the Project is Performed: Statewide

Affected Communities (if applicable): Older Road Users 65+

Federal Funding Source(s)/Amount: 405e-$100,000

Project Number: F25-HS-01

Subrecipient(s): Division of Motor Vehicles (State Agency)

The GHSP is still analyzing data and determining an approach to the research.

Project Name: GHSP—Paid Media and Advertising

Project Description: As described above, the GHSP will purchase paid media and advertising in FFY2025 for:

- Non-motorized Road User (Media Campaign)-$140,000 (Section 405g) *contingent upon estimated total allocation of $240,000

This proposed expenditure is part of the GHSP's master Paid Media and Advertising project. The GHSP has begun preliminary work to develop the media portion of the project, but advertising may not begin until FFY2027.

Project Name: GHSP—Roadside Safety Program

Project Description: The GHSP will implement a Roadside Safety program that will include public education about West Virginia's Move Over laws, optical visibility enhancement for drivers and emergency responder personnel, and data collection and analysis. The GHSP will also continue to analyze roadside safety-related crash data as well as engage first responders, including tow truck drivers, to determine if additional roadside safety projected are necessary. It is important to the GHSP that first responders are given opportunities to provide feedback to this project to help direct the funds in ways that will be beneficial to all.

Location where Project is Performed: Statewide

Affected Communities (if applicable):

Funding Source: 405h **Estimated Allocation**: $70,000 in FFY2025.

Project Number: F25-HS-01

Subrecipient(s): Division of Motor Vehicles/GHSP (State Agency)

The GHSP has begun preliminary work on this project. A contract is in place, and we plan to fully realize it in FFY2026, although the media portion of the project may not begin until FFY2027.

Regional Programs and Coordinators

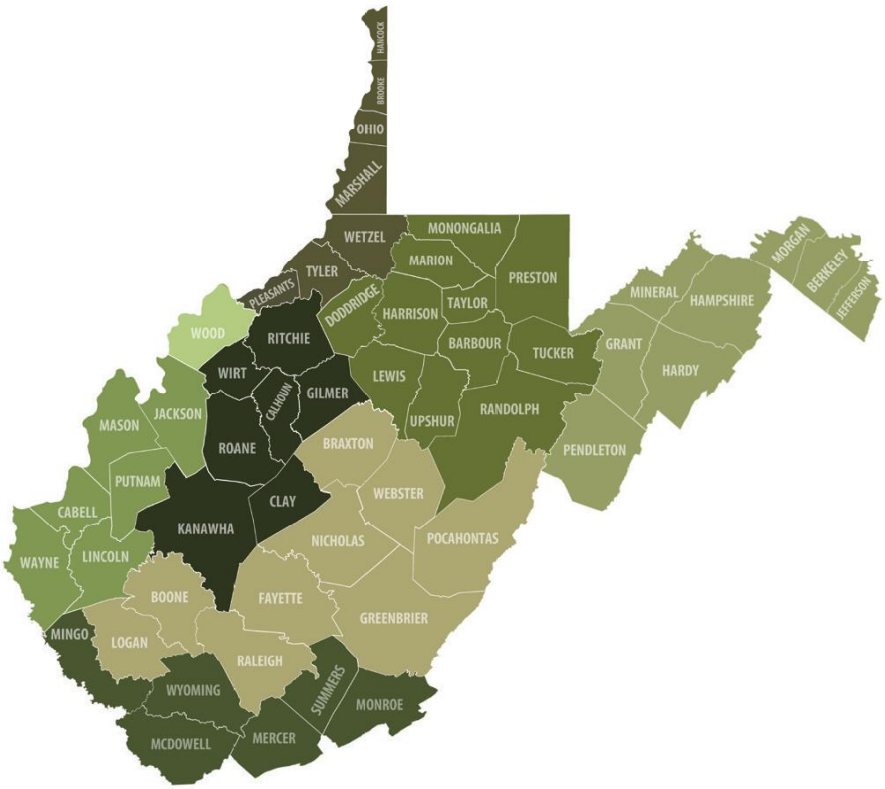
The GHSP has divided the state's 55 counties into eight regions based on geography and demographics. Prior to FFY2019, each region employed a Regional Coordinator who was responsible for the implementation of evidence-based highway safety programs and projects throughout their region. Acting as an extension of the GHSP by facilitating training, media, PI&E, law enforcement activities, and legislative initiatives in their respective regions, they also supported state and national highway safety initiatives.

In FFY2019 the regions were restructured. All 55 counties are still part of a region; however, seven regions are true Regional Traffic Safety Programs (with a Coordinator); one region (6) is now considered a Regional Law Enforcement Only Program.

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

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

Federal funding for regional programs comes from Sections 402 and 405 funds, and West Virginia Division of Highways funds for Work Zone Safety.



Region 1

Regional Traffic Safety Program Grantee: City of Charleston

Metro Valley Highway Safety Program Coordinator: Roberta Meadows

Counties: Calhoun, Clay, Gilmer, Kanawha, Ritchie, Roane, and Wirt

Additional Grantees: Kanawha County Commission

Region 2

Regional Traffic Safety Program Grantee: City of Huntington

Huntington Regional Highway Safety Program Coordinator: Beau Evans

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

Region 3

Regional Traffic Safety Program Grantee: City of Charleston

Mid-Ohio Valley Highway Safety Program Coordinator: Roberta Meadows

Counties: Wood

Region 4

Regional Traffic Safety Program Grantee: City of Wheeling

Northern Regional Highway Safety Program Coordinator: Melissa Pajak

Counties: Brooke, Hancock, Marshall, Ohio, Pleasants, Tyler, and Wetzel

Region 5

Regional Traffic Safety Program Grantee: City of Clarksburg

High-Technology Corridor Regional Highway Safety Program Coordinator: Pat McCarty

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

Additional Grantees: City of Morgantown, Monongalia County Commission

Region 6

Regional Law Enforcement Only

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

Program Grantees: Jefferson County Commission, Morgan County Commission

Region 7

Regional Traffic Safety Program Grantee: City of Beckley

Southern Regional Highway Safety Program Coordinator: Sgt. Jamie Wilhite

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

Region 8

Regional Traffic Safety Program Grantee: Mercer County Commission

West Virginia Coalfields Highway Safety Program Coordinator: Capt. Adam Ballard

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

West Virginia Governor's Highway Safety Program Staff

Transportation Division Director | Jack McNeely

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

Business Operations Assistant Senior | Trish Anderson

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

Transportation Division Manager | Amy Boggs

The Transportation Division Manager is responsible for administration of all Federal highway safety funding. The position is also responsible for the HSP and Annual Report content. She also serves as the statewide Child Passenger Safety Coordinator and coordinates Public Participation and Engagement efforts. Funding is 100 percent Federal.

