GHSP

WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM



WEST VIRGINIA ANNUAL GRANT APPLICATION

FEDERAL FISCAL YEAR 2027

Patrick Morrisey
Governor
State of West Virginia

Stephen T. Rumbaugh, P.E.
Secretary
Department of Transportation

Everett Frazier
Commissioner
Division of Motor Vehicles

Jack McNeely
Director
West Virginia Governor's Highway Safety Program

August 1, 2026

West Virginia Annual Grant Application

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prepared by

Cambridge Systematics, Inc.

August 1, 2026

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1.0 Updates to West Virginia's Triennial Highway Safety Plan

West Virginia's FFY2027-2029 Triennial Highway Safety Plan (3HSP) was submitted to the National Highway Traffic Safety Administration (NHTSA) on June 30, 2026. The figures below are supplemental visualizations of key statewide performance measures and their targets established in the FFY2027-2029 3HSP using the target-setting methodology defined in the plan.

Figure 1 Fatality Rate per 100M VMT Performance Target Through 2029

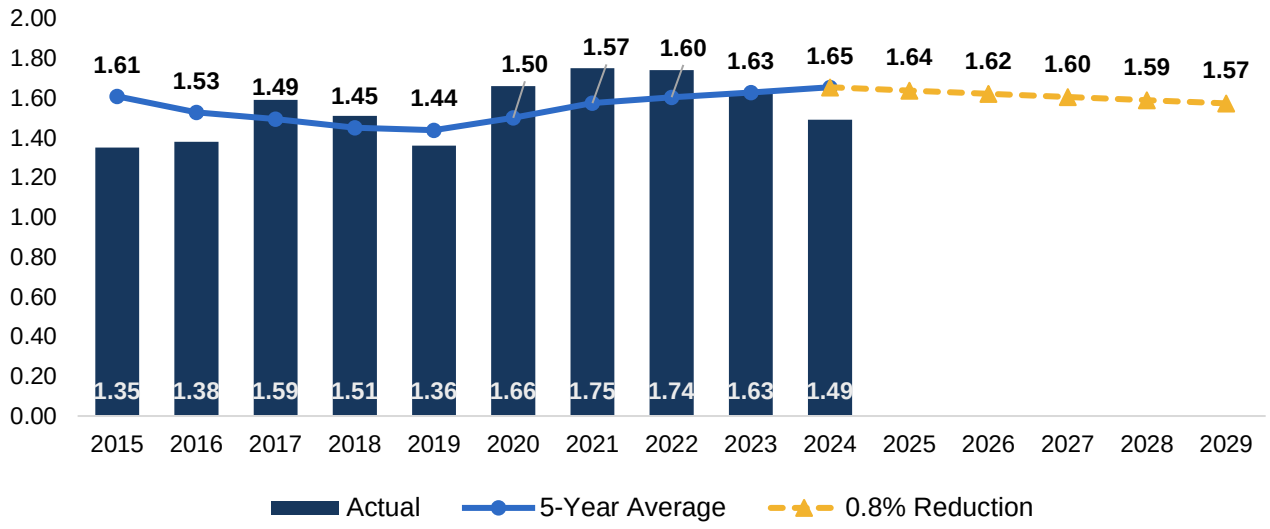


Figure 2 Rural Fatality Rate per 100M VMT Performance Target Through 2029

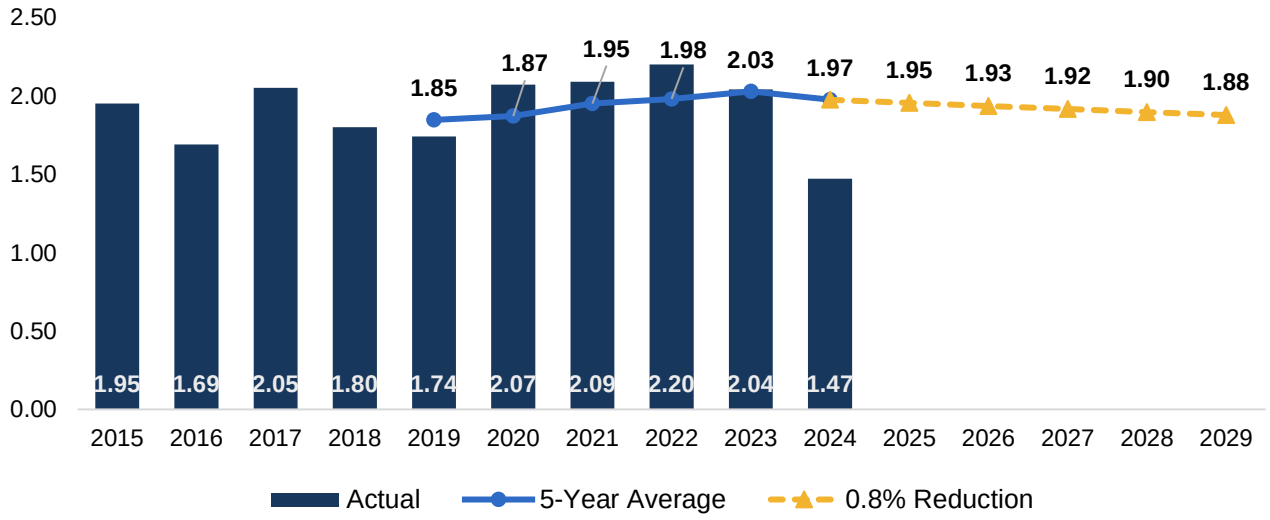
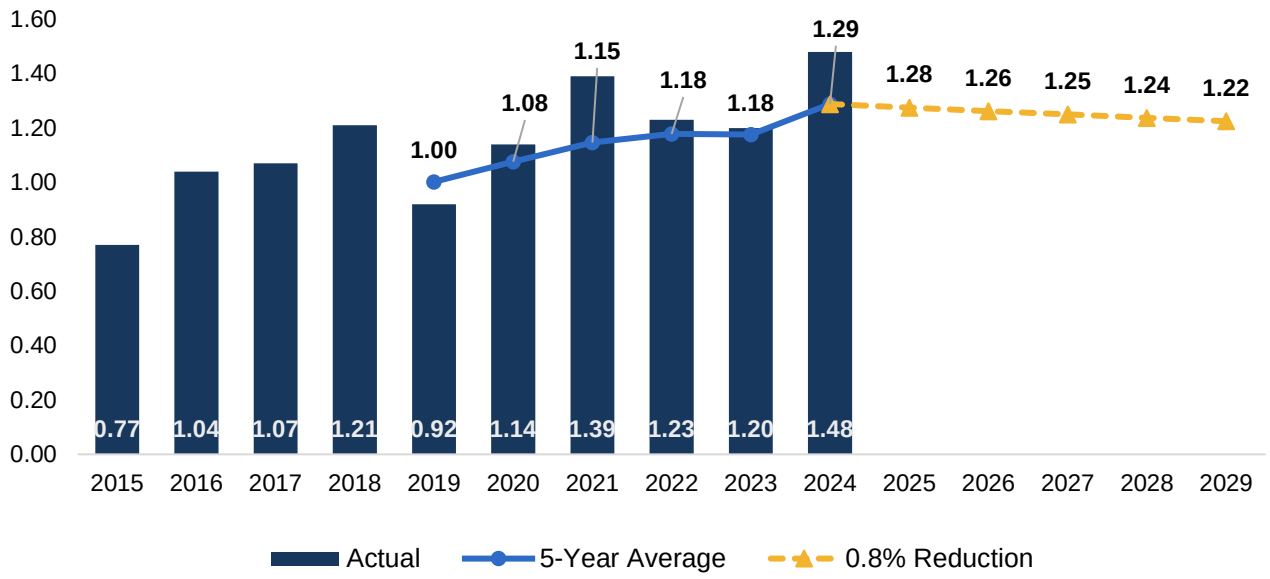


Figure 3 Urban Fatality Rate per 100M VMT Performance Target Through 2029



Due to this submission date, the State of West Virginia has made no other updates to any analysis in the plan. This includes:

- No adjustments to the countermeasure strategy for programming funds because the Triennial Highway Safety Plan was submitted to NHTSA less than one month ago; and
- No changes to the Performance Plan in the FFY2027-2029 Triennial Highway Safety Plan and no amendments to any common performance targets developed under § 1300.11(b)(3)(ii)(C).

2.0 Project and Subrecipient Information

2.1 Regional Traffic Safety Programs

FFY2027 Regional Traffic Safety Projects

Countermeasure(s): Regional Traffic Safety Programs in support of countermeasures in areas of impaired driving, occupant protection, speeding, distracted driving, motorcycles, older and younger drivers, pedestrians, bicyclists, and roadside safety.

Project Name: Regional Traffic Safety Programs

Project Description: All Regional Traffic Safety Programs (RTSP) coordinate and implement traffic safety programs within their region in collaboration with the West Virginia State Police, the GHSP Law Enforcement Liaison (LEL) Office, local law enforcement agencies, Child Passenger Safety (CPS) technicians, schools, and safety stakeholders. The RTSP Coordinators support implementation of the State's *FFY2027 Impaired Driving Strategic Plan*, *FFY2027 Occupant Protection Strategic Plan,* and other traffic safety initiatives, coordinate and provide training, coordinate paid media, facilitate earned media activities, and create innovative ideas and activities to aid their region in meeting the State's traffic safety performance targets.

Location where Project is Performed: Each Regional location

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-$1,039,428

Project Numbers: F27-HS-02, F27-HS-04, F27-HS-05, F27-HS-06, F27-HS-07, F27-HS-08, and F27-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Jefferson County Commission (Region 6), Wyoming County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: CP, PT, PM, DE, SB, TSP

Planning and Administration Costs: Yes **Amount**: $43,800

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Our Driving Concern

Project Description: In partnership with the National Safety Council, the GHSP will continue to develop an employer outreach program to deliver educational programming to businesses throughout the state. Employees will be provided training on maintaining a strong traffic safety culture, seat belt use, and avoiding risks like speeding, distracted driving, and alcohol- and drug-impaired driving. This training will reach older and younger drivers in the workforce, as well as fleet drivers who are potentially at risk for roadside safety crashes. All RTSPs will support these efforts, which shall also align with the implementation of the State's *FFY2027 Impaired Driving Strategic Plan*, *FFY2027 Occupant Protection Strategic Plan,* and other traffic safety initiatives. The GHSP is anticipating continuing this effort into future years.

Location where Project is Performed: Each Regional location/statewide

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-$242,633.05

Project Numbers: F27-HS-13

Subrecipient(s): National Safety Council (Non-profit)

Eligible Use of Funds: CP

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.2 Occupant Protection

Occupant Protection Strategic Management

Proper and consistent use of seat belts and child safety seats is known to be the single most effective protection against death and a mitigating factor in the severity of traffic crashes. The GHSP, with oversight of the West Virginia Occupant Protection Task Force, annually develops the *FFY2027 Occupant Protection Strategic Plan*, which was finalized on July 27, 2026.

