



WEST VIRGINIA TRIENNIAL HIGHWAY SAFETY PLAN

FFY2027–2029

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

July 1, 2026

West Virginia Triennial Highway Safety Plan

Federal Fiscal Year 2027–2029

prepared for

National Highway Traffic Safety Administration

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prepared by

Cambridge Systematics, Inc.

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1.0 Executive Summary



On behalf of Everett Frazier, Commissioner of the Division of Motor Vehicles (DMV) and the Governor's Representative for Highway Safety, we are pleased to present West Virginia's FFY2027-2029 Triennial Highway Safety Plan (3HSP), which will serve as a guide for reducing traffic-related fatalities and serious injuries among all motorists on West Virginia's roadways.

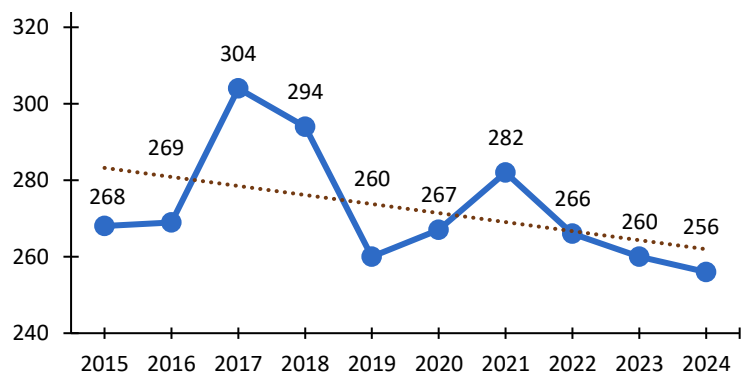
The Governor's Highway Safety Program (GHSP), a section within DMV, developed this comprehensive three-year Highway Safety Plan to address the considerable traffic safety challenges facing the State. West Virginia's 3HSP sets the priorities and performance targets for FFY2027-2029 to address these challenges.

The GHSP will continue to focus on traffic safety challenges that have been behind the greatest number and most severe crashes, deaths, and injuries on our roads. The priorities for FFY2027-2029 will be occupant protection, impaired driving, speed, distracted driving, motorcycle/all-terrain vehicle (ATV) safety, traffic records, pedestrian and bicyclist safety, and roadside safety. We will coordinate with law enforcement, State agencies, community partners, and the private sector to implement programs to address all of the above through the State's robust regional traffic safety programs. The GHSP is excited to announce the creation of a new 3HSP program area dedicated to improving the safety of young drivers.

Our focus and collective efforts have paid off:

- Total roadway deaths fell to 256 in 2024, the lowest in West Virginia's history.
- West Virginia had a consistent seat belt usage rate of approximately 91.98 percent throughout the year, close to or exceeding averages across the country.
- Speeding-related fatalities, unhelmeted motorcycle fatalities, and older driver fatalities all decreased from 2023 to 2024.
- Unbelted fatalities and the number of young drivers (ages 15 to 20) involved in fatal crashes have both decreased in the last ten years.

West Virginia experienced 256 roadway deaths in 2024, the lowest in the State's history.



West Virginia's impressive seat belt use is a direct result of the passage of a primary seat belt law, annual statewide Click It or Ticket high visibility enforcement campaigns (CIOT), and other enforcement, communications, and community programs. The GHSP will continue to expand its seat belt programs and campaigns, as well as focus on appropriate solutions to address the male population that continues to have the lowest usage rates.

Keeping children safe on West Virginia's roadways is a priority for the GHSP, and Child Passenger Safety (CPS) will continue to be an integral part of the GHSP Occupant Protection Program. West Virginia's CPS Program provides educational materials, training, and needed supplies to fulfill this mission. In addition, Regional Coordinators will continue to host local events, such as car seat checkup events, support existing fitting stations, and develop additional fitting stations, as well as implementing earned media opportunities. West Virginia currently has 51 permanent fitting stations, 278 CPSTs, and 10 CPST Instructors (288 total) statewide.

As West Virginia experienced a troubling spike in alcohol-impaired driving fatalities in 2024, the GHSP will continue to invest in this program area by implementing its Impaired Driving Strategic Plan, developed in partnership with the West Virginia Commission on Drunk Driving Prevention Board (CDDP) and Impaired Driving Task Force. The GHSP will focus its efforts on the highest risk communities and leverage its Law Enforcement Liaison (LEL) Office to enlist partners, including the West Virginia State Police, local law enforcement agencies, other State and community agencies, and advocacy groups.

West Virginia became a Drug Evaluation Classification (DEC) State in 2013. Sgt. Joey Koher of the Huntington, West Virginia Police Department serves as the State Drug Recognition Expert (DRE) Coordinator. Since this time, the number of DREs in the State has increased from 4 to 55 certified DREs as of May 2026. The GHSP will continue to support the expansion of this program to replace lost officers and to make a certified DRE available within one hour of every county seat of the State's 55 counties. As a result of increasing the number of DREs and an aggressive training program focused on Advanced Roadside Impaired Driving Enforcement (ARIDE) and Standard Field Sobriety Test (SFST) refresher training, drug-related impaired driving arrests have increased from 9 percent of all arrests in 2013 to 38 percent of all arrests in 2025.

Speed is also a prevalent dangerous driving behavior that contributes to many other types of crashes. In the last decade, the number of speed-related crashes has increased, and the GHSP will be bolstering speed management efforts in order to reverse this troubling trends.

This 3HSP includes ongoing efforts to protect highly at-risk populations of road users. Crash fatalities among older drivers age 65 and above, motorcyclists and unhelmeted motorcyclists, and pedestrians and bicyclists have all gradually increased in the last ten years. Though some of these involve a relatively small number of fatal crashes or smaller geographic concentrations of crashes, the GHSP will be amplifying its programming aimed at increasing the safety of these groups and encouraging drivers to share the road. The GHSP is in the process of developing statewide strategic plans for efforts on motorcyclist safety, pedestrian and bicyclist safety, and general safety at the roadside.