Public Information Specialist | to be filled in FFY2026

This position serves as the primary spokesperson for the GHSP and is responsible for all public relations and events planning. This position also coordinates, plans, and develops all types of paid and earned media, as well as graphic design and website development/maintenance. Funding is 100 percent Federal.

Community Development Specialist Senior | Heather Kessel

This position is responsible for training Community Development Specialists with program management duties. This position is responsible for the direct management of grants. She is also responsible for programming and activities related to Occupant Protection and Younger Drivers. Funding is 100 percent Federal.

Community Development Specialist | Matt Skeen

This Program Manager is responsible for the day-to-day management of grants. He is also responsible for programming and activities related to Speed and Older Drivers. Funding is 100 percent Federal.

Community Development Specialist | Jessica Sowards

This Program Manager is responsible for the day-to-day management of grants and serves as the statewide Impaired Driving Coordinator and is also responsible for programming and activities related to Drowsy Driving. Funding is 100 percent Federal.

Community Development Specialist | Rich Radford

This Program Manager is responsible for the day-to-day management of grants. He is also responsible for programming and activities related to Distracted Driving and Pedestrian/Bicycle Safety. Funding is 100 percent Federal.

Database Administrator | Tyler Thaxton

The Database Administrator performs technical and analytical research to obtain statistics and conduct evaluation. The traffic safety data collected is reported to the GHSP and other agencies. He serves as Chair of the Traffic Records Coordinating Committee and oversees eCitation and ReportBeam projects. Funding is 100 percent Federal.

Business Operations Assistant Senior | Donnie Hale

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

Business Operations Assistant Senior | Mary Jarrell

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

Accountant/Auditor Supervisor | Tonya Smith

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

Accountant/Auditor Trainee | Elizabeth Henderson

This position is the Assistant to the Fiscal Officer for the GHSP. Funding is 50 percent Federal and 50 percent State.

LEL Project Director and DTAS Program Coordinator | Tiffany Hart

The position is responsible for the coordination of all law enforcement activities within the GHSP projects and programs, including law enforcement training. The individual serves as the Project Director of the LEL and DTAS Programs (including WV Lifesavers) and provides assistance to law enforcement agencies as needed with enforcement events. This position is contractual through a grant with the City of Beckley.

Northern Law Enforcement Liaison | Vacant

This position provides assistance to the LEL program in the northern part of the state with law enforcement training and outreach and is funded through the City of Beckley LEL grant.

Southern Law Enforcement Liaison | Vacant

This position provides assistance to the LEL program in the southern part of the state with law enforcement training and outreach and is funded through the City of Beckley LEL grant.

DRE Program Coordinator | Sgt. Joey Koher

This position coordinates the statewide DRE Program and is funded through the City of Huntington Regional Highway Safety Program grant.

Traffic Safety Resource Prosecutor | Susan Ringer

This position coordinates traffic safety training for prosecutors and other related highway safety professionals statewide and is funded through a Highway Safety grant with the Division of Motor Vehicles.

Cost Summary for 2025

Program Category	Description	End Of Year 2025 Unexpended Balance	Estimated New Obligations	FY25 Expenditures Budget	9/30/25 Unawarded Funds	9/30/25 Match (50/50, 25%)	9/30/25 To Local 40%
Bipartisan Infrastructure Law (BIL) Grant Programs:							
BIL 402PA	Planning & Administrative	86,217.54	216,641.60	302,859.14	0.00	302,859.14	0.00
BIL 402AL	Alcohol	50,769.89	177,730.11	228,500.00	0.00	57,125.00	91,400.00
BIL 402EM	Emergency Med Services	0.00	32,000.00	32,000.00	0.00	8,000.00	12,800.00
BIL 402MC	Motorcycle Safety	30,000.00	0.00	20,000.00	0.00	5,000.00	8,000.00
BIL 402PS	Pedestrian/ Bicycle Sfty	500.00	4,500.00	5,000.00	0.00	1,250.00	2,000.00
BIL 402PT	Police Traffic Services	217,812.96	158,868.41	398,000.00	0.00	99,500.00	159,200.00
BIL 402TR	Traffic Records	60,688.00	2,427.69	63,115.69	0.00	15,778.92	25,246.28
BIL 402CP	Community Traffic Safety Programs	807,600.36	1,114,468.51	2,072,123.87	0.00	518,030.97	828,849.55
BIL 402DE	Driver Education	0.00	6,000.00	6,000.00	0.00	1,500.00	2,400.00
BIL 402SB	Pupil Transportation Safety	26,923.34	76.66	27,000.00	0.00	6,750.00	10,800.00
BIL 402SC	Speed Enforcement	164,152.12	542,347.88	706,500.00	0.00	176,625.00	282,600.00
BIL 402PM*	Paid Media	38,949.52	585,050.48	624,000.00	0.00	156,000.00	0.00
BIL 402TSP	Teen Safety Programs	24,238.05	81,361.95	105,600.00	0.00	26,400.00	42,240.00
BIL 402UNATTD	Unattended Passenger	198.29	1,801.71	2,000.00	0.00	500.00	800.00
BIL 402X	Uncommitted	4,133,279.14	0.00	0.00	3,971,905.51		
Total BIL 402 Programs		**5,641,329.21**	**2,923,275.00**	**4,592,698.70**	**3,971,905.51**	**1,374,819.03**	**1,465,535.82**
BIL 405BHV HIGH	Occ Prot HVE	102,713.45	236,007.50	338,720.95	0.00	84,680.24	0.00
BIL 405BTRNG HIGH	Occ Prot Training	0.00	20,000.00	20,000.00	0.00	5,000.00	0.00
BIL 405BPE HIGH	Occ Prot Public Educ	2,500.00	18,000.00	20,500.00	0.00	5,125.00	0.00
BIL 405BCPS HIGH	405B Occ Prot CPS	4,500.00	36,000.00	40,500.00	0.00	10,125.00	0.00
BIL 405BX HIGH	Uncommitted	488,882.66	0.00	0.00	462,769.48	0.00	0.00