Table 1 West Virginia Occupant Protection Task Force Membership

Organization	Name	Title
Boone County Sheriff's Office	Sheriff Chad Barker	
GHSP	Amy Boggs	Child Passenger Safety Coordinator/Division Manager
C&H Taxi	Jeb Corey	CEO
NHTSA Region 3	Joshua DeFisher	Regional Program Manager
Whitman, Requardt & Associates	Emily Dolderer	Project Engineer
AAA East Central	Jim Garrity	Public and Legislative Affairs Manager
WV Department of Education	Joshua Grant	Driver Education Coordinator
GHSP	Mary Jarrell	Motorcycle Safety Training Coordinator
Office of the Insurance Commissioner	Thomas Judy	Safety and Loss Control Manager
GHSP	Heather Kessel	Occupant Protection Coordinator
WV Rural Emergency Trauma Institute	David Kappel, MD, FACS	President
Public Service Commission of WV	Robin Lassak	Grant Coordinator
WV DOH	Marsha Mays	Highway Safety Planning & Analysis Engineer
WVSP	Lt. Eric McClung	Traffic Records Director
GHSP	Jack McNeely	Director
AAA East Central	Theresa Podguski	Director of Legislative Affairs
WV Office of Emergency Medical Services	Jody Ratliff	Director

Organization	Name	Title
Lincoln County Schools	Peggy Stone	Director of Transportation Services
WV Office of Emergency Medical Services	Erin Timbrook	EMS-C Coordinator
AAA Bluegrass	Lori Weaver Hawkins	Public Affairs Manager
Whitman, Requardt & Associates	Adam Weiser	Associate Vice President
WV Fleet Management Office	Kenny Yoakum	Director

Source: FFY2027 Occupant Protection Strategic Plan.

The FFY2027 Occupant Protection Strategic Plan, which aims to reduce injuries and fatalities by increasing seat belt and child passenger restraint use, is evaluated on an annual basis with changes made as needed. The plan incorporates recommendations from a NHTSA Occupant Protection Special Management Review conducted February 19–21, 2013, and NHTSA Occupant Protection Assessments conducted March 12–17, 2015, and March 28–April 1, 2022, which provided guidance on how the state can improve its occupant protection program. The GHSP's comprehensive approach utilizes city, county, and State law enforcement agencies, six Regional Traffic Safety Program (RTSP) Coordinators, community partners, and the media. The effort will be coordinated statewide by the GHSP Occupant Protection (OP) Coordinator, Child Passenger Safety Coordinator, and the GHSP LEL Office.

The Occupant Protection Strategic Plan describes all components required for eligibility for the Section 405(b) incentive grants program for occupant protection.

Annually, each RTSP Coordinator will arrange at least one seat belt enforcement activity in each of their areas no less frequently than every two weeks. The seven West Virginia State Police (WVSP) coordinators will arrange a minimum of one seat belt enforcement activity within each of their troop areas every two weeks. This enforcement will be focused on nighttime and on roadways that produced low seat belt use rates, as determined by the annual scientific observational seat belt survey. The GHSP OP Coordinator will coordinate the efforts of the RTSP Coordinators, law enforcement projects, and the seven WVSP troops. These three groups cover 100 percent of the State.

Each RTSP provides seat belt enforcement funding to police and sheriff's departments in their jurisdiction. Short-term, high-visibility enforcement campaigns have been observed to increase belt use more among traditionally lower-belt-use groups, including young drivers, than among higher-belt-use drivers. The FFY2027 Occupant Protection Strategic Plan details how West Virginia uses a variety of approved high-visibility seat belt enforcement efforts to reach nonusers, including saturation patrols, directed patrols, informational checkpoints, participation in the Click It Or Ticket (CIOT) mobilizations, law enforcement agency participation in a minimum of three additional enforcement waves, seat belt enforcement during all routine traffic enforcement, and state-mandated mobilizations.

The FFY2027 Occupant Protection Strategic Plan lists all law enforcement agencies participating in CIOT national and state mobilizations and year-round enforcement, by West Virginia county.

In addition, the GHSP requires all law enforcement agency partners to have written seat belt policies. We will secure letters of support from the West Virginia Chiefs of Police Association, the West Virginia Sheriffs Association, and the West Virginia Fraternal Order of Police. Finally, the GHSP will continue to leverage the

Data Tracking & Agency Support Program (DTASP) to collect all data about highway safety enforcement activities.

The FFY2027 Occupant Protection Strategic Plan describes public information and education activities to be carried out by each RTSP Coordinator, as well as the GHSP's media plan for CIOT mobilizations and enforcement waves. The GHSP has also made provisions to reach a large portion of rural communities in each region.

Finally, the FFY2027 Occupant Protection Strategic Plan describes GHSP's Child Passenger Safety (CPS) program, which includes local events, training, and observational surveying. The Plan lists the state's number of Child Passenger Safety Technicians (CPSTs) and CPST instructors, as well as its network of CPS fitting stations, staffing, and coverage of the state's population with a special emphasis on reaching at-risk populations. In FFY2027, the GHSP will implement a planned program of CPS inspection stations and events, as well as a program of CPS training, including CPST certification, recertification, and technical updates.

FFY2027 Occupant Protection Projects

Countermeasure(s): Seat Belt Use, Evidence-Based High-Visibility Enforcement Activities, Public Information and Education Activities, Media Activities, Strategies and Countermeasures for Rural Residents/Road Users, Age Group Activities, Child Passenger Safety, Law Enforcement Training Activities, Data Activities

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Project Name: West Virginia State Police—Occupant Protection

Project Description: West Virginia's lead law enforcement agency supports the *FFY2027 Occupant Protection Strategic Plan* through overtime enforcement, including directed patrols, saturation patrols, and seat belt informational checkpoints. The seven West Virginia State Police Troop Coordinators work in collaboration with the RTSP Coordinators, law enforcement agencies, local LELs in the region, and the GHSP LELs during the seat belt enforcement campaigns and CIOT. The State Police are primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments. Enforcement is focused on roadways that produced low seat belt use rates, as determined by the annual scientific seat belt survey. The State Police coordinators also conduct earned media activities, with at least two media activities per month, and PI&E events.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-$130,000

Project Number: F27-HS-10

Subrecipient(s): West Virginia State Police (State law enforcement agency)

Eligible Use of Funds: M1HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Law Enforcement Liaison (LEL) Office and Data Tracking and Support (DTAS) Program—Occupant Protection

Project Description: The GHSP LEL Office, along with the GHSP OP Coordinator, is responsible for oversight and coordination of the efforts of the RTSPs and West Virginia State Police coordinators in implementation of the *FFY2027 Occupant Protection Strategic Plan*. The LEL/DTASP Director serves on the Safety Management Task Force, coordinates occupant protection training for all law enforcement agencies receiving Federal Highway Safety grant funds and attends the NHTSA Occupant Protection Course. Funding also pays for two regional LELs. The LEL/DTASP Director oversees the statewide DTAS Program that provides recognition to individual law enforcement officers who demonstrate a devotion to ongoing enforcement of seat belt and DUI laws. The Coordinator also works to increase individual officer participation in the State's seat belt and impaired campaigns.

Location where Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 402-$386,350

Project Number: F27-HS-09

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

Eligible Use of Funds: PT, CP

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Regional Traffic Safety Programs—Occupant Protection

Project Description: The seven Regional Traffic Safety Program Coordinators implement the *FFY2027 Occupant Protection Strategic Plan* within their region in collaboration with the seven West Virginia State Police Troops, law enforcement agencies, local LELs in the region, and the GHSP LEL Office. Each region conducts seat belt enforcement activity and participates in the CIOT mobilization and State-mandated mobilizations. Enforcement is focused on roadways that produced low seat belt use rates as determined by the annual scientific seat belt survey. Regional coordinators conduct earned media activities with at least two media activities per month, PI&E events, age group activities, and attend the NHTSA Occupant Protection Course.

Location where Project is Performed: Each Regional location

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-$266,500

Project Numbers: F27-HS-02, F27-HS-04, F27-HS-05, F27-HS-07, F27-HS-08, and F27-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Wyoming County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: M1HVE, M1PE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Monongalia County Commission—Occupant Protection

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 CIOT and seat belt overtime enforcement in support of the *FFY2027 Occupant Protection Strategic Plan*.

Location where Project is Performed: Monongalia County (County Government)

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-$16,000

Project Number: F27-HS-17

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

Eligible Use of Funds: M1HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: City of Morgantown—Occupant Protection

Project Description: This project provides funds for the Morgantown Police Department to conduct CIOT and seat belt overtime enforcement in support of the *FFY2027 Occupant Protection Strategic Plan*.

Location where Project is Performed: Morgantown

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-$8,000

Project Number: F27-HS-18

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

Eligible Use of Funds: M1HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Public Service Commission—Occupant Protection

Project Description: This project provides funds to the Public Service Commission to conduct seat belt overtime enforcement specific to commercial drivers during CIOT and in support of the *FFY2027 Occupant Protection Strategic Plan*.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-$23,000

Project Number: F27-HS-16

Subrecipient(s): Public Service Commission (State CMV enforcement agency)

Eligible Use of Funds: M1HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Morgan County Commission—Occupant Protection

Project Description: This project provides funds to Morgan County agencies, as well as agencies in Hampshire and Mineral Counties, to conduct CIOT mobilization enforcement and additional seat belt overtime enforcement in support of the *FFY2027 Occupant Protection Strategic Plan*.

Location where Project is Performed: Morgan County, Hampshire County, and Mineral County

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-$33,000

Project Number: F27-HS-19

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

Eligible Use of Funds: M1HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Kanawha County Commission—Occupant Protection

Project Description: This project provides funds to the Kanawha County Sheriff's Department to conduct CIOT mobilization enforcement and additional seat belt overtime enforcement in support of the *FFY2027 Occupant Protection Strategic Plan*.

Location where Project is Performed: Kanawha County

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-$12,500

Project Number: F27-HS-20

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

Eligible Use of Funds: M1HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Jefferson County Commission—Occupant Protection

Project Description: This project provides funds Jefferson County agencies, as well as agencies in Hardy, Grant, Berkeley, and Pendleton Counties, to conduct CIOT mobilization enforcement and additional seat belt overtime enforcement in support of the *FFY2027 Occupant Protection Strategic Plan*.

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

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405b-$25,000

Project Number: F27-HS-06

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

Eligible Use of Funds: M1HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Community Voices—Occupant Protection

Project Description: This project provides funds for a project to address the low seat belt usage in McDowell County. This project will engage residents, schools, businesses, and community influences to co-create a campaign that increases seat belt use and reduces unrestrained fatalities in support of the *FFY2027 Occupant Protection Strategic Plan*.

Location where Project is Performed: McDowell County

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Federal Funding Source(s)/Amount: 405e-$155,000

Project Number: F27-HS-24

Subrecipient(s): Travelers Marketing (Service Provider)

Eligible Use of Funds: *OP

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: GHSP—Occupant Protection Paid Media

Project Description: As part of the State's Occupant Protection Program, the GHSP will purchase paid media, under the GHSP's consolidated Paid Media and Advertising project, during CIOT and in support of the *FFY2027 Occupant Protection Strategic Plan*. The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2027. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media.

The GHSP utilizes social media accounts with Facebook and Twitter/X. Paid advertising is purchased on other platforms such as Instagram, YouTube, and Google when the campaign, budget, and audience are appropriate to do so. In addition to social norming, these accounts will be utilized to purchase targeted advertising promoting NHTSA messages.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Teen Drivers/Passengers, Rural Communities

Project details, such as federal funding sources, project number, subrecipient and eligible use of funds, for all media projects are described in the GHSP Paid Media and Advertising project in Section 2.11 on pg. 47.

Project Name: Regional Traffic Safety Programs—CPS Program

Project Description: The six RTSP Coordinators implement *FFY2027 Occupant Protection Strategic Plan* CPS activities within their region. The RTSPs sponsor the NHTSA 32-Hour CPS Technician Course, host local events, such as car seat check events and support existing/develop additional child safety seat fitting stations, and implement earned media opportunities.

Location where Project is Performed: Each Regional location

Affected Communities (if applicable): Rural Communities

Federal Funding Source(s)/Amount: 405b-$77,500

Project Numbers: F27-HS-02, F27-HS-04, F27-HS-05, F27-HS-07, F27-HS-08, and F27-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Wyoming County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: M1CPS_US, M1CPS

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: GHSP—CPS Program

Project Description: The GHSP oversees all aspects of West Virginia's CPS program and implementation of the CPS activities identified in the *FFY2027 Occupant Protection Strategic Plan*, including paid media.