The GHSP will continue to implement its 3HSP primarily through funding its seven Regional Traffic Safety Programs and its single Regional Law Enforcement Program that covers all 55 counties. These regional programs must focus on the State's priority issues but also provide a way for the GHSP to fund local projects that are highly relevant to particular locations, such as the ATV crashes that are more common in the southern and southwestern parts of the State, and non-motorized road user crashes that are clustered in urban areas. This 3HSP establishes statewide performance measures and targets to measure program progress. While West Virginia's 2027-2031 Strategic Highway Safety Plan (SHSP) sets an eventual goal of zero fatalities on our State's roads, this plan has adopted an interim goal to reduce fatal and serious injury crashes by 30 percent by 2035.

**West Virginia Triennial
Highway Safety Plan Goal:
30% Reduction by 2035**

2.0 West Virginia Governor's Highway Safety Program Overview

2.1 Mission Statement

The mission of the Governor's Highway Safety Program (GHSP) is to reduce crashes, injuries, and fatalities on West Virginia's roadways by encouraging, promoting, and supporting highway safety throughout the State.

2.2 GHSP Authority and Functions

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

The DMV Commissioner, Everett Frazier, is West Virginia's Governor's Highway Safety Representative. Commissioner Frazier keeps the Governor abreast of program activities' effectiveness and has the authority to ensure the GHSP has the appropriate staffing and is equipped to carry out the program, including managing Federal funds; fostering meaningful participation; coordinating within the State on highway safety-related activities; having access to highway safety information contained in other State data systems; and assisting other State agencies and local communities to develop and carry out highway safety strategies.



2.3 GHSP Staff and Responsibilities

Division Director (Jack McNeely)

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

Division Manager (Amy Boggs)

This position supervises the four Community Development Specialist Program Manager positions and the Public Information Specialist position. This position is also responsible for the 3HSP, Annual Grant Application, and Annual Report content, plus currently serves as the statewide Child Passenger Safety Coordinator. Funding is 100 percent Federal.

Community Development Specialist Senior (Heather Kessel)

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

Community Development Specialist (Matt Skeen)

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

Community Development Specialist (Jessica Sowards)

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

Community Development Specialist (Rich Radford)

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

Database Administrator (Tyler Thaxton)

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

Public Information Specialist (J. J. Mahan)

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

Business Operations Assistant Senior (Trish Anderson)

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

Business Operations Assistant Senior (Donnie Hale)

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

Business Operations Assistant Senior (Mary Jarrell)

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

Accountant/Auditor Supervisor (Tonya Smith)

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

Accountant/Auditor Trainee (Vacant)

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

LEL Project Director and DTAS Program Coordinator (Tiffany Hart)

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

Southern Law Enforcement Liaison (Sgt. Nathan Harper)

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

Northern Law Enforcement Liaison (Vacant)

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

DRE Program Coordinator (Sgt. Joey Koher)

This position coordinates the statewide Drug Recognition Expert (DRE) Program and is funded through the City of Huntington Regional Traffic Safety Program grant.

Traffic Safety Resource Prosecutor (Susan Ringer)

This position coordinates traffic safety training for prosecutors and other related highway safety professionals statewide and is funded through a highway safety grant with the West Virginia Division of Motor Vehicles (DMV).

Figure 1 shows a visual representation of the organization of the GHSP, and Figure 2 shows where the GHSP fits within the DMV.