Program Category	Description	End Of Year 2025 Unexpended Balance	Estimated New Obligations	FY25 Expenditures Budget	9/30/25 Unawarded Funds	9/30/25 Match (50/50, 25%)	9/30/25 To Local 40%
BIL 405BUS HIGH	Underserved CPS Programs	0.00	59,386.82	85,500.00	0.00	21,375.00	0.00
Total BIL 405B Programs		**598,596.11**	**369,394.32**	**505,220.95**	**462,769.48**	**126,305.24**	**0.00**
BIL 405BHV LOW	Occ Prot HVE	20,139.36	0.00	66,779.05	0.00	16,694.76	0.00
BIL 405BTRNG LOW	Occ Prot Training	16,118.68	0.00	0.00	0.00	0.00	0.00
BIL 405BPE LOW	Occ Prot Public Educ	6,080.02	0.00	0.00	0.00	0.00	0.00
BIL 405BCPS LOW	Occ Prot CPS	24,440.99	0.00	0.00	0.00	0.00	0.00
BIL 405BUS LOW	Underserved CPS Programs	0.00	0.00	0.00	0.00	0.00	0.00
BIL 405BX LOW	Uncommitted	0.00	0.00	0.00	0.00	0.00	0.00
Total BIL 405B Programs		**66,779.05**	**0.00**	**66,779.05**	**0.00**	**16,694.76**	**0.00**
BIL 405C	Data Programs	99,979.52	401,260.53	623,100.00	0.00	155,775.00	0.00
BIL 405C	Uncommitted	953,017.98	0.00	0.00	831,158.03	0.00	0.00
Total BIL 405C Programs		**1,052,997.50**	**401,260.53**	**623,100.00**	**831,158.03**	**172,469.76**	**0.00**
BIL 405DHVE	Imp Driv High Vis Enf	272,846.87	565,653.13	838,500.00	0.00	209,625.00	0.00
BIL 405DIDC	Imp Driving Coor	1,361.93	48,638.07	50,000.00	0.00	12,500.00	0.00
BIL 405DPM	Imp Driving Paid Media	528.20	421,971.80	422,500.00	0.00	105,625.00	0.00
BIL 405DTR	Imp Driving Training	97,596.40	178,403.60	276,000.00	0.00	69,000.00	0.00
BIL 405DOT	Imp Driving Other	5,500.00	30,500.00	36,000.00	0.00	9,000.00	0.00
BIL 405DX	Imp Driving Uncommitted	3,100,624.22	240,103.43	0.00	3,340,727.65	0.00	0.00
Total BIL 405D Impaired Driving		**3,478,457.62**	**1,485,270.03**	**1,623,000.00**	**3,340,727.65**	**405,750.00**	**0.00**
BIL 405EPE	Dist Driving Public Education	59,874.17	199,481.33	1,101,747.89	0.00	275,436.97	0.00
BIL 405EDDLE	Dist Driving Law Enf	184,297.38	0.00	406,000.00	0.00	101,500.00	0.00
BIL 405EX	Dist Driving Uncommitted	3,384,350.10	0.00	0.00	1,725,560.84	0.00	0.00
BIL 405EDE	Dist Driving Drivers Education	33,000.00	0.00	49,000.00	0.00	12,250.00	0.00
BIL 405EPM	Dist Driving Paid Media	68,845.53	0.00	507,500.00	0.00	126,875.00	0.00

Program Category	Description	End Of Year 2025 Unexpended Balance	Estimated New Obligations	FY25 Expenditures Budget	9/30/25 Unawarded Funds	9/30/25 Match (50/50, 25%)	9/30/25 To Local 40%
BIL 405EDD	Dist Driving Report	120,340.54	0.00	160,380.32	0.00	40,095.08	0.00
BIL 405EOD	Older Drivers	0.00	0.00	100,000.00	0.00	25,000.00	0.00
Total BIL 405E Dist Driving Program		**3,850,707.72**	**199,481.33**	**2,324,628.21**	**1,725,560.84**	**581,157.05**	**0.00**
BIL 405FMT	Motorcycle Safety Training	5,000.00	0.00	5,000.00	0.00	1,250.00	0.00
BIL 405FMA	Motorcycle Safety Aware	7,687.26	32,312.74	40,000.00	0.00	10,000.00	0.00
BIL 405FX	Uncommitted	103,572.62	15,717.92	0.00	119,290.54	0.00	0.00
Total Motorcycle Safety Program		**116,259.88**	**48,030.66**	**45,000.00**	**119,290.54**	**11,250.00**	**0.00**
BIL 405GPE	Nonmotorized Public Education	54,361.88	0.00	240,000.00	0.00	60,000.00	0.00
BIL 405GX	Nonmotorized Safety Uncommitted	195,472.98	0.00	0.00	9,834.86	0.00	0.00
Total Nonmotorized Safety Program		**249,834.86**	**0.00**	**240,000.00**	**9,834.86**	**60,000.00**	**0.00**
BIL 405HPE	Roadside Deaths Public Ed	44,808.39	21,660.77	72,000.00	0.00	18,000.00	0.00
BIL 405HBVS	Roadside Deaths Visibility	5,530.84	0.00	0.00	0.00	0.00	0.00
BIL 405HX	Roadside Deaths Uncommitted	42,343.49	20,034.62	0.00	62,378.11	0.00	0.00
Total Roadside Deaths Safety Program		**92,682.72**	**41,695.39**	**72,000.00**	**62,378.11**	**18,000.00**	**0.00**
SUPPBIL 402PA	Planning & Admin	0.00	20,000.00	20,000.00	0.00	5,000.00	0.00
SUPPBIL 402SA	Safe Communities	0.00	130,000.00	130,000.00	0.00	32,500.00	0.00
SUPPBIL 405BHV	Occupant Protection HVE	44,226.80	15,773.20	50,000.00	0.00	12,500.00	0.00
SUPPBIL 405BUS	Occupant Protection Underserved	0.00	0.00	10,000.00	0.00	2,500.00	0.00
SUPPBIL 405BX	Occupant Protection Uncommitted	0.00	6,340.20	0.00	6,340.20	0.00	0.00
SUPPBIL 405CDA	Data Program	48,617.47	0.00	0.00	0.00	0.00	0.00
SUPPBIL 405CX	Data Program Uncommitted	0.00	24,475.70	0.00	73,093.17	0.00	0.00