Additional Activities/Costs of Significance: 1) Funding for a cargo van-type vehicle to replace the existing trailer used for CPS activities. This vehicle will be used to house car seats, equipment, and supplies for CPS Technician Certification and Renewal classes statewide, as well as equipment and supplies for Child Passenger Safety on School Buses training. Funding will also include wrapping the vehicle for public information and educational purposes as well as outfitting the interior of the vehicle to adequately secure all items inside. The vehicle will also be used for car seat check events statewide. NHTSA pre-approval will be requested during the FFY2027 grant year. 2) Necessary equipment and supplies to host and teach Child Passenger Safety on School Buses training, including training seats, belt cutters, school bus-specific restraints, etc. All activities will be in support of the *FFY2027 Occupant Protection Strategic Plan.*

Location where Project is Performed: Statewide

Affected Communities (if applicable): Underserved Communities, including rural and low-income

Federal Funding Source(s)/Amount: 405b-$70,000; 402-$40,000

Project Number: F27-HS-01

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

Eligible Use of Funds: M1CPS_US, CP

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Law Enforcement Liaison (LEL) Office and Data Tracking and Support (DTAS) Program—CPS Program

Project Description: The LEL Office coordinates with all six RTSPs to provide law enforcement training in TOPS, Speed Enforcement—Radar Training, Instructor Development, SFST Updates, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other law enforcement training. The GHSP LEL/DTASP Director also assists in implementing the *FFY2027 Occupant Protection Strategic Plan* CPS activities.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Underserved Communities, including rural and low-income

Federal Funding Source(s)/Amount: 405b-$20,500

Project Number: F27-HS-09

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

Eligible Use of Funds: M1CPS_US, M1TR

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Statewide Adaptive Car Seat Program—CPS Program

Project Description: This project provides funds for adaptive car seats to families in need. The project will be administered by CPSTs with Safe Travels for All Children (STAC) training, who will evaluate the need for adaptive car seats once it is determined that no conventional car seats will work. Insurance companies will then be contacted to inquire about offsetting the costs of the adaptive car seat. Once insurance or other funding avenues have been explored, funds will be provided to program beneficiaries on a case-by-case basis. This project will endeavor to keep all children safe on West Virginia's roadways regardless of any special transportation needs, in support of the *FFY2027 Occupant Protection Strategic Plan*.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Underserved Communities, including rural and low-income

Federal Funding Source(s)/Amount: 405e-$30,000

Project Number: F27-HS-26

Subrecipient(s): WVU Medicine Golisano Children's Hospital (Non-profit)

Eligible Use of Funds: *CR

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.3 Impaired Driving

Impaired Driving Strategic Management

The GHSP, with oversight of the West Virginia Commission on Drunk Driving Prevention Board (CDDP) and the Impaired Driving Task Force, annually develops and approves the *FFY2027 Impaired Driving Strategic Plan.* This statewide plan is used to reduce impaired driving-related crashes, injuries, and fatalities by using a sustained enforcement effort coordinated with a media campaign and following all other recommendations of NHTSA Guideline No. 8. The *FFY2027 Impaired Driving Strategic Plan* was approved on July 24, 2026.

The Commission on Drunk Driving (CDDP) was created by Chapter 15, Article 2, Section 40 of West Virginia Code. Section 40 provides for the membership of the commission. The Superintendent of the West Virginia State Police (WVSP) acts as the Chairman, though he has appointed an Executive Director from his staff to oversee the activities of the Commission. Section 41 of this same Article bestowed the Commission with the authority to administer the Drunk Driving Prevention Fund, which is funded by sales taxes collected from private liquor clubs and other businesses that purchase wine and liquor from West Virginia vendors.

The CDDP meet quarterly to select grant awards to local law enforcement agencies for drunk driving enforcement. In FFY2025, the CDDP was expanded to provide for an Impaired Driving Task Force that meetings before/after the June CDDP Board meeting each year.

Table 2 West Virginia CDDP and ID Task Force Representatives

Organization	Name	Title	Proxy	Function
WV State Police Commission on Drunk Driving Prevention (CDDP)	Lt. Eric McClung	Traffic Records Director		Board Chair
WV State Police	Colonel J.L. Mitchell	Superintendent	Captain L.T. Goldie, Deputy Chief of Staff Services	State Law Enforcement
WV Division of Motor Vehicles	Everett Frazier	Commissioner	Adam Holley, DMV General Counsel	
WV Alcohol Beverage Control Administration	Fred Wooton	Commissioner	Shawn Smith, Manager, Licensing & Education Division	
Governor's Representative for Highway Safety	Everett Frazier	Commissioner	Jack McNeely, Director of GHSP	State Highway Safety Office
WV Prosecuting Attorney's Association	Vacant			Criminal Justice System
WV Sheriffs Association	Vacant	Sheriff		Local Law Enforcement
WV Chiefs of Police Association	Major Josh Sanders, Wheeling PD	Major		Local Law Enforcement
Lay Citizen	Joseph Tyree	Retired -- WVSP/WVGHSP		
Department of Health *ID Task Force only	Erin Timbrook, WV OEMS	EMS for Children Coordinator		Public Health
WVSP Toxicology Lab *ID Task Force only	Erin Feazell	Forensic Toxicologist		DUID Countermeasures
WV Governor's Highway Safety Program *ID Task Force only	Amy Boggs	Division Manager		Communications and Community Engagement

Source: FFY2027 West Virginia 405d Impaired Driving Plan.

FFY2027 Impaired Driving Projects

Countermeasure(s): Evidence-Based High-Visibility Enforcement Activities, Education and Information Activities, Media Activities, Law Enforcement Training Activities, Criminal Justice Support, Drug-Impaired Driving Prevention, Age Group Activities, Underage Activities, Data Activities

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Project Name: Regional Traffic Safety Programs—Impaired Driving

Project Description: The seven RTSPs coordinate the enforcement effort detailed in the *FFY2027 Impaired Driving Strategic Plan* in collaboration with the seven West Virginia State Police Troops. Each region is responsible for weekly enforcement, paid media, earned media, public information, and education events. There also is a training component in place to upgrade law enforcement's ability to be more effective in addressing the impaired driving problem.

Location where Project is Performed: Each Regional Location

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-$584,500

Project Numbers: F27-HS-02, F27-HS-04, F27-HS-05, F27-HS-07, F27-HS-08, and F27-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Wyoming County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: M5PEM, M5HVE, M5TR, M5OT

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: City of Huntington—Drug Recognition Evaluation (DRE) Program

Project Description: This project provides funds to the City of Huntington to support the statewide DRE Program in support of the *FFY2027 Impaired Driving Strategic Plan*.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-$305,000

Project Number: F27-HS-02

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

Eligible Use of Funds: M5IDC, M5TR

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Jefferson County Commission—Impaired Driving

Project Description: This project provides funds to Jefferson, Grant, Hardy, Pendleton, and Berkeley counties to participate in Drive Sober or Get Pulled Over mobilization enforcement, additional impaired driving overtime enforcement, and underage alcohol enforcement in support of the *FFY2027 Impaired Driving Strategic Plan*.

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

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-$28,000

Project Number: F27-HS-06

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

Eligible Use of Funds: M5HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Kanawha County Commission—Impaired Driving

Project Description: This project provides funds to the Kanawha County Sheriff's Department to participate in Drive Sober or Get Pulled Over mobilization enforcement, additional impaired driving overtime enforcement, DRE enforcement, and underage alcohol enforcement in support of the *FFY2027 Impaired Driving Strategic Plan*.

Location where Project is Performed: Kanawha County

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-$32,000

Project Number: F27-HS-20

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

Eligible Use of Funds: M5HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Morgan County Commission—Impaired Driving

Project Description: This project provides funds to Morgan, Hampshire, and Mineral Counties to participate in Drive Sober or Get Pulled Over mobilization enforcement, additional impaired driving overtime enforcement, and underage alcohol enforcement in support of the *FFY2027 Impaired Driving Strategic Plan*.

Location where Project is Performed: Morgan, Hampshire, and Mineral Counties

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-$15,000

Project Number: F27-HS-19

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

Eligible Use of Funds: M5HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Law Enforcement Liaison (LEL) Office and Data Tracking and Agency Support Program (DTASP)—Impaired Driving

Project Description: This project funds the contractual position of an LEL/DTASP Director, two regional LEL positions, and is an extension of the GHSP. The LEL Office coordinates with all seven RTSPs to provide law enforcement training in TOPS, Speed Enforcement—Radar Training, Instructor Development, SFST Updates, traffic safety and CPS conferences, DRE, ARIDE, Motorcycle Enforcement, Sobriety Checkpoint Training, and other Law enforcement training. The GHSP LEL implements activities in the *FFY2027 Impaired Driving Strategic Plan.* The LEL/DTASP Director oversees the statewide DTAS Program that provides recognition to individual law enforcement officers who demonstrate a devotion to ongoing enforcement of seat belt and DUI laws. The Coordinator also works to increase individual officer participation in the State's seat belt and impaired campaigns.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amounts: 402-$386,350; 405d-$15,000

Project Number: F27-HS-09

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

Eligible Use of Funds: CP, PT, M5TR

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: West Virginia State Police—Impaired Driving

Project Description: The lead law enforcement agency in the State supports the *FFY2027 Impaired Driving Strategic Plan* through overtime enforcement, including directed patrols, saturation patrols, sobriety checkpoints, DRE enforcement, and underage alcohol enforcement. The seven West Virginia State Police Troop Coordinators coordinate with all the RTSP Coordinators and the GHSP LEL Office during the impaired driving campaigns and the national mobilizations. The State Police are primarily responsible for patrolling roadways outside of the city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments. Each troop is responsible for weekly enforcement, earned media, public information, and education events.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-$270,000

Project Number: F27-HS-10

Subrecipient(s): West Virginia State Police (State Law Enforcement Agency)

Eligible Use of Funds: M5HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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

Project Description: The ABCA provides overtime enforcement for agents conducting compliance checks of licensed alcohol establishments, fake ID stings, and travel funds for the Project Director, if needed. Under this project, a statewide mobilization is conducted three times a year—during prom/graduation season, the national DUI mobilization period (mid-August through Labor Day), and the Thanksgiving through New Year's holiday season. The ABCA participates in a monthly West Virginia Statewide Compliance Check and Sweep program that targets specific counties for intensive enforcement. ABCA agents provide underage alcohol education with the DUI Simulator, which is taken to schools, colleges, community events, and fairs.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Teen Drivers

Federal Funding Source(s)/Amount: 402-$76,000

Project Number: F27-HS-12

Subrecipient(s): WV Alcohol Beverage Control Administration (State Agency)

Eligible Use of Funds: AL, CP

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: WV Division of Motor Vehicles—Traffic Safety Resource Prosecutor (TSRP)

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

Location where Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 402-$193,500

Project Number: F27-HS-11

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

Eligible Use of Funds: AL, PT

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Monongalia County Commission—Impaired 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, participate in Drive Sober or Get Pulled Over mobilization enforcement, additional impaired driving overtime enforcement, DRE enforcement, and underage alcohol enforcement in support of the *FFY2027 Impaired Driving Strategic Plan*.

Location where Project is Performed: Monongalia County

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-$78,000

Project Number: F27-HS-17

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

Eligible Use of Funds: M5HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: City of Morgantown—Impaired Driving

Project Description: This project provides funds for the Morgantown Police Department to participate in Drive Sober or Get Pulled Over mobilization enforcement, additional impaired driving overtime enforcement, DRE enforcement, and underage alcohol enforcement in support of the *FFY2027 Impaired Driving Strategic Plan*.