Figure 1 Governor's Highway Safety Program Organization

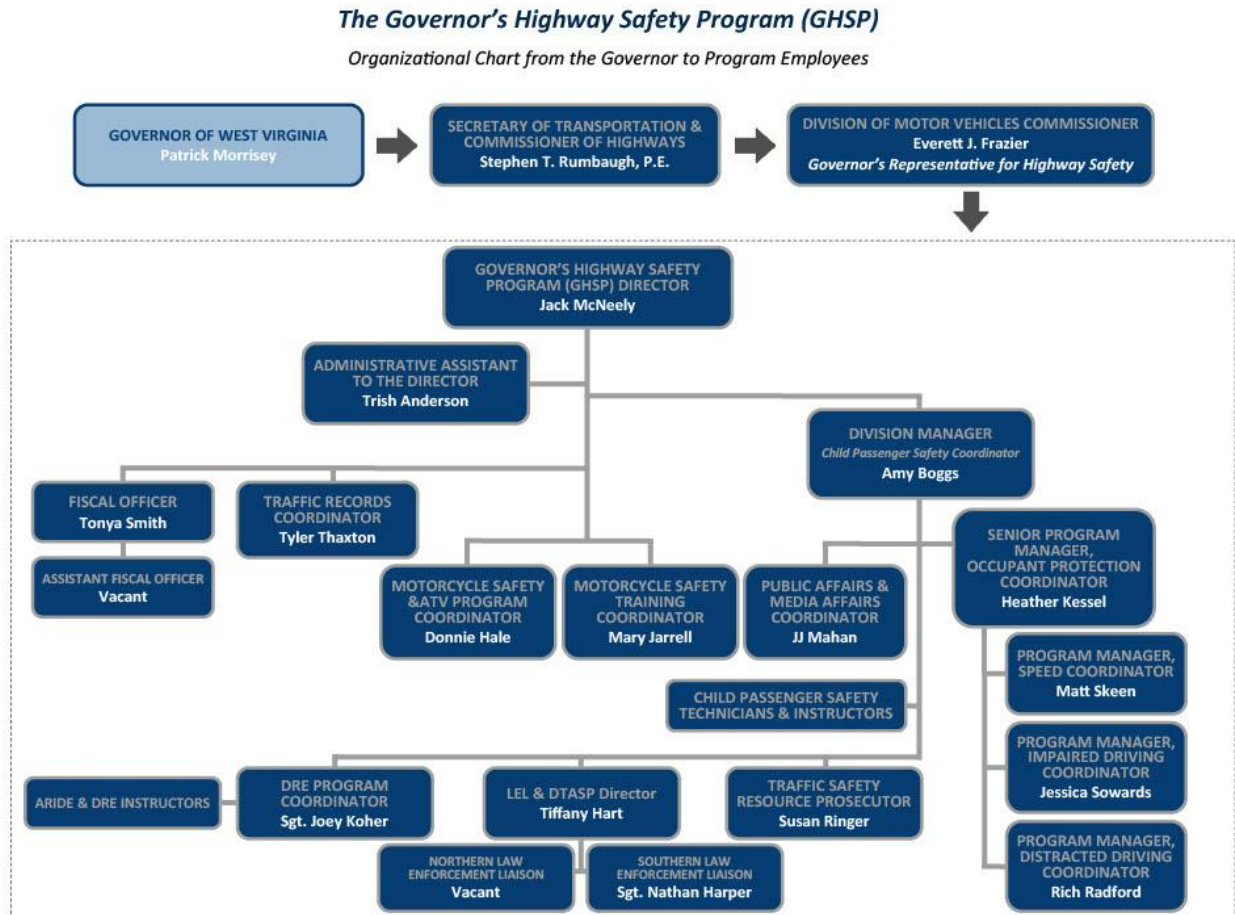
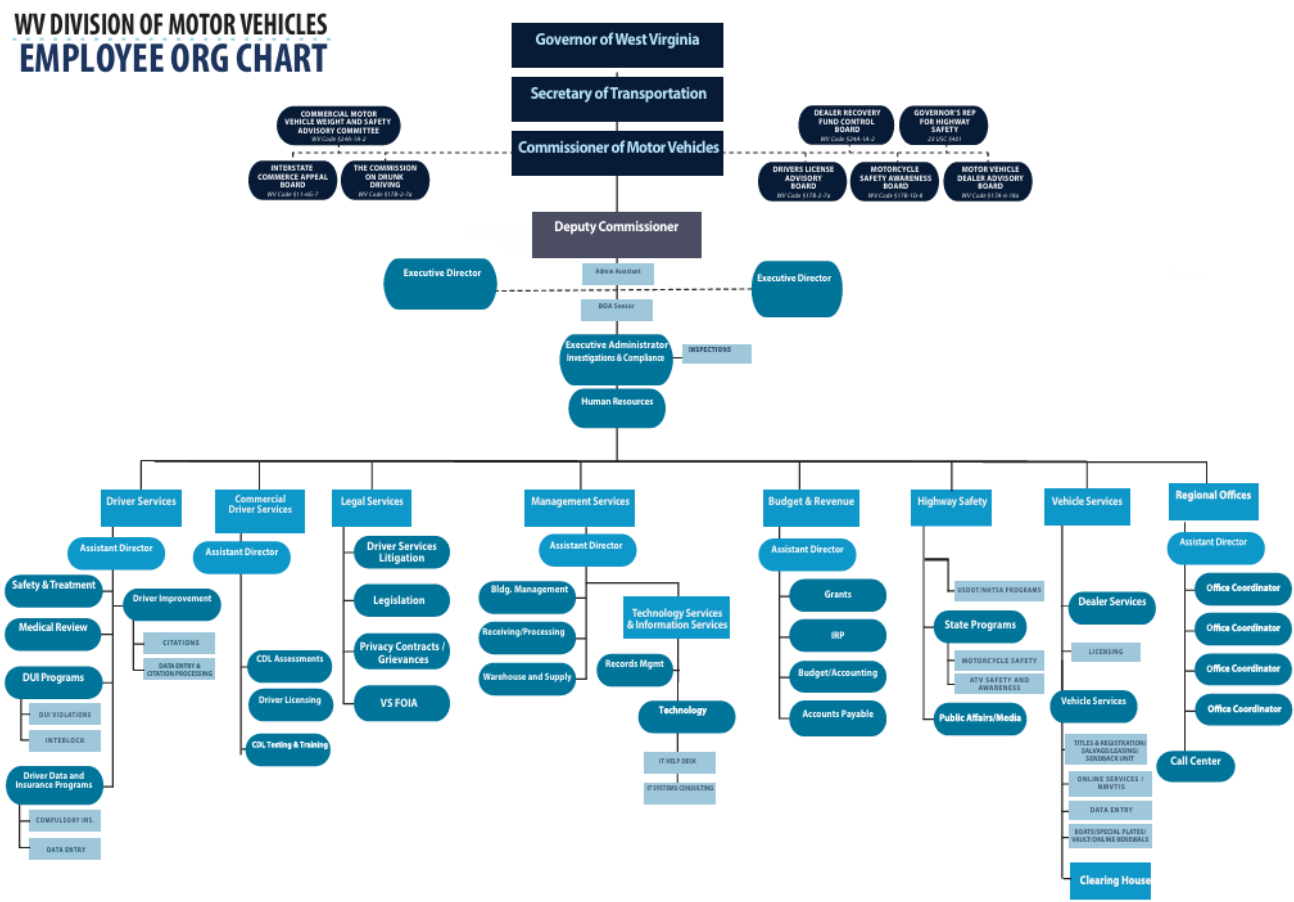


Figure 2 **Division of Motor Vehicles Organization**
Governor's Office and DMV Heads



3.0 Highway Safety Planning Process & Problem Identification

3.1 Planning Process

The FFY2027–2029 Triennial Highway Safety Plan (3HSP) outlines the GHSP’s performance targets and measures and details the countermeasure strategies that will be supported by funding from NHTSA Sections 402, 405, and other highway safety resources. Performance targets were established by reviewing five years of data to determine trends and establishing reasonable benchmarks the GHSP believes can be accomplished. Activities/performance measures are based on results of past activities and developed collaboratively by GHSP staff, Regional Traffic Safety Program (RTSP) Coordinators, Regional Law Enforcement Programs, and other 3HSP partners.

This plan is also closely aligned with the data-driven State Strategic Highway Safety Plan (SHSP), which was developed by the West Virginia Division of Highways in collaboration with several State safety partners. A recently conducted program area assessments conducted by NHTSA for motorcyclist safety provided the State valuable insight that was used in the development of this plan. Additionally, the GHSP has been exploring new partnerships with technology providers to enhance the State’s program.

RTSP Coordinators conduct a large number of specific activities throughout the year as directed by the GHSP and described in the Regional Traffic Safety Programs section below (see Section 5.1 below). RTSP Coordinators submit to the GHSP monthly activity reports detailing their progress and accomplishments. Coordinators help identify safety problems based on a review of data specific to their geographical region. While all regions of the State share similar problems (e.g., nonuse of safety belts and impaired driving), each Coordinator is required to pinpoint where those problems are most prevalent in their region, what factors contribute to it, and what measures can be taken to improve the problem. Regional Coordinators are also expected to identify other highway safety issues in their region that may not rise to the level of a statewide concern (e.g., pedestrian injuries and fatalities, ATV crashes, etc.) and establish performance targets for those unique problems. The GHSP conducts in-person roundtable meetings during the year with all grantees to keep all program participants updated on current events, program requirements, new ideas, prior activities, and safety performance progress.