Program Category	Description	End Of Year 2025 Unexpended Balance	Estimated New Obligations	FY25 Expenditures Budget	9/30/25 Unawarded Funds	9/30/25 Match (50/50, 25%)	9/30/25 To Local 40%
SUPPBIL 405DPM	Imp Driv Paid Media	45,902.51	0.00	0.00	0.00	0.00	0.00
SUPPBIL 405DX	Imp Driving Uncommitted	0.00	89,142.96	0.00	135,045.47	0.00	0.00
SUPPBIL 405EPE	Dist Driving Education	243,252.11	0.00	243,252.11	0.00	60,813.03	0.00
SUPPBIL 405EX	Dist Driving Uncommitted 24-26	505,030.90	12,885.42	0.00	517,916.32	0.00	0.00
SUPPBIL 405FMMA	Motorcycle Safety Awareness	4,338.40	2,712.90	0.00	7,051.30	0.00	0.00
SUPPBIL 405G Nonmotorized Safety	Nonmotorized Safety	15,246.51	0.00	0.00	15,246.51	0.00	0.00
SUPPBIL 405H Preventing Roadside Deaths	Preventing Roadside Deaths	6,430.69	2,496.05	0.00	8,926.74	0.00	0.00
Total SUPPBIL Programs		**913,045.39**	**303,826.43**	**453,252.11**	**763,619.71**	**113,313.03**	**0.00**
NHTSA TOTAL		**16,060,690.06**	**5,772,233.69**	**10,545,679.02**	**11,287,244.73**	**2,803,064.11**	**1,465,535.82**

Grant Status Report

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
402	01 GHSP PLANNING & ADMIN	402PA	310,000.00	310,000.00	196,782.46	113,217.54		63.48%	
402	01 GHSP MOTORCYCLE SAFETY	402MC	30,000.00	30,000.00	156.20	29,843.80		0.52%	
402	01 GHSP TRAFFIC RECORDS	402TR	60,688.00	60,688.00	0.00	60,688.00		N/A	
402	01 GHSP COORDINATION	402CP	753,091.00	753,091.00	489,874.44	263,216.56		65.05%	
402	01 GHSP COORDINATION	402UNATTD	1,000.00	1,000.00	801.71	198.29		80.17%	
402	01 GHSP PAID MEDIA	402PM	516,000.00	516,000.00	487,225.07	28,774.93	1,174,839.88	94.42%	70.32%
402	02 CITY OF HUNTINGTON	402PS	4,500.00	4,500.00	4,500.00	0.00		100.00%	
402	02 CITY OF HUNTINGTON	402PT	4,000.00	4,000.00	2,510.38	1,489.62		62.76%	
402	02 CITY OF HUNTINGTON	402DE	6,000.00	6,000.00	6,000.00	0.00		100.00%	
402	02 CITY OF HUNTINGTON	402CP	91,000.00	91,000.00	77,658.05	13,341.95		85.34%	
402	02 CITY OF HUNTINGTON	402SB	6,000.00	6,000.00	2,883.96	3,116.04		48.07%	
402	02 CITY OF HUNTINGTON	402SC	83,000.00	83,000.00	76,208.12	6,791.88		91.82%	
402	02 CITY OF HUNTINGTON	402PM	16,500.00	16,500.00	16,449.99	50.01		99.70%	
402	02 CITY OF HUNTINGTON	402TSP	10,000.00	10,000.00	10,000.00	0.00	196,210.50	100.00%	88.78%
402	04 CITY OF WHEELING	402PT	2,000.00	2,000.00	0.00	2,000.00		N/A	
402	04 CITY OF WHEELING	402CP	73,600.00	73,600.00	65,525.30	8,074.70		89.03%	
402	04 CITY OF WHEELING	402SB	3,000.00	3,000.00	443.46	2,556.54		14.78%	
402	04 CITY OF WHEELING	402SC	28,000.00	28,000.00	17,036.67	10,963.33		60.85%	
402	04 CITY OF WHEELING	402PM	5,000.00	5,000.00	4,378.00	622.00		87.56%	
402	04 CITY OF WHEELING	402TSP	1,000.00	1,000.00	0.00	1,000.00	87,383.43	N/A	77.61%
402	05 CITY OF CLARKSBURG	402PT	3,000.00	3,000.00	0.00	3,000.00		N/A	
402	05 CITY OF CLARKSBURG	402CP	109,768.00	109,768.00	88,422.36	21,345.64		80.55%	
402	05 CITY OF CLARKSBURG	402SB	2,500.00	2,500.00	2,500.00	0.00		100.00%	
402	05 CITY OF CLARKSBURG	402SC	64,500.00	64,500.00	42,277.47	22,222.53		65.55%	
402	05 CITY OF CLARKSBURG	402PM	22,500.00	22,500.00	17,500.00	5,000.00		77.78%	
402	05 CITY OF CLARKSBURG	402TSP	5,000.00	5,000.00	4,585.97	414.03	155,285.80	91.72%	74.92%
402	06 JEFFERSON CO COMM	402PT	50,000.00	50,000.00	0.00	50,000.00		N/A	
402	06 JEFFERSON CO COMM	402CP	85,600.00	85,600.00	0.00	85,600.00		N/A	
402	06 JEFFERSON CO COMM	402SC	65,000.00	65,000.00	36,317.62	28,682.38	36,317.62	55.87%	18.10%
402	07 CITY OF BECKLEY	402PT	18,500.00	18,500.00	15,541.50	2,958.50		84.01%	
402	07 CITY OF BECKLEY	402CP	83,400.00	83,400.00	45,736.16	37,663.84		54.84%	