Location where Project is Performed: Morgantown

Affected Communities (if applicable): Men 18-64, Teen Drivers

Federal Funding Source(s)/Amount: 405d-$7,000

Project Number: F27-HS-18

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

Eligible Use of Funds: M5HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: GHSP—Impaired Driving Paid Media

Project Description: As part of the State's Impaired Driving Program, the GHSP will purchase paid media, under the GHSP's consolidated Paid Media and Advertising project, during DSOGPO and in support of the *FFY2027 Impaired Driving Strategic Plan.* The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2027. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media.

The GHSP utilizes social media accounts with Facebook and Twitter/X. Paid advertising is purchased on other platforms such as Instagram, YouTube, and Google when the campaign, budget, and audience are appropriate to do so. In addition to social norming, these accounts will be utilized to purchase targeted advertising promoting NHTSA messages.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Teen Drivers

Project details, such as federal funding sources, project number, subrecipient and eligible use of funds, for all media projects are described in the GHSP Paid Media and Advertising project in Section 2.11 on pg. 47.

Project Name: Public Service Commission—Impaired Driving

Project Description: This project provides funds to the Public Service Commission to carry out commercial vehicle impaired driving enforcement during national DSOGPO mobilizations in support of the *FFY2027 Impaired Driving Strategic Plan*.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64

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

Project Number: F27-HS-16

Subrecipient(s): Public Service Commission (State CMV enforcement agency)

Eligible Use of Funds: M5HVE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: West Virginia State Police Toxicology Lab—Impaired Driving

Project Description: This project provides funds to the West Virginia State Police Toxicology Lab to provide for a position to help test all impaired driving samples. This would keep the turnaround time for toxicology results low and will improve timeliness of impaired driving adjudication, in support of the *FFY2027 Impaired Driving Strategic Plan*. Pending NHTSA approval.

Location where Project is Performed: Statewide

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 405e-$65,000

Project Number: F27-HS-25

Subrecipient(s): West Virginia State Police Toxicology Lab (State Agency)

Eligible Use of Funds: *AL

Planning and Administration Costs: No **Amount**: N/A

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.4 Motorcycle Safety

FFY2027 Motorcycle Safety Projects

Countermeasure(s): Motorcycle Safety and Awareness Program, Education and Information Activities, Media Activities

Project Name: Law Enforcement Liaison (LEL) Office and Data Tracking and Support (DTAS) Program—Motorcycle Safety

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

Location where Project is Performed: Statewide

Affected Communities (if applicable): Motorcyclists

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

Project Number: F27-HS-09

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

Eligible Use of Funds: M11MT

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: GHSP—Motorcycle Safety Paid Media

Project Description: As part of the State's Motorcycle Safety Program, the GHSP will purchase paid media, under the GHSP's consolidated Paid Media and Advertising project, to promote motorcycle safety and motorist awareness messages. Messaging will be designed to reach motor vehicle drivers to increase awareness of each individual's responsibility to share the road with motorcyclists to create safer roadways and to reach motorcyclists regarding training and safety topics.

The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The West Virginia GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2027. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media.

The GHSP utilizes social media accounts with Facebook and Twitter/X. Paid advertising is purchased on other platforms such as Instagram, YouTube, and Google when the campaign, budget, and audience are appropriate to do so. In addition to social norming, these accounts will be utilized to purchase targeted advertising promoting NHTSA messages.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Motorcyclists

Project details, such as federal funding sources, project number, subrecipient and eligible use of funds, for all media projects are described in the GHSP Paid Media and Advertising project in Section 2.11 on pg. 47.

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: F27-HS-01

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

Eligible Use of Funds: MC

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.5 Speed Enforcement

FFY2027 Speed Enforcement Projects

Countermeasure(s): Evidence-Based High-Visibility Enforcement Activities, Education and Information Activities, Media Activities

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Project Name: Regional Traffic Safety Programs—Speed, Target Red Enforcement

Project Description: The seven RTSPs coordinate their region's speed and Target Red (red light/stop sign running) enforcement effort in collaboration with the seven West Virginia State Police troops. Each region is responsible for enforcement, education, paid media, and earned media. Funds are also provided for two dedicated speed enforcement mobilizations. Target Red is strongly related to speed enforcement.

Location where Project is Performed: Each Regional location

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-$400,500

Project Numbers: F27-HS-02, F27-HS-04, F27-HS-05, F27-HS-07, F27-HS-08, and F27-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Wyoming County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: SC

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Jefferson County Commission—Speed, Target Red Enforcement

Project Description: This project provides overtime funds for speed and Target Red (red light/stop sign running) enforcement for Jefferson, Grant, Hardy, Pendleton, and Berkeley Counties. Funds are also provided for two dedicated speed enforcement mobilizations. Target Red is strongly related to speed enforcement.

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

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-$65,000

Project Number: F27-HS-06

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

Eligible Use of Funds: SC

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: West Virginia State Police—Speed Enforcement

Project Description: The seven West Virginia State Police troops coordinate statewide overtime speed enforcement efforts in collaboration with the seven RTSPs. Funds are also provided for two dedicated speed enforcement mobilizations. Each troop is responsible for enforcement and earned media.

Location where Project is Performed: Statewide

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-$130,000

Project Number: F27-HS-10

Subrecipient(s): West Virginia State Police (State Law Enforcement Agency)

Eligible Use of Funds: SC

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Monongalia County Commission—Speed, Target Red, School Bus/Zone Enforcement

Project Description: This project provides overtime funds for speed, Target Red (red light/stop sign running), and school bus/zone enforcement for the Monongalia County Sheriff's Department, as well as travel funds for the Project Director, if needed, and also provides funds to the West Virginia University Police Department, to conduct directed and saturation speed and Target Red enforcement patrols. Funds are also provided for two dedicated speed enforcement mobilizations. Target Red and School Bus/Zone enforcement are both strongly related to speed enforcement.

Location where Project is Performed: Monongalia County

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-$39,000

Project Number: F27-HS-17

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

Eligible Use of Funds: SC, CP, SB

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: City of Morgantown—Speed, Target Red, School Bus/Zone Enforcement

Project Description: This project provides overtime funds for speed, Target Red (red light/stop sign running), and school bus/zone enforcement to the Morgantown Police Department, as well as travel funds for the Project Director, if needed. Funds are also provided for two dedicated speed enforcement mobilizations. Target Red and School Bus/Zone enforcement are both strongly related to speed enforcement.

Location where Project is Performed: Morgantown

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-$15,000

Project Number: F27-HS-18

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

Eligible Use of Funds: SC, SB, CP

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

---

Project Name: Morgan County Commission—Speed Enforcement

Project Description: This project provides overtime speed enforcement funds for Morgan, Hampshire, and Mineral counties to conduct directed and saturation speed enforcement patrols, as well as travel funds for the Project Director, if needed. Funds are also provided for two dedicated speed enforcement mobilizations.

Location where Project is Performed: Morgan, Hampshire, and Mineral counties

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-$36,000

Project Number: F27-HS-19

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

Eligible Use of Funds: SC, CP

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Kanawha County Commission—Speed, Target Red, School Bus/Zone Enforcement

Project Description: This project provides overtime funds for speed, Target Red (red light/stop sign running), and school bus/zone enforcement for Kanawha County Sheriff's Department to conduct directed and saturation patrols, as well as travel funds for the Project Director, if needed. Funds are also provided for two dedicated speed enforcement mobilizations. Target Red and School Bus/Zone enforcement are both strongly related to speed enforcement.

Location where Project is Performed: Kanawha County

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-$38,000

Project Number: F27-HS-20

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

Eligible Use of Funds: SC, CP, SB

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Public Service Commission—Speed Enforcement

Project Description: This project provides overtime speed enforcement funds for the Public Service Commission to conduct directed and saturation speed enforcement patrols for commercial motor vehicles, as well as travel funds for the Project Director, if needed. Funds are also provided for two dedicated speed enforcement mobilizations.

Location where Project is Performed: Statewide

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-$51,000

Project Number: F27-HS-16

Subrecipient(s): Public Service Commission (State CMV enforcement agency)

Eligible Use of Funds: SC, CP

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: GHSP—Speed Enforcement Paid Media

Project Description: As part of the State's Speed Enforcement Program, the GHSP will purchase paid media, under the GHSP's consolidated Paid Media and Advertising project, to support law enforcement's targeted enforcement focusing on speed violations. The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2027. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media.

The GHSP utilizes social media accounts with Facebook and Twitter/X. Paid advertising is purchased on other platforms such as Instagram, YouTube, and Google when the campaign, budget, and audience are appropriate to do so. In addition to social norming, these accounts will be utilized to purchase targeted advertising promoting NHTSA messages.

Location where Project is Performed: Statewide

Affected Communities (if applicable): All

Project details, such as federal funding sources, project number, subrecipient and eligible use of funds, for all media projects are described in the GHSP Paid Media and Advertising project in Section 2.11 on pg. 47.

2.6 Traffic Records Strategic Management

Robust traffic safety data underpins all traffic safety decision-making made in West Virginia, and the State is committed to improving the collection and analysis of traffic records.

The Traffic Records Coordinating Committee (TRCC) has been merged with the state's Safety Management Task Force (SMTF) Highway Safety Data Emphasis Area and will continue to act as the primary advisory committee for traffic records-related activities and projects following the recommendations contained in the

latest Traffic Records Assessment, completed in 2022. Combining the TRCC with the SMTF subcommittee will more closely align safety data planning with the state's Strategic Highway Safety Plan (SHSP). The TRCC/Data EA Team will meet at least three times per year. The GHSP's Traffic Records Coordinator serves as the champion for safety data initiatives and markets the traffic records ideal throughout the State, is chairperson of the TRCC/Data EA Team, and administers the daily business of the committee.

West Virginia's *FFY2027 Traffic Records Strategic Plan*, recently updated in July 2026, serves as a guide to ensure proper steps are being taken to implement a statewide comprehensive traffic records system that will be used by Federal, State, and local highway safety stakeholders, including the GHSP, Division of Highways, Division of Motor Vehicles, Administrative Office of the Courts, Municipal Courts, and Departments of Health and Human Services. Below, we demonstrate quantitative improvement in required data attributes of core databases.