Applicants for highway safety funds (i.e., city, county, and State agencies) are required to craft project proposals that clearly identify a highway safety problem and propose proven countermeasures and/or other proposed activities with evidence of effectiveness. The applicants also must identify and define measurable objectives and ensure proposed initiatives align with the goals and objectives in the 3HSP.

Alignment with West Virginia's 2027-2031 Strategic Highway Safety Plan

The West Virginia Department of Highway's Traffic Engineering Division is responsible for, and oversees, the SHSP update and implementation process. A Safety Management Task Force (SMTF) comprised of 39 agencies is finalizing the update of the State's 2027-2031 SHSP. Members of the SMTF represent the following agencies and organizations:

- AAA West Virginia
- Bel-O-Mar Regional Council
- Department of Education
- Department of Health—Violence and Injury Prevention Program
- Division of Motor Vehicles
- Federal Highway Administration
- Governor's Highway Safety Program
- Health Statistics Center, Behavioral Risk Factor Surveillance System
- Morgantown Monongalia Metropolitan Planning Organization
- National Highway Traffic Safety Administration, Region 3
- Public Service Commission of West Virginia
- Regional Intergovernmental Council
- Sheriff's Association
- State Rail Authority
- Students Against Destructive Decisions
- West Virginia Law Enforcement Professional Standards
- West Virginia Prosecuting Attorneys Institute
- West Virginia Truckers Association
- Wood-Washington-Wirt Interstate Planning Commission
- AARP West Virginia
- Alcohol Beverage Control Administration
- Brooke-Hancock-Jefferson Metropolitan Planning Commission
- Department of Health—Office of EMS
- Division of Highways
- Fayette/Raleigh Metropolitan Planning Organization
- Federal Motor Carrier Safety Administration
- Hagerstown/Eastern Panhandle Metropolitan Planning Commission
- KYOVA Interstate Planning Commission
- Mothers Against Drunk Driving
- Office of the Insurance Commissioner
- Public Transit Division
- Rural Emergency Trauma Institute
- State Firemen's Association
- State Police
- Towing and Recovery Association
- West Virginia Parkways Authority
- West Virginia Public Service Training
- West Virginia University—Local Technical Assistance Program

Based upon an analysis of crash data, West Virginia selected the emphasis areas (EA) listed below for the 2022-2026 SHSP.



These EAs represented 98 percent of all fatalities and 95 percent of all serious injuries. Improving highway safety data was also included as an emphasis area because of the importance of various traffic records data sources in determining the emphasis area strategies and action steps, as well as tracking and assessing their progress. The GHSP's programs and activities influenced and are reflected in all EAs, with the exception of roadway departures.

The objective of the previous 2022-2026 SHSP was to achieve zero fatalities by 2050 and ultimately zero serious injuries on the State's roadways by reducing fatalities and injuries by 4 percent annually over the five-year period. While the 2027-2031 SHSP update will maintain the goal of zero fatalities and serious injuries, the SMTF is currently in the process of finalizing the plan's new objectives and EAs based on crash data and alignment with the Safe System Approach.

Since the Federally-mandated safety performance measures requirement began in 2017, West Virginia officials have established safety performance measure targets (number of fatalities, number of serious injuries, fatalities per 100 million VMT, rate of serious injuries per 100 million VMT, and combined number of nonmotorized fatalities and serious injuries) and coordinated the targets to ensure consistency between the SHSP, 3HSP, and HSIP. As required, these annual targets were established for consistency with West Virginia's 2022-2026 SHSP. This process will continue with the adoption of West Virginia's updated 2027-2031 SHSP and we anticipate that the future 2030-2033 3HSP will fully reflect the updated SHSP.



Evidence-Based Traffic Safety Enforcement Program (TSEP)

A significant portion of West Virginia's highway safety grant funds are awarded to law enforcement agencies each year through the RTSPs and the West Virginia State Police. The GHSP has developed policies and procedures to ensure enforcement resources are used efficiently and effectively to support the goals of the State's highway

safety program. West Virginia incorporates an evidence-based approach in its statewide TSEP through the following components:

Data-Driven Problem Identification

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

All enforcement agencies receiving grant funding are required, like all other grantees, to support their projects with data-driven project identification relevant to their jurisdictions. Each RTSP and regional law enforcement grantee deploys enforcement activities based upon measurable data that they can generate or that is provided to them by the GHSP. The RTSPs and the regional law enforcement grantees require subgrantees to submit funding requests, usually quarterly, and who are then provided with award letters and additional instructions for the enforcement they are approved to work. All documentation is kept on file in the grantees' offices and reviewed periodically during file reviews conducted by the GHSP Program Managers. All subgrantees are required to complete an agency contract each grant year. The expected enforcement effort is documented by a written agreement (and included as part of their grant file), and the agency is required to address the problems detailed in the agreement. Enforcement effort and project progress are actively monitored by the GHSP Program Managers.

Implementation of Evidence-Based Strategies

To ensure enforcement resources are deployed effectively, law enforcement agencies are directed to implement data-driven, evidence-based strategies. The 3HSP narrative below outlines West Virginia's broad approach to address key problem enforcement areas and guides local jurisdictions to develop appropriate countermeasures (often using NHTSA's Countermeasures That Work (CTW) and other authoritative resources) for their specific problem area(s). Examples of proven strategies include targeted enforcement focusing on specific violations, such as distracted driving and speeding, or on specific times of day when more violations occur, such as nighttime impaired driving road checks and seat belt enforcement. Law enforcement grantees are required to use High-Visibility Enforcement (HVE), including participation in national seat belt and impaired driving mobilizations and several State-mandated enforcement mobilizations. Multijurisdictional enforcement efforts are encouraged and supported by the GHSP.