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
402	07 CITY OF BECKLEY	402SB	3,000.00	3,000.00	2,492.22	507.78		83.07%	
402	07 CITY OF BECKLEY	402SC	40,000.00	40,000.00	40,000.00	0.00		100.00%	
402	07 CITY OF BECKLEY	402PM	5,500.00	5,500.00	4,820.88	679.12		87.65%	
402	07 CITY OF BECKLEY	402TSP	7,000.00	7,000.00	0.00	7,000.00	108,590.76	N/A	68.99%
402	08 CITY OF CHARLESTON	402PT	4,000.00	4,000.00	0.00	4,000.00		N/A	
402	08 CITY OF CHARLESTON	402CP	80,600.00	80,600.00	57,332.51	23,267.49		71.13%	
402	08 CITY OF CHARLESTON	402SB	20,000.00	20,000.00	4,472.59	15,527.41		22.36%	
402	08 CITY OF CHARLESTON	402SC	70,000.00	70,000.00	69,846.23	153.77		99.78%	
402	08 CITY OF CHARLESTON	402PM	31,000.00	31,400.00	27,691.22	3,708.78		88.19%	
402	08 CITY OF CHARLESTON	402TSP	4,000.00	3,600.00	1,175.98	2,424.02	160,518.53	32.67%	76.58%
402	09 CITY OF BECKLEY LEL	402PT	22,500.00	22,500.00	1,809.05	20,690.95		8.04%	
402	09 CITY OF BECKLEY LEL	402CP	432,020.00	432,020.00	214,874.76	217,145.24	216,683.81	49.74%	47.67%
402	10 WV STATE POLICE	402SC	130,000.00	130,000.00	130,000.00	0.00	130,000.00	100.00%	100.00%
402	11 DMV TSRP	402PT	40,000.00	40,000.00	0.00	40,000.00	0.00	N/A	0.00%
402	11 DMV TSRP	402AL	153,500.00	153,500.00	102,730.11	50,769.89	102,730.11	66.93%	66.93%
402	12 AL BEVRG CNTRL ADM	402AL	68,000.00	68,000.00	68,000.00	0.00	68,000.00	100.00%	100.00%
402	14 MERCER CO COMM	402PS	500.00	500.00	0.00	500.00		N/A	
402	14 MERCER CO COMM	402PT	2,000.00	2,000.00	135.00	1,865.00		6.75%	
402	14 MERCER CO COMM	402CP	131,900.00	131,900.00	86,849.47	45,050.53		65.84%	
402	14 MERCER CO COMM	402SB	1,500.00	1,500.00	410.26	1,089.74		27.35%	
402	14 MERCER CO COMM	402SC	40,000.00	40,000.00	23,176.93	16,823.07		57.94%	
402	14 MERCER CO COMM	402PM	13,000.00	13,000.00	12,350.00	650.00		95.00%	
402	14 MERCER CO COMM	402TSP	13,000.00	13,000.00	0.00	13,000.00	122,921.66	N/A	60.88%
402	15 CITY OF BECKLEY DTASP	402PT	245,000.00	245,000.00	153,191.11	91,808.89		62.53%	
402	15 CITY OF BECKLEY DTASP	402CP	103,500.00	103,500.00	40,105.59	63,394.41	193,296.70	38.75%	55.47%
402	16 PUBLIC SERVICE COMM	402SC	35,000.00	35,000.00	34,937.27	62.73	34,937.27	99.82%	99.82%
402	17 MONONGALIA CO COMM	402CP	1,000.00	1,000.00	0.00	1,000.00		N/A	
402	17 MONONGALIA CO COMM	402SB	5,000.00	5,000.00	2,649.92	2,350.08		53.00%	
402	17 MONONGALIA CO COMM	402SC	33,000.00	33,000.00	8,243.58	24,756.42	10,893.50	24.98%	27.93%
402	18 CITY OF MORGANTOWN	402CP	500.00	500.00	0.00	500.00		N/A	
402	18 CITY OF MORGANTOWN	402SB	500.00	500.00	0.00	500.00		N/A	
402	18 CITY OF MORGANTOWN	402SC	12,000.00	12,000.00	4,519.72	7,480.28	4,519.72	37.66%	34.77%
402	19 MORGAN CO COMM	402SC	25,000.00	25,000.00	16,180.85	8,819.15	16,180.85	64.72%	64.72%
402	20 KAN CO COMM-SHERIFFS	402CP	1,000.00	1,000.00	0.00	1,000.00		N/A	
402	20 KAN CO COMM-SHERIFFS	402SB	2,000.00	2,000.00	0.00	2,000.00		N/A	

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
402	20 KAN CO COMM-SHERIFFS	402SC	45,000.00	45,000.00	6,306.79	38,693.21	6,306.79	14.02%	13.14%
402	21 WVOEMS-RETI	402EM	35,335.00	35,335.00	35,335.00	0.00	35,335.00	100.00%	42.92%
402	TOTAL 402 SAFE COMM AWARDS		4,371,002.00	4,371,002.00	2,860,951.93	1,510,050.07	2,860,951.93	65.45%	65.45%
402	TOTAL UNAWARDED FUNDS		5,728,423.15	5,728,423.15			N/A	N/A	N/A
402	TOTAL 402 SAFE COMM GRANTS		10,099,425.15	10,099,425.15	2,860,951.93		2,860,951.93	N/A	65.45%
				0.00			0.00		
405B	01 GHSP OP PE UNDERSERVED	405BUS	40,000.00	40,000.00	35,832.08	4,167.92	35,832.08	89.58%	89.58%
405B	02 CITY OF HUNTINGTON	405BHV	60,000.00	60,000.00	36,183.92	23,816.08		60.31%	
405B	02 CITY OF HUNTINGTON	405BPE	14,000.00	14,000.00	11,919.98	2,080.02		85.14%	
405B	02 CITY OF HUNTINGTON	405BCPS	5,000.00	5,000.00	2,153.70	2,846.30		43.07%	
405B	02 CITY OF HUNTINGTON	405BUS	3,500.00	3,500.00	3,448.50	51.50	53,706.10	98.53%	65.10%
405B	04 CITY OF WHEELING	405BHV	12,000.00	12,000.00	5,609.06	6,390.94		46.74%	
405B	04 CITY OF WHEELING	405BPE	2,000.00	2,000.00	0.00	2,000.00		N/A	.
405B	04 CITY OF WHEELING	405BCPS	9,000.00	9,000.00	4,286.96	4,713.04		47.63%	
405B	04 CITY OF WHEELING	405BUS	4,500.00	4,500.00	833.00	3,667.00	10,729.02	18.51%	69.22%
405B	05 CITY OF CLARKSBURG	405BHV	23,000.00	23,000.00	6,098.48	16,901.52		26.52%	
405B	05 CITY OF CLARKSBURG	405BCPS	8,000.00	8,000.00	400.00	7,600.00		5.00%	
405B	05 CITY OF CLARKSBURG	405BUS	7,000.00	7,000.00	6,993.71	6.29	13,492.19	99.91%	89.95%
405B	06 JEFFERSON CO COMM	405BHV	25,000.00	25,000.00	6,823.84	18,176.16	6,823.84	27.30%	27.30%
405B	07 CITY OF BECKLEY	405BHV	25,000.00	25,000.00	20,337.57	4,662.43		81.35%	
405B	07 CITY OF BECKLEY	405BPE	2,000.00	2,000.00	0.00	2,000.00		N/A	
405B	07 CITY OF BECKLEY	405BCPS	3,500.00	3,500.00	43.60	3,456.40		1.25%	
405B	07 CITY OF BECKLEY	405BUS	4,000.00	4,000.00	3,979.59	20.41	24,360.76	99.49%	70.61%
405B	08 CITY OF CHARLESTON	405BHV	50,000.00	50,000.00	34,208.40	15,791.60		68.42%	
405B	08 CITY OF CHARLESTON	405BCPS	8,000.00	8,000.00	2,994.01	5,005.99		37.43%	
405B	08 CITY OF CHARLESTON	405BUS	3,000.00	3,000.00	2,962.36	37.64	40,164.77	98.75%	65.84%
405B	09 CITY OF BECKLEY LEL	405BTRNG	20,000.00	20,000.00	4,181.32	15,818.68		20.91%	
405B	09 CITY OF BECKLEY LEL	405BCSS	500.00	500.00	0.00	500.00	4,181.32	N/A	20.40%
405B	10 WV STATE POLICE	405BHV	117,000.00	117,000.00	101,276.73	15,723.27	101,276.73	86.56%	86.56%
405B	14 MERCER CO COMM	405BHV	31,000.00	31,000.00	14,058.16	16,941.84		45.35%	
405B	14 MERCER CO COMM	405BPE	2,500.00	2,500.00	0.00	2,500.00		N/A	
405B	14 MERCER CO COMM	405BCPS	4,500.00	4,500.00	1,489.95	3,010.05		33.11%	
405B	14 MERCER CO COMM	405BUS	2,500.00	2,500.00	0.00	2,500.00	15,548.11	N/A	38.39%
405B	16 PUBLIC SERVICE COMM	405BHV	23,000.00	23,000.00	23,000.00	0.00	23,000.00	100.00%	100.00%
405B	17 MONONGALIA CO COMM	405BHV	16,000.00	16,000.00	195.06	15,804.94	195.06	1.22%	1.22%