Table 3 State Traffic Safety Information System Improvements Grant Interim Progress Report (Part A)

State: West Virginia **Report Date: 06/11/2026** **Submitted by: Tyler Thaxton**
Regional Reviewer:

System to be Impacted	**__X__CRASH ____DRIVER ____VEHICLE ____ROADWAY ____CITATION/ADJUDICATION ____EMS/INJURY OTHER specify:**
Performance Area(s) to be Impacted	**____ACCURACY __X__TIMELINESS _____COMPLETENESS ___ACCESSIBILITY ____UNIFORMITY ____INTEGRATION OTHER specify:**
Performance Measure used to track Improvement(s)	**Narrative Description of the Measure** C-T-1: The median or mean number of days from (a) the crash date to (b) the date the crash report is entered into the database.
Relevant Project(s) in the State's Strategic Plan	**Title, number, and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates** Crash System Project #1: Page 26 and 27.
Improvement(s) Achieved or Anticipated	**Narrative of the Improvement(s)** The average number of days has improved from 7.950 in 2025 to 6.462 in 2026. Which is a 18.72 percent improvement in the number of days between the crash date and submission date.
Specification of how the Measure is calculated / estimated	**Narrative Description of Calculation / Estimation Method** – Each record is electronically examined. – The average number of days is then calculated for each record. – The percent difference is then calculated and the average number of days it took to submit between 04/01/24-03/31/25 and 04/01/2025-03/31/2026. – A Random 20 record list is extracted/shown for each timeframe sample.
Date and Baseline Value for the Measure	For 4/1/2024-3/31/2025, the average number of days to submit a report was 7.926.
Date and Current Value for the Measure	For 4/1/2025-3/31/2026, the average number of days to submit a report was 6.492.
Regional Reviewer's Conclusion	**Check one** **___Quantitative performance improvement *has* been documented.** **___Quantitative performance improvement has *not* been documented.** **___Not sure.**

If "has not" or "not sure": What remedial guidance have you given the State?	
Comments	

Figure 1 Screenshot of the Interim Progress Report Data

					DCRS = Days Between Date of Crash and Report Submission
					YRR = Yearly Records Reviewed
	Data Year 2025	Data Year 2026			
DCRS	7.950	6.462		-18.72%	Change in DCRS in Data Year 2025
YRR	31068	30757		-1.00%	Difference in Total Records submitted

Figure 2 20 Record Random Sample

Twenty Random Records Pulled From Each Reporting Timeframe

Random Sample FFY2025			
Report Number	Date Of Crash	Date Of Submission	Days Between
202409113	4/16/2024 0:00	5/6/2024	20
202423933	10/30/2024 0:00	10/30/2024	0
202411681	5/23/2024 0:00	5/24/2024	1
202506951	3/29/2025 0:00	4/3/2025	5
202423798	10/23/2024 0:00	10/28/2024	5
202410138	5/12/2024 0:00	5/18/2024	6
202427107	11/22/2024 0:00	11/26/2024	4
202423931	10/24/2024 0:00	10/25/2024	1
202418897	8/12/2024 0:00	9/5/2024	24
202425244	11/8/2024 0:00	11/10/2024	2
202425074	11/6/2024 0:00	11/11/2024	5
202420934	9/10/2024 0:00	9/24/2024	14
202430730	12/25/2024 0:00	4/8/2025	104
202503610	2/19/2025 0:00	2/19/2025	0
202500728	1/11/2025 0:00	1/11/2025	0
202422607	10/11/2024 0:00	10/13/2024	2
202411561	5/8/2024 0:00	6/4/2024	27
202426179	11/22/2024 0:00	11/22/2024	0
202422365	10/11/2024 0:00	10/11/2024	0
202408409	4/26/2024 0:00	4/28/2024	2

Random Sample FFY2026			
Report Number	Date Of Crash	Date Of Submission	Days Between
202506864	4/2/2025 0:00	4/2/2025	0
202512832	6/16/2025 0:00	6/16/2025	0
202509083	4/28/2025 0:00	4/28/2025	0
202529366	10/22/2025 0:00	10/22/2025	0
202517139	8/7/2025 0:00	8/7/2025	0
202522563	10/9/2025 0:00	10/9/2025	0
202513066	6/15/2025 0:00	6/15/2025	0
202527499	11/20/2025 0:00	11/23/2025	3
202520950	9/23/2025 0:00	9/23/2025	0
202523893	10/25/2025 0:00	10/25/2025	0
202516740	8/1/2025 0:00	8/2/2025	1
202604733	3/7/2026 0:00	3/8/2026	1
202531035	12/12/2025 0:00	12/22/2025	10
202524031	10/27/2025 0:00	10/27/2025	0
202524184	10/13/2025 0:00	10/26/2025	13
202514693	7/3/2025 0:00	7/9/2025	6
202518817	8/25/2025 0:00	8/28/2025	3
202509863	4/30/2025 0:00	5/10/2025	10
202527220	11/28/2025 0:00	11/30/2025	2
202513223	6/17/2025 0:00	6/17/2025	0

Table 4 State Traffic Safety Information System Improvements Grant Interim Progress Report (Part B)

State: West Virginia **Report Date: 06/11/2026** **Submitted by: Tyler Thaxton**
Regional Reviewer:

System to be Impacted	**____CRASH ___DRIVER ____VEHICLE ____ROADWAY __X__CITATION/ADJUDICATION ____EMS/INJURY OTHER specify:**
Performance Area(s) to be Impacted	**____ACCURACY ____TIMELINESS ____COMPLETENESS ___ACCESSIBILITY __X__UNIFORMITY __X__INTEGRATION OTHER specify:**

Performance Measure used to track Improvement(s)	**Narrative Description of the Measure** C/A-U-2: The percentage of citation records entered into the database with common uniform statewide violation codes. Improvement/Integration/Uniformity—Based on the number of agencies using eCitation.
Relevant Project(s) in the State's Strategic Plan	**Title, number, and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates** Citation/Adjudication System Project #1: E-Citation: Page 23-25.
Improvement(s) Achieved or Anticipated	**Narrative of the Improvement(s)** Examine the first eCitation incident date created by an agency as the "first use date/year". Use that MIN date to see which agencies fall into each BASE_YEAR examined. This allows us to calculate the number of agencies using eCitation as an Integration measure based on increasing rollouts and use.
Specification of how the Measure is calculated / estimated	**Narrative Description of Calculation / Estimation Method** – Each eCitation record is electronically examined. – The MIN incident date for each law enforcement agency is determined and used as the "First Use Date". – The "First Use Date" is calculated into a BASE_YEAR that is based on being between 04/01/PREVIOUS-YEAR and 03/31/CURRENT-YEAR and then stepping backwards to the very first eCitation incident date. – The BASE_TOTAL is calculated from SUM(BASE_YEAR) Excluding the CURRENT_YEAR. – A sample of each BASE_YEAR, BASE_TOTAL & CURRENT_YEAR count is shown.
Date and Baseline Value for the Measure	For BASE_TOTAL = 04/01/2010-03/31/2025(Gives Total Law Enforcement Agencies Using eCitation by SUMMING all previous BASE-YEAR)
Date and Current Value for the Measure	For CURRENT_YEAR = 04/01/2025-03/31/2026 (Gives a Total Law Enforcement Agencies that started using eCitation in the currently measured year)
Regional Reviewer's Conclusion	**Check one** **___Quantitative performance improvement has been documented.** **___Quantitative performance improvement has not been documented.** **___Not sure.**
If "has not" or "not sure": What remedial guidance have you given the State?	
Comments	

Figure 3 Screenshot of the Interim Progress Report Data

Base Year	New eCitation Agencies Added	Total Agencies Using eCitation	Agencies Added Improvement over Previous Base Year
BASE YEAR 2011	3	3	0.00%
BASE YEAR 2012	2	5	66.67%
BASE YEAR 2013	17	22	340.00%
BASE YEAR 2014	12	34	54.55%
BASE YEAR 2015	5	39	14.71%
BASE YEAR 2016	12	51	30.77%
BASE YEAR 2017	46	97	90.20%
BASE YEAR 2018	56	153	57.73%
BASE YEAR 2019	29	182	18.95%
BASE YEAR 2020	19	201	10.44%
BASE YEAR 2021	8	209	3.98%
BASE YEAR 2022	10	219	4.78%
BASE YEAR 2023	5	224	2.28%
BASE YEAR 2024	4	228	1.79%
BASE YEAR 2025	10	238	4.39%
BASE YEAR 2026	6	244	2.52%

Figure 4 Base Record Sample

Incident Date	Agency Name	Base Year
12/30/2015 16:29	Charleston PD	BASE YEAR 2016
1/14/2020 15:16	Randolph Co SD	BASE YEAR 2020
11/18/2016 19:02	WVSP - St. Marys	BASE YEAR 2017
12/18/2018 19:05	WVSP - Gilbert	BASE YEAR 2019
6/21/2017 17:29	WVSP - Williamson	BASE YEAR 2018
1/22/2020 23:42	Grafton PD	BASE YEAR 2020
7/31/2019 7:46	Masontown PD	BASE YEAR 2020
1/18/2011 7:44	WVSP - Martinsburg	BASE YEAR 2011
7/29/2012 0:00	WVSP - Parkways Auth (Fayette)	BASE YEAR 2013
5/12/2017 18:43	Star City PD	BASE YEAR 2018
41186	WVSP - Huntington	BASE YEAR 2013
3/2/2017 8:06	Glenville PD	BASE YEAR 2017
46070.37361	Concord University Security	BASE YEAR 2026
12/8/2017 8:31	South Charleston PD	BASE YEAR 2018
8/5/2016 0:55	Moorefield PD	BASE YEAR 2017
10/18/2020 19:31	Paden City PD	BASE YEAR 2021
3/20/2016 12:59	Wood Co SD	BASE YEAR 2016
4/22/2014 20:28	WVSP - Winfield	BASE YEAR 2015
1/29/2025 9:36	Clay Co SD	BASE YEAR 2025
2/21/2018 14:59	Kenova PD	BASE YEAR 2018

FFY2027 Traffic Safety Information System Projects

Countermeasure(s): Efforts to achieve quantifiable, measurable progress in the accuracy, completeness, timeliness, uniformity, accessibility, or integration of data in core highway safety databases.

Project Name: Regional Traffic Safety Programs—Traffic Records

Project Description: All RTSP Coordinators assist the TRCC in implementation of the *FFY2027 Traffic Records Strategic Plan* within their region. The Coordinators support efforts to convert law enforcement agencies in their region to electronic reporting, including equipment and training to enforcement personnel in their region on electronic crash and citation reporting.

Location where the Project is Performed: Each Regional Location

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405c-$355,000

Project Numbers: F27-HS-02, F27-HS-05, F27-HS-05, F27-HS-07, F27-HS-08, and F27-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Wyoming County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: M3DA

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Law Enforcement Liaison Office and Data Tracking and Support (DTAS) Program—Traffic Records

Project Description: The GHSP LEL Office assists the TRCC/Data EA Team in implementation of the *FFY2027 Traffic Records Strategic Plan* by working with State and local law enforcement agencies throughout the State. The GHSP LEL Office coordinates and supports RTSP Coordinators and regional LEL efforts to convert law enforcement agencies to electronic reporting, including equipment and training to enforcement personnel in their region on electronic crash and citation reporting.

Location where the Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405c-$70,000

Project Number: F27-HS-09

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

Eligible Use of Funds: M3DA

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: GHSP—Traffic Records

Project Description: The GHSP provides support to the TRCC/Data EA Team in implementation of the *FFY2027 Traffic Records Strategic Plan*. The GHSP's Traffic Records Coordinator serves as the champion for safety data initiatives and markets the traffic records ideal throughout the State, is chairperson of the TRCC/Data EA Team, and administers the daily business of the committee. All aspects of the Strategic Plan

are maintained and managed by the Coordinator, as well as providing regular progress reports to Federal sponsors about its implementation. The GHSP Director and Division Manager also serve on the TRCC/Data EA Team.

Location where the Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405c-$87,600

Project Number: F27-HS-01

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

Eligible Use of Funds: M3DA

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Jefferson County Commission—Traffic Records

Project Description: Funds will be provided to Jefferson County agencies, as well as agencies in Grant, Hardy, Pendleton, and Berkeley Counties to support the TRCC/Data EA Team in implementation of the *FFY2027 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports and citations, as well as 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: F27-HS-06

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

Eligible Use of Funds: M3DA

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Morgan County Commission—Traffic Records

Project Description: Funds will be provided to Morgan County agencies, as well as agencies in the Hampshire and Mineral counties, to support the TRCC/Data EA Team in implementation of the *FFY2027 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports and citations, as well as training.

Location where the Project is Performed: Morgan, Hampshire, and Mineral Counties

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405c-$15,000

Project Number: F27-HS-19

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

Eligible Use of Funds: M3DA

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Kanawha County Commission—Traffic Records

Project Description: Funds will be provided to Kanawha County Sheriff's Department to support the TRCC/Data EA Team in implementation of the *FFY2027 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert agencies to the electronic reporting of crash reports and citations, as well as training.