Grantees also leverage proven resource allocation strategies that use data to identify high-crash locations. By implementing strategies that research has shown to be effective, more efficient use is made of the available resources, and the success of enforcement efforts is enhanced.

Details regarding GHSP-sponsored traffic enforcement efforts are described below, including occupant protection-related evidence-based enforcement strategies in Section 5.2 and similar information for impaired driving enforcement strategies in Section 5.3.

Continuous Monitoring

West Virginia's evidence-based TSEP is supported by continuous monitoring of the enforcement grants. Several methods are used to follow up on programs funded by the GHSP. The agencies receiving grant funding are required to detail program progress in activity reports that include data on the activities conducted (e.g., areas and

times worked, number of citations and arrests issued). Enforcement agencies' deployment strategies are continuously evaluated and adjusted to accommodate shifts and changes in their local highway safety problems. Funding decisions for subsequent years are based on the effectiveness and performance of each enforcement project.

Enforcement grants also are monitored throughout the year by the six RTSP Coordinators, GHSP Program Managers, agency LELs, and the State LELs. (The GHSP requires each law enforcement agency that is a recipient of highway safety funding to assign an officer to serve as the agency LEL.) Contact with enforcement agencies is maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events. The GHSP leverages a citation/arrest database to track and monitor grant-funded enforcement efforts. Special projects are implemented as needed.

Highway Safety Planning Timeline

Figure 3 shows the timeline followed by the GHSP in developing the 3HSP, Annual Grant Applications, and Annual Report.

Figure 3 Highway Safety Planning Timeline

Time Period	Activities
January – February	- Conduct data and public participation* analysis - Debrief of previous year's programs, data, priorities, strategic plans, task forces, assessment outcomes, new opportunities, etc. - Prior Federal Fiscal Year (FFY) Annual Report due 90 days after the end of the FFY on a date prescribed by NHTSA - Conduct first FFY monitoring visits (all grantees) - Annual Report added to the GHSP website once finalized
March	- Begin discussion with WVDOT about next FFY coordinated performance targets - Coordinate plan with SHSP - Conduct Grantee Roundtable (all grantees)
April – June	- Develop or update 2027–2029 Highway Safety Plan (3HSP), including discussions around any potential new projects - Review program data and targets to determine funding distribution, select countermeasures strategies, list of projects, and overall direction of the program - Develop revenue estimates and establish a draft budget (reviewed internally) - Develop Annual Grant Application and 405 Applications 3HSP due to DMV Commissioner and DOT Secretary for approval by June 25 - Develop grantee budgets and determine estimated available funding - Review and make determinations on new grant projects, as needed
July	- Submit 3HSP to NHTSA by July 1, or a date designated by NHTSA - Annual Grant Application and Section 405 Grant Applications due to DMV Commissioner and DOT Secretary for approval by July 25 - Second FFY grantee monitoring visits (all grantees) completed in July or early August

Time Period	Activities
August–September	- Submit Annual Grant Application and Section 405 Grant Applications to NHTSA by August 1, or a date designated by NHTSA - Continue developing grantee applications - Grants submitted to the Governor’s Office for approval via Grantor system (VSS and Case Management) - Grants awarded by September 30 - Risk assessments conducted by Regional Coordinators on their agencies due by August 31 3HSP added to the GHSP website once finalized
October–November	- Grants and implementation begin on October 1 - Obligate funds to GTS - Conduct Grantee Roundtable in October (all grantees), as schedule permits - Grantee prior FFY Annual Reports due by November 1 - Final prior FFY reimbursement requests due by November 15 - Establish monitoring schedule for year
December	- Develop prior FFY Annual Report - End of prior FFY Grantee Monitoring and Risk Assessment Report due - Seat Belt Survey Report added to the GHSP website once finalized - Carry out closeout of fiscal year and prepare final cost summary
Due to Program Manager on 20th of each month	- Request for Reimbursement for previous month - Monthly Activities, CPS, and Media Reports - Calendar Information for upcoming month (also sent to Business Operations Assistant) - Regional Fatality and LE Activity Report - Equipment log, or as it is updated
Due to Program Manager on the 7 th and 21 st of each month	Flash reports detailing recent activities and upcoming activities

* Public participation and engagement activities are identified and conducted throughout the year at the State and regional levels

Primary Data Sources

West Virginia relies on the NHTSA/Fatality Analysis Reporting System (FARS) database; ReportBeam Crash data, housed in the West Virginia DOT Crash Database (reported by law enforcement agencies); and surveys as the primary 3HSP data sources. Table 1 lists all the primary and supporting data sources used to develop West Virginia’s 3HSP.

Table 1 **3HSP Data Sources**

Federal	West Virginia	Other
■ Fatality Analysis Reporting System (FARS) ■ State Traffic Safety Information (STSI) ■ FHWA VMT Data ■ U.S. Census Data ■ American Community Survey Five-Year Estimates ■ NHTSA Program Assessment Reports ■ NHTSA Uniform Highway Safety Guidelines ■ NHTSA Countermeasures That Work (CTW) ■ NHTSA Traffic Safety Facts ■ U.S. DOT MAP-21/FAST Act/IIJA Guidance	■ Crash and Injury data ■ Driver licensing data ■ Vehicle data ■ Citation data ■ Court System data ■ Treatment data ■ Trauma Registry data ■ Division of Motor Vehicles Annual Report ■ Alcohol Sales and Underage Buy Rates ■ SHSP ■ State Legislation and Policy ■ Population data ■ Observational Surveys of Seat Belt Use ■ Attitudinal Surveys ■ Sobriety Checkpoint, Directed/Saturation Patrol Data ■ Department of Economic Development Data ■ Various other State agency databases and reports	■ Other States' 3HSPs, Annual Grant Applications, and Annual Reports ■ Other national safety research

The majority of the traffic-related data (crashes, fatalities, and injuries) are collected by West Virginia's law enforcement agencies. The largest agency is the West Virginia State Police with 600+ uniformed troopers housed in 7 troops and further divided into 57 detachments. Between July 1, 2024, through June 30, 2025, the West Virginia State Police investigated 5,085 fatal traffic crashes. Another significant state law enforcement agency is the West Virginia Public Service Commission (PSC), whose transportation division oversees commercial motor carrier enforcement. Each of the 55 West Virginia counties has a sheriff's department, varying in size from 3 officers to 104 officers. There are also more than 100 municipal police departments. All of these agencies have the responsibility of enforcing traffic laws.