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
405B	18 CITY OF MORGANTOWN	405BHV	11,000.00	11,000.00	509.20	10,490.80	509.20	4.63%	4.63%
405B	19 MORGAN CO COMM	405BHV	23,000.00	23,000.00	4,419.33	18,580.67	4,419.33	19.21%	19.21%
405B	20 KAN CO COMM-SHERIFFS	405BHV	12,500.00	12,500.00	2,487.72	10,012.28	2,487.72	19.90%	19.90%
405B	TOTAL 405B OCC PROT AWARDS		572,000.00	572,000.00	336,726.23	235,273.77	336,726.23	58.87%	58.87%
405B	TOTAL UNAWARDED FUNDS		676,080.82	676,080.82			N/A	N/A	N/A
405B	TOTAL 405B OCC PROT GRANTS		1,248,080.82	1,248,080.82	336,726.23		336,726.23	N/A	58.87%
				0.00			0.00		
405C	01 GHSP TRAFFIC RECORDS	405C	84,000.00	84,000.00	80,592.52	3,407.48	80,592.52	95.94%	95.94%
405C	02 CITY OF HUNTINGTON	405C	122,500.00	122,500.00	71,811.49	50,688.51	71,811.49	58.62%	58.62%
405C	04 CITY OF WHEELING	405C	30,000.00	30,000.00	29,531.35	468.65	29,531.35	98.44%	98.44%
405C	05 CITY OF CLARKSBURG	405C	65,000.00	65,000.00	63,250.22	1,749.78	63,250.22	97.31%	97.31%
405C	06 JEFFERSON CO COMM	405C	5,000.00	5,000.00	0.00	5,000.00	0.00	N/A	0.00%
405C	07 CITY OF BECKLEY	405C	30,000.00	30,000.00	0.00	30,000.00	0.00	N/A	0.00%
405C	08 CITY OF CHARLESTON	405C	30,000.00	30,000.00	7,221.20	22,778.80	7,221.20	24.07%	24.07%
405C	09 CITY OF BECKLEY LEL	405C	60,000.00	60,000.00	54,943.37	5,056.63	54,943.37	91.57%	91.57%
405C	10 WV STATE POLICE	405C	100,000.00	100,000.00	99,391.28	608.72	99,391.28	99.39%	99.39%
405C	14 MERCER CO COMM	405C	35,000.00	35,000.00	5,030.23	29,969.77	5,030.23	14.37%	14.37%
405C	16 PUBLIC SERVICE COMM	405C	8,000.00	8,000.00	8,000.00	0.00	8,000.00	100.00%	100.00%
405C	19 MORGAN CO COMM	405C	5,000.00	5,000.00	5,000.00	0.00	5,000.00	100.00%	100.00%
405C	20 KANAWHA CO COMM	405C	10,000.00	10,000.00	9,834.31	165.69	9,834.31	98.34%	98.34%
405C	TOTAL 405C TRAFFIC RECORDS AWARDS		584,500.00	584,500.00	434,605.97	149,894.03	434,605.97	74.36%	74.36%
405C	TOTAL UNAWARDED FUNDS		1,168,326.99	1,168,326.99			N/A	N/A	N/A
405C	TOTAL 405C TRAFFIC RECORDS GRANTS		1,752,826.99	1,752,826.99	434,605.97		434,605.97	N/A	74.36%
				0.00			0.00		
405D	01 GHSP PAID MEDIA	405DPM	346,000.00	346,000.00	337,208.18	8,791.82	337,208.18	97.46%	97.46%
405D	02 CITY OF HUNTINGTON	405DHVE	71,500.00	71,500.00	37,747.88	33,752.12		52.79%	
405D	02 CITY OF HUNTINGTON	405DIDC	50,000.00	50,000.00	48,638.07	1,361.93		97.28%	
405D	02 CITY OF HUNTINGTON	405DPM	8,000.00	8,000.00	7,999.99	0.01		100.00%	
405D	02 CITY OF HUNTINGTON	405DTRNG	146,000.00	146,000.00	81,351.11	64,648.89	175,737.05	55.72%	63.79%
405D	04 CITY OF WHEELING	405DHVE	39,000.00	39,000.00	20,892.10	18,107.90		53.57%	
405D	04 CITY OF WHEELING	405DPM	5,500.00	6,500.00	5,679.92	820.08		87.38%	