Location where the Project is Performed: Kanawha County

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405c-$10,000

Project Number: F27-HS-20

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

Eligible Use of Funds: M3DA

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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

Project Description: Funds will be provided to Jefferson County to support the TRCC/Data EA Team in implementation of the *FFY2027 Traffic 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: F27-HS-06

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

Eligible Use of Funds: PT

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: West Virginia State Police—Traffic Records

Project Description: Funds will be provided to the West Virginia State Police to support TRCC/Data EA Team implementation of the *FFY2027 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to further comply with electronic reporting of crash reports and citations, as well as training.

Location where the Project is Performed: Statewide

Affected Communities (if applicable):

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

Project Number: F27-HS-10

Subrecipient(s): West Virginia State Police (State Law Enforcement Agency)

Eligible Use of Funds: M3DA

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Public Service Commission—Traffic Records

Project Description: Funds will be provided to the West Virginia Public Service Commission to support TRCC/Data EA Team implementation of the *FFY2027 Traffic Records Strategic Plan*. The project will fund the purchase of equipment to convert to the electronic reporting of crash reports and citations, as well as training.

Location where the Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405c-$8,000

Project Number: F27-HS-16

Subrecipient(s): Public Service Commission (State CMV Enforcement Agency)

Eligible Use of Funds: M3DA

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: West Virginia Office of Emergency Medical Services—Trauma Registry/Traffic Records

Project Description: Funds will be provided to the West Virginia Office of Emergency Medical Servies to support implementation of new trauma registry software, to improve EMS and trauma outcomes through more robust data collection, in support of the *FFY2027 Traffic Records Strategic Plan*.

Location where the Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 402-$4,023

Project Number: F27-HS-21

Subrecipient(s): West Virginia Office of Emergency Medical Services (State EMS Agency)

Eligible Use of Funds: EM

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: West Virginia Office of Emergency Medical Services—Public Information and Education

Project Description: Funds will be provided to the West Virginia Office of Emergency Medical Servies to develop public information and education efforts to improve EMS and trauma outcomes education, as well as funds for Project Director travel and trauma registry-related travel, if needed.

Location where the Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 402-$7,000

Project Number: F27-HS-21

Subrecipient(s): West Virginia Office of Emergency Medical Services (State EMS Agency)

Eligible Use of Funds: CP, PM

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.7 Distracted Driving

Distracted Driving and Hands-Free Law Summary

In the 2023 Legislative Session, the West Virginia Legislature passed House Bill 2218 which rewrote W.Va. Code §17C-14-15 with a new title of Electronically Distracted Driving Act and with several amendments known collectively as the Robin W. Ames Memorial Act. The new law became effective June 9, 2023, and includes additional prohibitions against distracted driving, increases penalties for distracted driving offenses and closes loopholes in the prior law. Under the new law, no person operating a vehicle may (1) physically hold or support any wireless communication device or stand-alone electronic device; (2) write, send, or read any electronic communication; (3) make any communication involving a wireless telecommunications device except for hands-free voice activated communication; (4) engage in any form of data retrieval; (5) manually enter letters, numbers or symbols on any wireless telecommunications device or stand-alone electronic device; (6) watch, record, post, send or broadcast a video, movie or video conference on a wireless telecommunications device or stand-alone electronic device; or (7) actively play any game on a wireless telecommunications device or stand-alone electronic device. Importantly, drivers are no longer permitted to dial or enter a phone number on a push pad or screen to initiate a call. Drivers are limited to activating a voice-operated or hands-free function if it can be accomplished with a single touch or single swipe. Violations of the law are a primary offense and are no longer exempt from court costs and fees. In addition, the Legislature authorized courts to order a 90-day license suspension for a 3rd offense within a 24-month period. The Legislature added new criminal penalties for any person who damages property while in violation of the Electronically Distracted Driving Act (up to 30 days in jail or a fine of $100 to $500), for any person who injures another while in violation of the Act (up to 120 days in jail and/or a fine of $500 to $1000, and a mandatory one-year license revocation), and for any person who kills another while in violation of the Act (up to one year in jail and/or a fine of $100 to $1000, and a mandatory one-year license revocation).

In the 2025 Legislative Session, the West Virginia Legislature passed House Bill 2871, which included an amendment to the §17C-14-15 Electronically Distracted Driving Act. The 2025 amendment updates the Electronically Distracted Driving Act to clarify that a person convicted of causing the death of another due to a violation shall now be guilty of vehicular homicide.

West Virginia Code §17C-14-15

> AN ACT to amend and reenact §17C-14-15 of the Code of West Virginia, 1931, as amended, relating to distracted driving; modifying the scope of prohibitions on distracted driving by establishing the Electronically Distracted Driving Act; defining terms; providing limitations for the use of wireless telecommunications devices and stand-alone electronic devices; prohibiting certain actions by all drivers; prohibiting certain actions by school bus drivers and commercial motor vehicle drivers; providing that each violation constitutes a separate offense; providing for penalties for violations, including criminal

penalties, fines, driver's license suspension and revocation, and points on the driver's record maintained by the Division of Motor Vehicles; providing exceptions; and providing a name for certain amendments.

Be it enacted by the Legislature of West Virginia:

ARTICLE 14. MISCELLANEOUS RULES.

§17C-14-15. Electronically Distracted Driving Act.

(a) *Definitions*—As used in this section:

(1) “Smartwatch” means a wearable computer that provides a local touchscreen for daily use, associated with applications, and connected to a cellular or Wi-Fi network;

(2) “Stand-alone electronic device” means a portable device other than a wireless telecommunications device which stores audio or video data files to be retrieved on demand by a user;

(3) “Utility services” means and includes electric, natural gas, water, wastewater, cable, telephone, or telecommunications services, or the repair, location, relocation, improvement, or maintenance of utility poles, transmission structures, pipes, wires, fibers, cables, easements, rights-of-way, or associated infrastructure;

(4) “Wireless telecommunications device” means one of the following portable devices:

(A) A cellular telephone;

(B) A portable telephone;

(C) A text-messaging device;

(D) A personal digital assistant;

(E) A stand-alone computer including, but not limited to, a tablet, laptop, or notebook computer;

(F) A handheld global positioning system receiver;

(G) A device capable of displaying a video, movie, broadcast television image, or visual image;

(H) Any substantially similar portable wireless device that is used to initiate or receive communication, information, or data;

(I) “Wireless telecommunications device” does not include a smartwatch, any type of radio including but not limited to, radios used by first responders or school bus operators; citizens band radio or radio hybrid; commercial two-way radio communication device or its functional equivalent; subscription-based emergency communication device; prescribed medical device; amateur or ham radio device, or any built-in vehicle equipment for security, navigation, communications, or remote diagnostics; and

(5) “Voice-operated or hands-free feature or function” means a feature or function that allows a person to use a wireless telecommunications device without the use of either hand, except to activate, deactivate, or initiate the feature or function with a single touch or single swipe.

(b) The driver of a school bus shall not use or operate a wireless telecommunications device or two-way radio while loading or unloading passengers.

(c) The driver of a school bus shall not use or operate a wireless telecommunications device while the bus is in motion nor while stationary in traffic nor at a traffic control signal, unless that device is being used in a similar manner as a two-way radio to allow live communication between the driver and school officials or public safety officials.

(d) A driver shall exercise due care in operating a motor vehicle on the highways of this State and shall not engage in any actions involving any stand-alone electronic device or wireless telecommunications device that distracts such driver from the safe operation of the vehicle.

(e) While operating a motor vehicle on any street, highway, or property open to the public for vehicular traffic in this State, no driver may:

(1) Physically hold or support, with any part of his or her body, a wireless communication device or stand-alone electronic device: *Provided*, That such prohibition shall not apply to the wearing of a smartwatch;

(2) Write, send, or read any text-based communication including, but not limited to, a text message, instant message, email, or social media interaction on a wireless telecommunications device or stand-alone electronic device: *Provided*, That such prohibition shall not apply to a voice-operated or hands-free communication feature which is automatically converted by such device to be sent as a message in a written form;

(3) Make any communication involving a wireless telecommunications device, including a phone call, voice message, or one-way voice communication: *Provided*, That such prohibition shall not apply to a voice operated or hands-free communication feature or function;

(4) Engage in any form of electronic data retrieval or electronic data communication on a wireless telecommunications device or stand-alone electronic device;

(5) Manually enter letters, numbers, or symbols into any website, search engine, or application on a wireless telecommunications device or stand-alone electronic device;

(6) Watch a video or movie on a wireless telecommunications device or standalone electronic device other than watching data related to the navigation of such vehicle;

(7) Record, post, send, or broadcast video, including a video conference on a wireless telecommunications device or stand-alone electronic device: *Provided*, That such prohibition does not apply to electronic devices used for the sole purpose of continuously recording or broadcasting video within or outside of the motor vehicle; or

(8) Actively play any game on a wireless telecommunications device or stand-alone electronic device.

(f) While operating a commercial motor vehicle on any highway of this State, no driver may:

(1) Use more than a single button on a wireless telecommunications device to initiate or terminate a voice communication; or

(2) Reach for a wireless telecommunications device or stand-alone electronic device in such a manner that requires the driver to:

(A) No longer be in a seated driving position; or

(B) No longer be properly restrained by a safety belt.

(g) Each violation of this section shall constitute a separate offense.

(h) It is a misdemeanor for any driver to violate any of the provisions of this section. Every driver convicted of a misdemeanor for a violation of any of the provisions of this section shall be punished as follows:

(1) For a first conviction with no prior conviction of and no plea of no contest accepted to a charge of violating this section within the previous 24-month period, as measured from the date of any prior conviction or plea, a fine of not more than $100;

(2) For a second conviction within a 24-month period, as measured from the date of any prior conviction or plea, a fine of not more than $200;

(3) For a third or subsequent conviction within a 24-month period, as measured from the date of any prior conviction or plea:

(A) A fine of not more than $350;

(B) Three points on the driver's record maintained by the Division of Motor Vehicles; and

(C) At the court's discretion, suspension of the driver's license for a period of 90 days;

(4) Any driver who causes physical harm to property as the proximate result of committing a violation of this section is guilty of a misdemeanor punishable up to 30 days in jail or a fine not less than $100 and not more than $500;

(5) Any driver who causes serious physical harm to another person as the proximate result of committing a violation of this section is guilty of a misdemeanor and shall be fined not less than $500 nor more than $1,000, or confined in jail up to 120 days, or both fined and confined, and such driver shall have his or her license to operate a motor vehicle revoked by the Commissioner of the Division of Motor Vehicles for a period of one year; and

(6) Any driver who causes the death of another as the proximate result of committing a violation of this section is also subject to prosecution under the applicable vehicular homicide provision of §17C-5-1 of this code.

(i) The Department of Transportation shall cause to be erected signs upon any highway entering the State of West Virginia on which a welcome to West Virginia sign is posted, and any other highway where

the Division of Highways deems appropriate, posted at a distance of not more than one mile from each border crossing, each sign to bear an inscription clearly communicating to motorists entering the State that texting, or the use of a wireless communication device without hands-free equipment, is illegal within this State.

(j) Nothing contained in this section shall be construed to authorize seizure of a cell phone or electronic device by any law-enforcement agency.

(k) No policy providing liability coverage for personal lines insurance shall contain a provision which may be used to deny coverage or exclude payment of any legal damages recoverable by law for injuries proximately caused by a violation of this section, as long as such amounts are within the coverage limits of the insured.