Triennial Performance Measures

Table 2 identifies 3HSP program areas with related performance measures. These reflect the prior 3HSP's performance measures but adapted to the revised performance framework promulgated by NHTSA on January 1, 2025. Additionally, West Virginia has chosen to report on urban and rural fatalities per 100 million VMT.

Table 2 **Performance Measures FFY2027–2029**

Program Area	Core Performance Measures	Measured By
Overall Program Goals	UC-1 ■ Decrease fatalities	■ Number of traffic-related fatalities
	UC-2 ■ Decrease serious injuries	■ Number of traffic-related serious injuries
	UC-3 ■ Decrease fatality rate per 100 million VMT	■ Traffic fatalities per 100 million VMT
	SD-1 ■ Decrease rural fatalities/VMT	■ Rural fatality rate per 100 million VMT
	SD-2 ■ Decrease urban fatalities/VMT	■ Urban fatality rate per 100 million VMT

Program Area	Core Performance Measures		Measured By
Regional Traffic Safety Program	(UC-4)	Decrease unrestrained fatalities	Number of unrestrained passenger vehicle occupant fatalities, all seat positions
	(UC-5)	Decrease fatalities with BAC at 0.08 or above	Number of fatalities involving a driver or motorcycle operator with BAC at 0.08 and greater
	(UC-7)	Decrease pedestrian fatalities	Number of pedestrian fatalities
	(SC-4)	Decrease bicyclist fatalities	Number of bicyclist fatalities
Occupant Protection	UC-4	Decrease unrestrained fatalities	Number of unrestrained passenger vehicle occupant fatalities, all seat positions
	SD-3	Increase observed belt use	Observed belt use for passenger vehicles, front seat outboard occupants
Impaired Driving	UC-5	Decrease fatalities with BAC at 0.08 or above	Number of fatalities involving a driver or motorcycle operator with BAC at 0.08 and greater
	SD-4	Increase number of Active DREs	Number of Active DREs
Speeding	UC-6	Decrease speeding-related fatalities	Number of speed-related fatalities
Motorcycle Safety	SC-1	Decrease motorcyclist fatalities	Number of motorcyclist fatalities
	SC-2	Decrease unhelmeted motorcyclist fatalities	Number of unhelmeted motorcyclist fatalities
Traffic System Information System Improvements	SD-5	Decrease the time for crashes to be submitted into the crash database	The mean number of days between the crash and submission date
Distracted Driving	SC-3	Decrease drivers 20 or younger involved in fatal crashes	Number of drivers age 20 or younger involved in fatal crashes
Novice Drivers	SC-3	Decrease drivers 20 or younger involved in fatal crashes	Number of drivers age 20 or younger involved in fatal crashes
Pedestrian and Bicycle Safety	UC-7	Decrease pedestrian fatalities	Number of pedestrian fatalities
	SC-4	Decrease bicyclist fatalities	Number of bicyclist fatalities
Older Road Users	SC-5	Decrease older drivers (ages 65 and above) involved in fatal crashes	Number of older drivers (ages 65 and above) involved in fatal crashes
Roadside Safety	SD-6	Decrease roadside fatalities	Five-year moving average of roadside fatalities

UC: Universal Core Performance Measures (required by all states)

SC: Strategic Core Performance Measures (required if the state has a corresponding program area)

SD: State-Developed Performance Measures (optionally developed by the state if needed to measure programs on a countermeasure strategy for which another performance measure won't fit)

Countermeasure and Strategy Selection Process

At least two times throughout the year, GHSP staff conducts roundtable meetings with all RTSP staff, representatives of the Regional Law Enforcement Program in Region 6, the WVSP Project Director and Assistant, the State LEL, and other local stakeholders to review recent crash trends and emerging issues, gather input on safety problems, review grant activity, and discuss effective countermeasures. In addition to these focused discussions, the GHSP also serves on the SHSP emphasis area teams that discuss countermeasure

implementation and ways to solve the State's most significant traffic safety issues as trends emerge or new issues arise. Information gained from these meetings, coupled with the staff's knowledge of the data, literature, and the State's cultural and political climate, all serve to inform the selection of countermeasures and strategies for the 3HSP.

Application Process

Description of GHSP's Grantee Application Process

West Virginia highway safety grants are initiated by completing a grant application for Federal highway safety funds. These applications are to be submitted annually to the GHSP. The GHSP will make an announcement as to the date the application is due. The grant application process runs from approximately May through October of each year.

The application consists of multiple sections. There are two different versions of the grant application—one for regional programs and one for all other projects.

1. Regional Grant Application:

- a. Page 1: Cover sheet, including contact information for the Authorized Official, Project Director, and Financial Officer.
- b. Page 2: Performance Goals.
- c. Page 3: Required Activities (see Appendix D).
- d. Page 4: Fiscal Summary (Budget Sheets).
- e. Page 5–7: Conditions and Assurances (see Appendix D).
- f. Page 8: Special Conditions (when applicable) (see Appendix D).

2. Other Grant Project Application (non-regional):

- a. Page 1: Cover sheet, including contact information for the Authorized Official, Project Director, and Financial Officer.
- b. Page 2: Problem Identification.
- c. Page 3: Project Objectives and Activities.
- d. Page 4: Fiscal Summary (Budget Sheets).
- e. Page 5–7: Conditions and Assurances.
- f. Page 8: Special Conditions (when applicable).

Upon receiving the applications, the GHSP staff will:

- Promptly acknowledge and review for completeness.
- Assess the overall need and impact of the project.
- Check for budget availability and available resources
- Evaluate how the specific project will satisfy 3HSP goals and objectives.
- Determine that the potential subrecipient is the appropriate entity to perform the activities.
- Check the standing of the applicant to receive Federal or State funds.
- Review all grant applications and make recommendations of projects to be funded to the GHSP Director.