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
405D	04 CITY OF WHEELING	405DTR	2,000.00	1,000.00	647.13	352.87		64.71%	
405D	04 CITY OF WHEELING	405DOT	500.00	500.00	0.00	500.00	27,219.15	N/A	57.91%
405D	05 CITY OF CLARKSBURG	405DHVE	55,000.00	55,000.00	27,040.83	27,959.17		49.17%	
405D	05 CITY OF CLARKSBURG	405DPM	37,500.00	37,500.00	37,384.25	115.75		99.69%	
405D	05 CITY OF CLARKSBURG	405DTRNG	3,000.00	3,000.00	2,160.00	840.00		72.00%	
405D	05 CITY OF CLARKSBURG	405DOT	500.00	500.00	0.00	500.00	66,585.08	N/A	69.36%
405D	06 JEFFERSON CO COMM	405DHVE	25,000.00	25,000.00	13,067.59	11,932.41	13,067.59	52.27%	52.27%
405D	07 CITY OF BECKLEY	405DHVE	89,000.00	89,000.00	72,840.68	16,159.32		81.84%	
405D	07 CITY OF BECKLEY	405DPM	10,000.00	10,000.00	1,500.00	8,500.00		15.00%	
405D	07 CITY OF BECKLEY	405DTRNG	2,000.00	2,000.00	0.00	2,000.00	74,340.68	N/A	73.60%
405D	08 CITY OF CHARLESTON	405DHVE	115,000.00	115,000.00	58,905.41	56,094.59		51.22%	
405D	08 CITY OF CHARLESTON	405DPM	26,000.00	26,000.00	21,805.00	4,195.00		83.87%	
405D	08 CITY OF CHARLESTON	405DTRNG	5,000.00	5,000.00	363.00	4,637.00		7.26%	
405D	08 CITY OF CHARLESTON	405DOT	1,000.00	1,000.00	0.00	1,000.00	81,073.41	N/A	55.15%
405D	09 CITY OF BECKLEY LEL	405DTRNG	15,000.00	15,000.00	0.00	15,000.00	0.00	N/A	0.00%
405D	10 WV STATE POLICE	405DHVE	255,000.00	255,000.00	254,225.19	774.81	254,225.19	99.70%	
405D	14 MERCER CO COMM	405DHVE	47,000.00	47,000.00	6,502.16	40,497.84		13.83%	
405D	14 MERCER CO COMM	405DPM	13,000.00	13,000.00	5,300.00	7,700.00		40.77%	
405D	14 MERCER CO COMM	405DTRNG	10,000.00	10,000.00	0.00	10,000.00		N/A	
405D	14 MERCER CO COMM	405DOT	3,500.00	3,500.00	0.00	3,500.00	11,802.16	N/A	16.06%
405D	16 PUBLIC SERVICE COMM	405DHV	10,000.00	10,000.00	9,985.13	14.87	9,985.13	99.85%	99.85%
405D	17 MONONGALIA CO COMM	405DHVE	73,000.00	73,000.00	33,118.11	39,881.89	33,118.11	45.37%	45.37%
405D	18 CITY OF MORGANTOWN	405DHVE	29,000.00	29,000.00	5,819.97	23,180.03	5,819.97	20.07%	20.07%
405D	19 MORGAN CO COMM	405DHVE	8,000.00	8,000.00	4,839.95	3,160.05	4,839.95	60.50%	60.50%
405D	20 KANAWHA CO COMM	405DHVE	32,000.00	32,000.00	17,050.49	14,949.51	17,050.49	53.28%	53.28%
405D	TOTAL 405D IMP DRIVING AWARDS		1,533,000.00	1,533,000.00	1,112,072.14	420,927.86	1,112,072.14	72.54%	72.54%
405D	TOTAL UNAWARDED FUNDS		3,934,721.50	3,934,721.50			N/A	N/A	N/A
405D	TOTAL 405D IMPAIRED DRIVING GRANTS		5,467,721.50	5,467,721.50	1,112,072.14		1,112,072.14	N/A	72.54%
				0.00			0.00		
405E	01 GHSP DIST DRIVING	405EPE	1,265,000.00	1,149,000.00	953,668.47	195,331.53	953,668.47	83.00%	83.00%
405E	01 GHSP DIST DRIVING	405EDD	58,058.00	58,058.00	37,717.46	20,340.54	37,717.46	64.97%	64.97%
405E	01 GHSP DIST DRIVING	405E*DE	0.00	16,000.00	0.00	16,000.00	0.00	N/A	0.00%
405E	01 GHSP DIST DRIVING	405E*OD	100,000.00	100,000.00	0.00	100,000.00	0.00	N/A	0.00%
405E	01 GHSP DIST DRIVING	405E*PM	230,000.00	330,000.00	261,154.47	68,845.53	261,154.47	79.14%	79.14%

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
405E	02 CITY OF HUNTINGTON	405EPE	15,000.00	15,000.00	14,975.01	24.99		99.83%	
405E	02 CITY OF HUNTINGTON	405EDDLE	65,000.00	65,000.00	28,676.26	36,323.74	43,651.27	44.12%	54.56%
405E	04 CITY OF WHEELING	405EPE	5,000.00	5,000.00	5,000.00	0.00		100.00%	
405E	04 CITY OF WHEELING	405EDDLE	12,000.00	12,000.00	6,598.23	5,401.77		54.99%	
405E	04 CITY OF WHEELING	405EDE	1,000.00	1,000.00	0.00	1,000.00	11,598.23	N/A	64.43%
405E	05 CITY OF CLARKSBURG	405EPE	5,000.00	5,000.00	5,000.00	0.00		100.00%	
405E	05 CITY OF CLARKSBURG	405EDDLE	34,500.00	34,500.00	11,317.20	23,182.80		32.80%	
405E	05 CITY OF CLARKSBURG	405EDE	15,000.00	15,000.00	0.00	15,000.00	16,317.20	N/A	29.94%
405E	06 JEFFERSON CO COMM	405EDDLE	30,000.00	30,000.00	11,153.55	18,846.45	11,153.55	37.18%	37.18%
405E	07 CITY OF BECKLEY	405EPE	5,000.00	5,000.00	0.00	5,000.00		N/A	
405E	07 CITY OF BECKLEY	405EDDLE	16,000.00	16,000.00	15,607.51	392.49		97.55%	
405E	07 CITY OF BECKLEY	405EDE	1,000.00	1,000.00	0.00	1,000.00	15,607.51	N/A	70.94%
405E	08 CITY OF CHARLESTON	405EPE	35,000.00	35,000.00	20,000.00	15,000.00		57.14%	
405E	08 CITY OF CHARLESTON	405EDDLE	40,000.00	40,000.00	20,299.44	19,700.56	40,299.44	50.75%	53.73%
405E	09 CITY OF BECKLEY LEL	405EDD	100,000.00	100,000.00	0.00	100,000.00	0.00	N/A	0.00%
405E	10 WV STATE POLICE	405EDDLE	90,000.00	90,000.00	64,935.35	25,064.65	64,935.35	72.15%	72.15%
405E	14 MERCER CO COMM	405EPE	5,000.00	5,000.00	2,100.00	2,900.00		42.00%	
405E	14 MERCER CO COMM	405EDDLE	12,000.00	12,000.00	5,146.23	6,853.77		42.89%	
405E	14 MERCER CO COMM	405EDE	16,000.00	16,000.00	0.00	16,000.00	7,246.23	N/A	21.96%
405E	16 PUBLIC SERVICE COMM	405EDDLE	40,000.00	40,000.00	40,000.00	0.00	40,000.00	100.00%	100.00%
405E	17 MONONGALIA CO COMM	405EDDLE	15,000.00	15,000.00	0.00	15,000.00	0.00	N/A	0.00%
405E	18 CITY OF MORGANTOWN	405EDDLE	10,000.00	10,000.00	0.00	10,000.00	0.00	N/A	0.00%
405E	19 MORGAN CO COMM	405EDDLE	16,000.00	16,000.00	8,013.10	7,986.90	8,013.10	50.08%	50.08%
405E	20 KANAWHA CO COMM	405EDDLE	20,000.00	20,000.00	4,455.75	15,544.25	4,455.75	22.28%	22.28%
405E	TOTAL 405E DIST DRIVING AWARDS		2,256,558.00	2,256,558.00	1,515,818.03	740,739.97	1,515,818.03	67.17%	67.17%
405E	TOTAL UNAWARDED FUNDS		3,998,682.94	3,998,682.94			N/A	N/A	N/A
405E	TOTAL 405E DIST DRIVING GRANTS		6,255,240.94	6,255,240.94	1,515,818.03		1,515,818.03	N/A	67.17%
				0.00			0.00		
405F	09 CITY OF BECKLEY LEL	405FMT	5,000.00	5,000.00	0.00	5,000.00	0.00	N/A	0.00%
405F	01 GHSP PAID MEDIA	405FMA	40,000.00	40,000.00	39,996.96	3.04	39,996.96	99.99%	99.99%
405F	TOTAL 405F MOTORCYCLE SFTY AWARDS		45,000.00	45,000.00	39,996.96	5,003.04	39,996.96	88.88%	88.88%
405F	TOTAL UNAWARDED FUNDS		140,622.41	140,622.41	0.00		N/A	N/A	N/A
405F	TOTAL 405F MTRCYCL SFTY GRANTS		185,622.41	185,622.41	39,996.96		39,996.96	N/A	88.88%
				0.00			0.00		
405G	01 GHSP Public Education	405GPE	240,000.00	240,000.00	0.00	240,000.00	0.00	N/A	0.00%