(l) This section shall not apply to:

(1) Drivers reporting to State, county, or local authorities a traffic accident, medical emergency, fire, an actual or potential criminal or delinquent act, or a road condition that causes an immediate and serious traffic or safety hazard;

(2) An employee or contractor of a utility services provider acting within the scope of his or her employment while responding to a utility emergency;

(3) A driver operating a commercial vehicle while using a mobile data terminal that transmits and receives data;

(4) A law-enforcement officer, firefighter, emergency medical services personnel, ambulance driver, or other similarly employed public safety first responder during the performance of his or her official duties; or

(5) While in a motor vehicle that is lawfully parked.

(m) This section does not supersede the provisions of §17B-2-3a of this code, or any more restrictive provisions for drivers of commercial motor vehicles prescribed either by the provisions of §17E-1-1 *et seq.* of this code or by Federal law or rule.

(n) The amendments to this section adopted during the regular session of the Legislature in 2023, shall be known as the Robin W. Ames Memorial Act.

The Clerk of the House of Delegates and the Clerk of the Senate hereby certify that the foregoing bill is correctly enrolled.

Distracted Driving Questions on State's License Examination

1. Who is not considered in violation of the law regarding handheld cell phone use/texting prohibition while driving?

   a. Law enforcement officers
   b. Paramedics
   c. Firefighters
   d. All of the above

2. How many points can be assessed against a driving record for violation of this law on the second offense?

    a. 0
    b. 1
    c. 2
    d. 3

3. Use of an electronic communications device while operating a motor vehicle on a public highway or road is illegal unless:

    a. A parent says it's okay
    b. You are at a stop sign
    c. You are stopped in traffic
    d. You are using hands free enabled technology

4. It's okay to use a cell phone to talk or text when you are the driver if:

    a. It's in your lap
    b. It's in the seat beside you
    c. If you are stopped at a traffic signal or sign
    d. None of the above

5. If you receive a call or text message while driving you should:

    a. Hand it to a passenger behind you
    b. Ignore it
    c. Stop what you are doing and turn the device off
    d. Answer it

6. It's okay to answer a text when driving if:

    a. You limit it to 15 seconds
    b. It's an emergency
    c. You are stopped in traffic on a public highway
    d. None of the above

7. If you are 16 and operating a motor vehicle, you may answer your phone or send a text message:

    a. Only when your parents call or text
    b. Never
    c. If you need to let someone know you are running late
    d. If you need to call your school

8. While operating a motor vehicle, you may use your handheld device to place a call:

    a. If someone else is in the vehicle with you and holds the steering wheel
    b. If you plan to be using the device for one minute or less
    c. If there is an emergency you need to report, like a traffic crash
    d. If you need to cancel plans with friends

Distracted Driving Future Planning

Citation data and observational research continue to show that distracted driving is an endemic problem in West Virginia that needs to be addressed more effectively. In addition to the data-driven investments included here, the GHSP is also considering what other steps can be taken to better improve distracted driving data and develop impactful programs.

FFY2027 Distracted Driving Projects

Countermeasure(s): Evidence-Based High-Visibility Enforcement Activities, Public Information and Education Activities, Media Activities

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Project Name: Regional Traffic Safety Programs—Distracted Driving

Project Description: The seven RTSPs coordinate their region's distracted driving enforcement efforts in collaboration with the seven West Virginia State Police troops. Each region must conduct or facilitate at least one monthly activity/media event on distracted driving, cell phone use/texting while driving, and is responsible for associated enforcement, paid media, and earned media. Additional RTSP activities are encouraged during Distracted Driving Awareness Month (April) and educational programs are encouraged throughout the year. Distracted driving simulators are also used throughout each RTSP.

Location where the Project is Performed: Each Regional Location

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

Federal Funding Source(s)/Amount: 405e-$331,000

Project Numbers: F27-HS-02, F27-HS-04, F27-HS-05, F27-HS-07, F27-HS-08, and F27-HS-14

Subrecipient(s): City of Huntington (Region 2), City of Wheeling (Region 4), City of Clarksburg (Region 5), City of Beckley (Region 7), City of Charleston (Region 1 & 3), Wyoming County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: M8DDLE, M8PE, *DE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: Yes (Clarksburg)

Project Name: West Virginia State Police—Distracted Driving Enforcement

Project Description: The seven West Virginia State Police troops will coordinate earned media and statewide overtime distracted driving efforts in collaboration with all the RTSPs throughout the year. Each troop also is responsible for conducting focused distracted driving enforcement and earned media during Distracted Driving Awareness Month (April).

Location where the Project is Performed: Statewide

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

Federal Funding Source(s)/Amount: 405e-$90,000

Project Number: F27-HS-10

Subrecipient(s): West Virginia State Police (State Law Enforcement Agency)

Eligible Use of Funds: M8DDLE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Public Service Commission—Distracted Driving Enforcement

Project Description: Funds will be provided to the West Virginia Public Service Commission to participate with commercial vehicle enforcement year-round and during the statewide distracted driving enforcement mobilization during Distracted Driving Awareness Month (April).

Location where the Project is Performed: Statewide

Affected Communities (if applicable): Men 18-64, Rural Communities

Federal Funding Source(s)/Amount: 405e-$40,000

Project Number: F27-HS-12

Subrecipient(s): Public Service Commission (State CMV Enforcement Agency)

Eligible Use of Funds: M8DDLE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Monongalia County Commission—Distracted Driving Enforcement

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 Awareness 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-$15,000

Project Number: F27-HS-17

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

Eligible Use of Funds: M8DDLE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: City of Morgantown—Distracted Driving Enforcement

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 Awareness 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-$7,000

Project Number: F27-HS-18

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

Eligible Use of Funds: M8DDLE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Jefferson County Commission—Distracted Driving Enforcement

Project Description: This project provides funds for Jefferson County agencies to conduct distracted driving overtime enforcement. The Department also will provide funds to local area law enforcement agencies in the counties of Berkeley, Grant, Hardy, and Pendleton. Each agency also is responsible for conducting focused distracted driving enforcement during Distracted Driving Awareness Month (April).

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

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

Federal Funding Source(s)/Amount: 405e-$30,000

Project Number: F27-HS-06

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

Eligible Use of Funds: M8DDLE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Morgan County Commission—Distracted Driving Enforcement

Project Description: This project provides funds for Morgan County agencies to conduct distracted driving overtime enforcement. This Department also will provide funds to law enforcement agencies in the neighboring counties of Mineral and Hampshire. Each agency also is responsible for conducting focused distracted driving enforcement during Distracted Driving Awareness Month (April).

Location where the Project is Performed: Morgan County, Hampshire County, and Mineral County

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

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

Project Number: F27-HS-19

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

Eligible Use of Funds: M8DDLE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Kanawha County Commission—Distracted Driving Enforcement

Project Description: This project provides funds for Kanawha County Sheriff's Department to conduct distracted driving overtime enforcement. The Department also is responsible for conducting focused distracted driving enforcement during Distracted Driving Awareness Month (April).

Location where the Project is Performed: Kanawha County

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

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

Project Number: F27-HS-20

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

Eligible Use of Funds: M8DDLE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: GHSP—Distracted Driving Paid Media

Project Description: As part of the State's Distracted Driving Program, the GHSP will purchase paid media, under the GHSP's consolidated Paid Media and Advertising project, to support law enforcement's targeted enforcement focusing on distracted driving violations and/or the Regional Traffic Safety Programs' activities on distracted driving, cell phone use, and texting while driving.

The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2027. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media.

The GHSP utilizes social media accounts with Facebook and Twitter/X. Paid advertising is purchased on other platforms such as Instagram, YouTube, and Google when the campaign, budget, and audience are appropriate to do so. In addition to social norming, these accounts will be utilized to purchase targeted advertising promoting NHTSA messages.

Location where the Project is Performed: Statewide

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

Project details, such as federal funding sources, project number, subrecipient and eligible use of funds, for all media projects are described in the GHSP Paid Media and Advertising project in 2.11 on pg. 47.

Project Name: GHSP—Target Red Media Campaign

Project Description: As part of the State's Distracted Driving Program, the GHSP will purchase paid media, under the GHSP's consolidated Paid Media and Advertising project, to support red light and stop sign enforcement mobilizations in April and August 2027.

The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2027. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media.

The GHSP utilizes social media accounts with Facebook and Twitter/X. Paid advertising is purchased on other platforms such as Instagram, YouTube, and Google when the campaign, budget, and audience are

appropriate to do so. In addition to social norming, these accounts will be utilized to purchase targeted advertising promoting NHTSA messages.

Project details, such as federal funding sources, project number, subrecipient and eligible use of funds, for all media projects are described in the GHSP Paid Media and Advertising project in 2.11 on pg. 47.

Project Name: Law Enforcement Liaison Office and Data Tracking and Support (DTAS) Program—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: F27-HS-09

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

Eligible Use of Funds: *DD

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.8 Pedestrian and Bicyclist Safety

FFY2027 Pedestrian and Bicyclist Safety Projects

Countermeasure(s): Public Information and Education Activities, Media Activities, Age Group Activities

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Project Name: Regional Traffic Safety Programs—Pedestrian and Bicyclist Safety

Project Description: The RTSPs will conduct pedestrian and/or bicycle safety programs. Throughout the year, safety presentations will be given to various age groups, including youth and senior drivers, addressing a variety of traffic safety topics, including pedestrian and bicycle safety. Depending on the audience, presentations incorporate both aspects of pedestrian and bicycle safety: that of being the pedestrian or bicyclist and that of being safe while driving alongside pedestrians and bicyclists. During Back-to-School initiatives, presentations are given to educate students on safely walking to and from school and the bus stop and crossing the street when walking to and from the bus. Some RTSPs also host and/or participate in local Bicycle Rodeos or other youth fairs in which youth are taught safety aspects of riding a bicycle. In addition to bicycle safety, youth fair presentations also include pedestrian safety.

Location where the Project is Performed: Each Regional Location

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

Federal Funding Source(s)/Amount: 402-$5,000

Project Numbers: F27-HS-02, F27-HS-14

Subrecipient(s): City of Huntington (Region 2), Wyoming County Commission (Region 8) (City and County Governments)

Eligible Use of Funds: PS

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: GHSP—Pedestrian Safety Month Paid Media

Project Description: As part of the State's Pedestrian and Bicyclist Safety Program, the GHSP will purchase paid media, under the GHSP's consolidated Paid Media and Advertising project, to support Regional Traffic Safety Programs' pedestrian and/or bicycle safety programs during Pedestrian Safety Month (October).

The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The West Virginia GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2027. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media.

The GHSP utilizes social media accounts with Facebook and Twitter/X. Paid advertising is purchased on other platforms such as Instagram, YouTube, and Google when the campaign, budget, and audience are appropriate to do so. In addition to social norming, these accounts will be utilized to purchase targeted advertising promoting NHTSA messages.

Location where the Project is Performed: Statewide

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

Project details, such as federal funding sources, project number, subrecipient and eligible use of funds, for all media projects are described in the GHSP Paid Media and Advertising project in Section 2.11 on pg. 47.

Project Name: GHSP—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. Funds will be provided to a contractor for development of this project, pending State contract approval.

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-$60,000

Project Number: F27-HS-01

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

Eligible Use of Funds: PE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.9 Older Road Users

FFY2027 Older Road User Projects

Countermeasure(s): Public Information and Education Activities, Media Activities, Age Group Activities, Law Enforcement Training Activities

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Project Name: GHSP—Older Road User Paid Media

Project Description: As part of the State's Older Road User Program, the GHSP will purchase paid media, under the GHSP's consolidated Paid Media and Advertising project, to support the Regional Traffic Safety Programs' activities on older road user safety year-round and during Older Driver Safety Awareness Week (December).

The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2027. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media. The advertising agency will continue to develop new materials for this project.