Criteria used for the evaluation of these projects may include, but are not limited to:

- Compliance of the proposed project with the priority programs delineated in the 3HSP.
- Data-driven problem identification and proven proposed countermeasures.
- Probability that the project will achieve its goal(s) and objective(s) and that progress can be measured.
- The project provides for adequate fiscal responsibility.
- The project conforms with all pertinent rules and regulations.

The GHSP Director will make one of the following recommendations in regard to each application:

- Approve the project for recommendation to the Governor's Representative for Highway Safety.
- Approve the project for recommendation to the Governor's Representative for Highway Safety with conditions and/or amendments to the application.
- Return the project for revision. The required revision will be applied to the application.
- Return the application as not conforming to GHSP requirements or for lack of funds available.

The recommended grants will be forwarded to the Governor's Representative for his/her decision as to which projects will be funded. The authority to make grants is vested only by the Governor's Representative for Highway Safety (or the Governor).

Grantee Risk Assessment

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

- The GHSP, as a pass-through entity, shall impose all necessary requirements on subrecipients so that Federal awards, are used in accordance with Federal statutes, regulations, the terms and conditions of the Federal award, and any additional GHSP requirements.
- Subrecipients shall permit the GHSP and auditors to have access to the subrecipient's records and financial statements, as necessary.

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

- The subrecipient's prior experience with the same or similar subawards.
- The results of previous audits, including whether or not the subrecipient receives a Single Audit in accordance with Subpart F-Audit Requirements of this part, and the extent to which the same or similar subaward has been audited as a major program.
- Whether the subrecipient has new personnel or new or substantially changed systems.
- The extent and results of Federal awarding agency monitoring (e.g., if the subrecipient also receives Federal awards directly from a Federal awarding agency).

- The GHSP shall consider imposing specific subaward conditions upon a subrecipient, if appropriate, as described in §200.208 Specific conditions.
- The GHSP will monitor the activities of the subrecipient as necessary to ensure that the subaward is used for authorized purposes, in compliance with Federal statutes, regulations, and the terms and conditions of the subaward; and that subaward performance goals are achieved. Pass-through entity monitoring of the subrecipient must include:
 - Reviewing financial and performance reports required by the pass-through entity.
 - Following up and ensuring that the subrecipient takes timely and appropriate action on all deficiencies pertaining to the Federal award provided to the subrecipient from the pass-through entity detected through audits, onsite reviews, and other means.
 - Issuing a management decision for audit findings pertaining to the Federal award provided to the subrecipient from the pass-through entity as required by §200.521 Management decision.
- Depending upon the GHSP’s assessment of risk posed by the subrecipient (as described in paragraph b) of this section), the following monitoring tools may be used to ensure proper accountability and compliance with program requirements and achievement of performance goals:
 - Providing subrecipients with training and technical assistance on program-related matters.
 - Performing onsite reviews of the subrecipient’s program operations.
 - Arranging for agreed-upon-procedures engagements as described in §200.425 Audit services.
- The GHSP shall verify that every subrecipient is audited as required by Subpart F-Audit Requirements of this part when it is expected that the subrecipient’s Federal awards expended during the respective fiscal year equaled or exceeded the threshold set forth in §200.501 Audit requirements.
- The GHSP shall consider whether the results of the subrecipient’s audits, onsite reviews, or other monitoring indicate conditions that necessitate adjustments to the GHSP’s own records.
- The GHSP shall consider taking enforcement action against noncompliant subrecipients as described in §200.339 Remedies for noncompliance, of this part and in program regulations.

3.2 Problem Identification

Demographic Trends

The majority of West Virginia’s counties are designated as rural, although only 30 percent of the total population lives in the rural counties. The largest city in West Virginia, Charleston, has 47,421 residents, and Kanawha County, the largest county in the State and home of Charleston, has 176,537 residents. The second-largest city in West Virginia is Huntington, with 45,787 residents, per 2024 5-year American Community Survey (ACS) estimates.

West Virginia’s geographic area encompasses 24,041.15 square miles and ranks 41st in area. The largest county is Randolph with 1,039.70 square miles and the smallest is Hancock with 82.61 square miles.¹ The State has

¹ U.S. Census Bureau
(<https://www.census.gov/quickfacts/fact/table/andolphcountwestvirginia,WV,hancockcountwestvirginia/LND110220>).

39,138 miles of public highway with the vast majority being rural two-lane roadways.² West Virginia's mountainous terrain, narrow roadways, and small shoulder areas also create special highway safety challenges. West Virginia has 35 non-Federal, short-term, acute care hospitals, two of which are Level I Trauma Centers, two are Level II, four are Level III, and 24 are Level IV Trauma Centers.^{3,4}

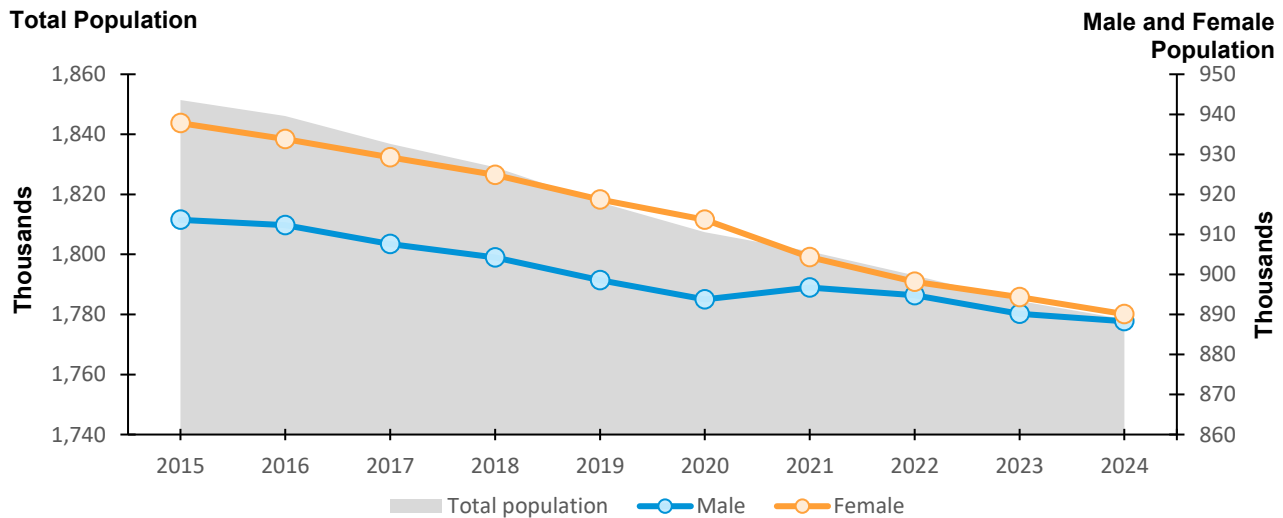
The U.S. Census estimates the State's 2024 population is 1,807,426 (2020-2024, 5-year estimates), which represents an increase of 0.35 percent from 1,801,049 from the 2017-2021 American Community Survey 5-year estimates. Table 3 shows West Virginia's population having slightly more females than males which has been consistent over the last 10 years as illustrated in Figure 4.