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
405G	TOTAL 405G NONMOTORIZED SAFETY		240,000.00	240,000.00	0.00	240,000.00	0.00	N/A	0.00%
405G	TOTAL UNAWARDED FUNDS		164,183.60	164,183.60			N/A	N/A	N/A
405G	TOTAL 405G NONMOTORIZED SAFETY		404,183.60	404,183.60	0.00		0.00	N/A	0.00%
405H	01 GHSP Public Education	405HPE	70,000.00	70,000.00	0.00	70,000.00	0.00	N/A	0.00%
405H	14 MERCER CO COMM	405HPE	1,000.00	1,000.00	0.00	5,000.00	0.00	N/A	
405H	14 MERCER CO COMM	405HVS	17,000.00	17,000.00	11,469.16	5,000.00	11,469.16	N/A	67.47%
405H	TOTAL 405H PREVENTING ROADSIDE DEATHS		88,000.00	88,000.00	11,469.16	70,000.00	0.00	N/A	0.00%
405H	TOTAL UNAWARDED FUNDS		46,158.45	46,158.45			N/A	N/A	N/A
405H	TOTAL 405H PREVENTING ROADSIDE DEATHS		134,158.45	134,158.45	11,469.16		0.00	N/A	0.00%
NHTSA	TOTAL FEDERAL NHTSA AWARDS		9,690,060.00	9,690,060.00	6,311,640.42	3,131,888.74	6,300,171.26	65.02%	65.02%
NHTSA	TOTAL UNWARDED FUNDS		15,857,199.86	15,857,199.86			N/A	N/A	N/A
NHTSA	TOTAL FEDERAL NHTSA GRANTS		25,547,259.86	25,547,259.86	6,311,640.42			65.02%	65.02%
				0.00					
DOHW	02 CITY OF HUNTINGTON	DOHW	20,000.00	20,000.00	10,340.24	9,659.76	10,340.24	51.70%	51.70%
DOHW	04 CITY OF WHEELING	DOHW	20,000.00	20,000.00	6,718.58	13,281.42	6,718.58	33.59%	33.59%
DOHW	05 CITY OF CLARKSBURG	DOHW	6,000.00	6,000.00	1,261.26	4,738.74	1,261.26	21.02%	21.02%
DOHW	06 JEFFERSON CO COMM	DOHW	10,000.00	10,000.00	1,564.64	8,435.36	1,564.64	15.65%	15.65%
DOHW	07 CITY OF BECKLEY	DOHW	20,000.00	20,000.00	19,993.13	6.87	19,993.13	99.97%	99.97%
DOHW	08 CITY OF CHARLESTON	DOHW	20,000.00	20,000.00	361.68	19,638.32	361.68	1.81%	1.81%
DOHW	10 WV STATE POLICE	DOHW	75,000.00	75,000.00	61,025.20	13,974.80	61,025.20	81.37%	81.37%
DOHW	14 MERCER CO COMM	DOHW	15,000.00	15,000.00	0.00	15,000.00	0.00	N/A	N/A
DOHW	16 PUBLIC SERVICE COMM	DOHW	10,000.00	10,000.00	9,980.95	19.05	9,980.95	99.81%	99.81%
DOHW	18 CITY OF MORGANTOWN	DOHW	5,000.00	5,000.00	1,281.88	3,718.12	1,281.88	25.64%	25.64%
DOHW	19 MORGAN CO COMM	DOHW	7,500.00	7,500.00	2,152.71	5,347.29	2,152.71	28.70%	28.70%
DOHW	20 KAN CO COMM SHERIFFS	DOHW	10,000.00	10,000.00	0.00	10,000.00	0.00	N/A	N/A
DOHW	TOTAL DOHWZ AWARDS		218,500.00	218,500.00	114,680.27	103,819.73	114,680.27	52.49%	52.49%
DOHW	TOTAL UNAWARDED FUNDS		27,296.17	27,296.17	0.00	27,296.17	N/A	N/A	N/A
DOHW	TOTAL DOHWZ GRANTS		245,796.17	245,796.17	114,680.27	131,115.90	114,680.27	52.49%	52.49%
						0.00			

	GRANTEE	PROGRAM	ORIGINAL AWARD	ADJUSTED AWARD	EXPENSES	BALANCE	GRANTEE TOT EXP TO DATE	PROGRAM % SPENT	GRANTEE % SPENT TO DATE
	TOTAL HIGHWAY SAFETY AWARDS		9,908,560.00	9,908,560.00	6,426,320.69	3,235,708.47	6,414,851.53	64.74%	64.74%
	TOTAL UNAWARDED FUNDS		15,884,496.03	15,884,496.03	0.00		N/A	N/A	N/A
	TOTAL HIGHWAY SAFETY GRANTS		25,793,056.03	25,793,056.03	6,426,320.69	3,235,708.47	6,414,851.53	64.74%	64.74%

Notes