The GHSP utilizes social media accounts with Facebook and Twitter/X. Paid advertising is purchased on other platforms such as Instagram, YouTube, and Google when the campaign, budget, and audience are appropriate to do so. In addition to social norming, these accounts will be utilized to purchase targeted advertising promoting NHTSA messages, or advertising agency- and GHSP-developed messages.

Location where the Project is Performed: Statewide

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

Project details, such as federal funding sources, project number, subrecipient and eligible use of funds, for all media projects are described in the GHSP Paid Media and Advertising project in Section 2.11 on pg. 47.

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: F27-HS-01

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

Eligible Use of Funds: *OD

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: Yes

2.10 Planning and Administration

FFY2027 Planning and Administration Projects

Countermeasure(s): Implementation of all countermeasures in areas of impaired driving, occupant protection, speeding, distracted driving, motorcycles, older and younger drivers, pedestrians, bicyclists, and roadside safety, found in the 11th Edition of Countermeasures That Work, cannot occur without the proper operation, management, and evaluation of these programs by GHSP staff.

Project Name: GHSP Operations

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

Additional Activities/Costs of Significance: Two vehicles will be purchased through a multi-year lease-to-own program. These vehicles will be used to ensure proper operation, management, and evaluation of grants and programs, including monitoring, attending events and other activities, traveling to training and conferences. One vehicle will be used solely for GHSP operations. The second vehicle will be split proportionally (based on past usage) using Federal Highway Safety funds and State Motorcycle Safety 8212 Funds. NHTSA pre-approval for both vehicles will be requested during the FFY2027 grant year.

Project Number: F27-HS-01

Federal Funding Source(s)/Amount: 402-$872,500; 405e-$107,500

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

Eligible Use of Funds: PA, CP, *PM

Planning and Administration Costs: Yes **Amount**: $340,000

Project Used to Meet Disposition of Unexpended Balances Requirements: Yes

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Project Name: Contractor Support

Project Description: Contractual services for a consultant to provide support to the GHSP in development and update of the Triennial Highway Safety Plan and Annual Grant Application, update the regional highway safety data overview PowerPoint presentations, annual seat belt survey analysis, traffic records support, develop a GHSP Procedural Manual, assist with potential program area assessments, distracted driving analysis and program planning, and other tasks as needed.

Project Number: F27-HS-01

Federal Funding Source(s)/Amount: 402-$304,290.34; 405e-$62,795.53

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

Eligible Use of Funds: CP, TR, *DD, PA

Planning and Administration Costs: Yes **Amount**: $13,373.51

Project Used to Meet Disposition of Unexpended Balances Requirements: Yes

2.11 Paid Advertising and Additional Media Efforts

FFY2027 Paid Advertising and Additional Media Projects

Countermeasure(s): Public Information and Education Activities in support of countermeasures in areas of impaired driving, occupant protection, speeding, distracted driving, motorcycles, older and younger drivers, pedestrians, bicyclists, and roadside safety.

Project Name: GHSP—Paid Media and Advertising

Project Description: As described above, the GHSP will purchase paid media and advertising in FFY2027 for:

- Occupant Protection (CIOT Campaign and other efforts)-$340,000 (Section 402)
- Pedestrian Safety Month and National Teen Driver Safety Week Media-$10,000 (Section 402)
- Speed Enforcement (Media Campaign)-$200,000 (Section 402)
- Children and Unattended Passengers Vehicular Heatstroke Awareness (Media Campaign)-$2,000 (Section 402)
- Impaired Driving (DSOGPO Campaign and other efforts)-$350,000 (Section 405d)
- Distracted Driving (Cell Phones and Texting Campaign)-$990,000 (Section 405e)
- Target Red (Media Campaign-April and August 2027)-$200,000 (Section 405e)
- Motorcycle Safety (Motorcycle Safety Campaign)-$180,000 (Section 402), $60,000 (Section 405f)
- Older Drivers (Media Campaign)-$200,000 (Section 405e)
- Local Heroes Campaign (program area TBD)-$50,000 (Section 405e)
- Impaired Driving (Year-round Media Campaign)-$200,000 (Section 405e)
- Non-motorized Road User (Media Campaign)-$140,000 (Section 405g)

The GHSP will contract with an advertising agency in FFY2027 to provide additional services related to media efforts, including development of materials, social media support, website updates, and other tasks as needed: Advertising Agency General Support ($150,000 – Section 405e). **This will also be a project used to meet unexpended balances requirements.**

Further, the RTSPs have funding available for regional paid media which is identified in each appropriate RTSP countermeasure strategy project.

The GHSP will follow all Federal guidelines for purchasing media and advertising for highway safety messages with Federal highway safety funds. Paid advertising is a part of West Virginia's comprehensive program designed to address the highway safety performance targets identified in the 3HSP Performance Plan (Section 3.0).

The West Virginia GHSP will continue working under an advertising contract through the West Virginia Department of Commerce in FFY2027. Through this contract, the GHSP will continue statewide campaigns, including television, terrestrial radio, billboards, digital media, and social media.

The GHSP utilizes social media accounts with Facebook and Twitter/X. Paid advertising is purchased on other platforms such as Instagram, YouTube, Google, and other related websites when the campaign, budget, and audience are appropriate to do so. In addition to social norming, these accounts will be utilized to purchase targeted advertising promoting NHTSA messages concerning occupant protection, impaired driving, and other FFY2027 countermeasure strategies.

Location where the Project is Performed: Statewide

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-$732,000; 405d-$350,000; 405e-$1,640,000; 405f-$60,000; and 405g-$140,000

Project Agreement Number: F27-HS-01

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

Eligible Use of Funds: PM, UNATTD, PEM, M8PE, *PM, M11MA, BGPE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: Yes

2.12 Roadside Safety

FFY2027 Roadside Safety Projects

Countermeasure(s): Public Information and Education Activities, Media Activities, Law Enforcement Training Activities, Evidence-Based High-Visibility Enforcement Activities, Digital Alert Technology, Data Activities

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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 projects 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. Funds will be provided to a contractor for development of this project.

Location where Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405h-$60,000

Project Number: F27-HS-01

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

Eligible Use of Funds: M12BPE

Planning and Administration Costs: No **Amount**: N/A

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: HAAS Alert—Roadside Safety

Project Description: Funds will be provided to the City of Beckley for a pilot project involving HAAS Alert for White Sulphur Springs EMS and White Sulphur Springs FD. Data will be tracked to determine the effectiveness of this project in reducing roadside safety crashes, injuries, and fatalities, as well as overall crashes, injuries, and fatalities in White Sulphur Springs (Greenbrier County).

Location where Project is Performed: White Sulphur Springs, Greenbrier County

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405h-$11,300

Project Number: F27-HS-07

Subrecipient(s): City of Beckley (Region 7)

Eligible Use of Funds: M12BDAT

Planning and Administration Costs: No **Amount**: N/A

Project Used to Meet Disposition of Unexpended Balances Requirements: No

2.13 Novice Drivers Program

FFY2027 Novice Drivers Projects

Countermeasure(s): Public Information and Education Activities, Media Activities, Age Group Activities

Project Name: Sharing the Road

Project Description: Funds will be provided to bring the Virginia Tech Transportation Institute's (VTTI's) Sharing the Road program to more young drivers in West Virginia. The program includes hands-on, experiential activities, education, and outreach to promote safe driving by teens. The primary target will be drivers 20 and younger, but a secondary audience will be road users 65 and above.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Young Drivers, 20 and younger; older road users, 65 and above

Federal Funding Source(s)/Amount: 405e-$118,351

Project Number: F27-HS-22

Subrecipient(s): Virginia Tech Transportation Institute (Non-profit)

Eligible Use of Funds: *TSP

Planning and Administration Costs: No **Amount**: N/A

Project Used to Meet Disposition of Unexpended Balances Requirements: No

Project Name: Teens in the Driver Seat

Project Description: Funds will be provided to develop and expand the Teens in the Driver Seat program in West Virginia in up to 10 high schools across the state. This is a peer-to-peer educational program that aims

to improve traffic safety culture, raise awareness of risk, and empower youth to pursue traffic safety proactively. Locations will be determined by data.

Location where Project is Performed: Statewide

Affected Communities (if applicable): Young Drivers, 20 and younger; teen passengers

Federal Funding Source(s)/Amount: 405e-$92,701

Project Number: F27-HS-23

Subrecipient(s): Texas A&M Transportation Institute – Youth Transportation Safety Program (Non-profit)

Eligible Use of Funds: *TSP

Planning and Administration Costs: No **Amount**: N/A

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Ford Driving Skills for Life

Project Description: Funds will be provided to bring the Ford Driving Skills for Life program back to West Virginia. This is a free, advanced hands-on, behind-the-wheel teen driver training program to enhance young driver vehicle handling, hazard recognition, speed management, and interactions with nonmotorized road users.

Location where Project is Performed: Statewide (specific location TBD)

Affected Communities (if applicable): Young Drivers, 20 and younger

Federal Funding Source(s)/Amount: 402-$200,000

Project Number: F27-HS-01

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

Eligible Use of Funds: TSP

Planning and Administration Costs: No **Amount**: N/A

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: The Drive to Save Lives

Project Description: The GHSP will continue to implement The Drive to Save Lives tour of speaking events at 30 high schools throughout the state featuring presenters discussing the risks of distracted driving, impaired driving, seat belt use, speed and reckless driving, and general awareness of traffic safety. All RTSPs will assist in the coordination of these events, which shall also be consistent with the implementation of the State's *FFY2027 Impaired Driving Strategic Plan*, *FFY2027 Occupant Protection Strategic Plan,* and other traffic safety initiatives. The GHSP is anticipating continuing this effort into future years.

Location where Project is Performed: Each Regional location/statewide

Affected Communities (if applicable): All

Federal Funding Source(s)/Amount: 402-$69,000

Project Numbers: F27-HS-03

Subrecipient(s): Vision Fillers Inc. (Service Provider)

Eligible Use of Funds: TSP

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: No

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Project Name: Parent's Supervised Driving Program—Advertising, Public Information and Education

Project Description: Funds will be provided to J.F. Griffin Publishing to advertise in the Parent's Supervised Driving Program that is provided to all parents and teens at regional DMV offices. This resource for parents of teens learning how to drive includes guidance on driving skill development and warnings about the biggest teen driver risks, including distracted driving. Funding will also be provided to cover printing costs.

Location where the Project is Performed: Statewide

Affected Communities (if applicable):

Federal Funding Source(s)/Amount: 405e-$16,000

Project Number: F27-HS-01

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

Eligible Use of Funds: *DE

Planning and Administration Costs: No **Amount**:

Project Used to Meet Disposition of Unexpended Balances Requirements: Yes

Appendix A Part 1300—Certification and Assurances for Highway Safety Grants

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

NOTE: The complete Appendix A to Part 1300—Certification and Assurances for Highway Safety Grants was submitted electronically to NHTSA.

Appendix B Part 1300—Application Requirements for Section 405 And Section 1906 Grants

For FFY2027, West Virginia is applying for the following 405 incentive grants programs:

- Part 1—Occupant Protection (23 CFR 1300.21).
- Part 2—State Traffic Safety Information System Improvements (23 CFR 1300.22).
- Part 3—Impaired Driving Countermeasures (23 CFR 1300.23).
- Part 6—Distracted Driving (23 CFR 1300.24).
- Part 7—Motorcyclist Safety (23 CFR 1300.25).
- Part 9—Preventing Roadside Deaths (23 CFR 1300.27).

APPENDIX B TO PART 1300—APPLICATION REQUIREMENTS FOR SECTION 405 AND SECTION 1906 GRANTS.

NOTE: The complete Appendix B to Part 1300—Application Requirements for Section 405 and 1906 Grants was submitted electronically to NHTSA.