Table 3 Population

Demographic Group	Population
Total population	1,807,426
Male	893,743
Female	913,683
Black alone	64,285
White alone	1,672,255
Hispanic (of any race)	28,679
Asian alone	14,228

Source: U.S. Census Bureau, 2020-2024 American Community Survey, 5-year Estimates Data Profiles.

Figure 4 Population Trend



Source: U.S. Census Bureau, 2015-2019 and 2020-2024 American Community Survey, 5-year Estimates Data Profiles.

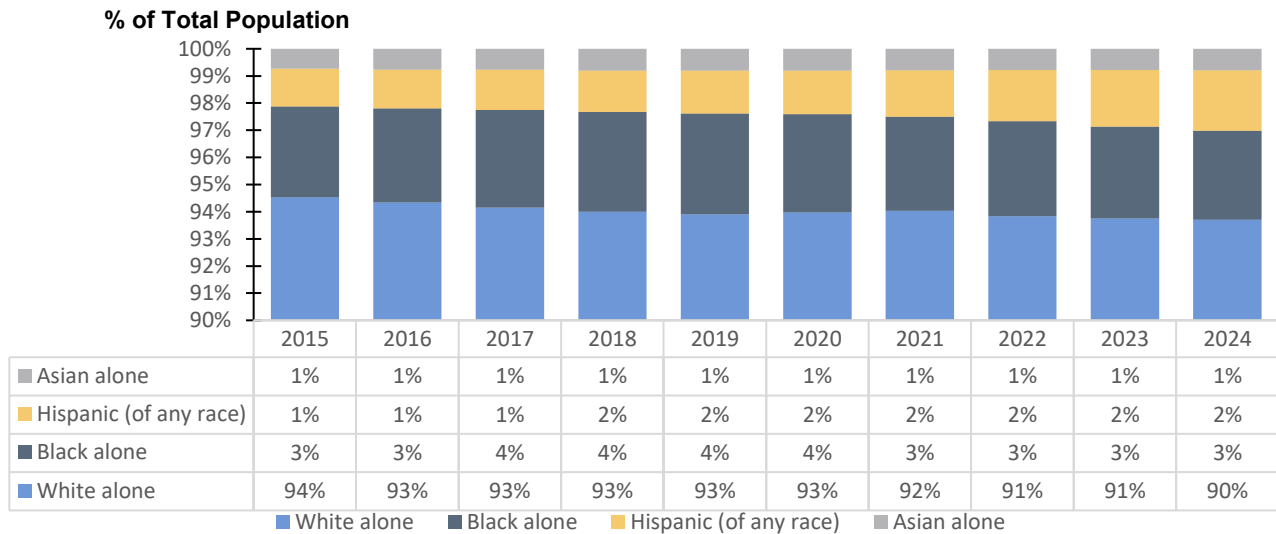
² Federal Highway Administration (<https://www.fhwa.dot.gov/policyinformation/statistics/2024/pdf/hm10.pdf>).

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

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

The population distribution by race in Figure 5 shows an overwhelming majority of the population in the State is white, although there has been a slight increase in the percent of Hispanic population in recent years.

Figure 5 Race



Source: U.S. Census Bureau, 2015-2019 and 2020-2024 American Community Survey, 5-year Estimates Data Profiles.

Table 4 shows the number of licensed drivers, registered motor vehicles, and vehicle miles traveled decreased over time, from 2021 to 2024. The number of licensed drivers in West Virginia demonstrated a constant, incremental decline by 12.3 percent from 2012 to 2024. However, the number of registered motor vehicles and the vehicle miles traveled decreased significantly in the last three years. From 2022 to 2023, registered motor vehicles in West Virginia dropped 21.5 percent, from 1,930,724 in 2022 to 1,515,512 in 2023. From 2023 to 2024, vehicle miles traveled in West Virginia dropped 42.3 percent, from 15,962 in 2023 to 9,214 in 2024.

Table 4 Licensing and Motor Vehicles

Year	Licensed Drivers	Registered Motor Vehicles	Vehicle Miles Traveled (in Millions)
2012	1,309,123	1,799,664	19,226
2013	1,309,384	1,827,964	19,232
2014	1,305,871	1,864,143	19,117
2015	1,304,464	1,733,889	19,827
2016	1,300,878	1,838,160	19,539
2017	1,291,271	1,867,478	19,072
2018	1,280,937	1,891,665	19,447
2019	1,277,566	1,812,503	19,077
2020	1,242,767	1,647,285	16,054
2021	1,273,268	1,820,830	16,079
2022	1,281,869	1,930,724	15,312***

Year	Licensed Drivers	Registered Motor Vehicles	Vehicle Miles Traveled (in Millions)
2023	1,131,688*	1,515,512**	15,962***
2024	1,147,780*	1,479,130**	9,214***

Source: West Virginia DMV Annual Report 2022, FHWA Highway Statistics Series, Table VM-2.

*Source: FHWA Highway Statistics Series 2023 and 2024, Table DL-201 Licensed Drivers by State 1949-2024 (1)

<https://www.fhwa.dot.gov/policyinformation/statistics/2024/dl201.cfm>

** Source: FHWA Highway Statistics Series 2023 and 2024, Table MV-1 State Motor-Vehicle Registrations – 2024

<https://www.fhwa.dot.gov/policyinformation/statistics/2024/mv1.cfm>

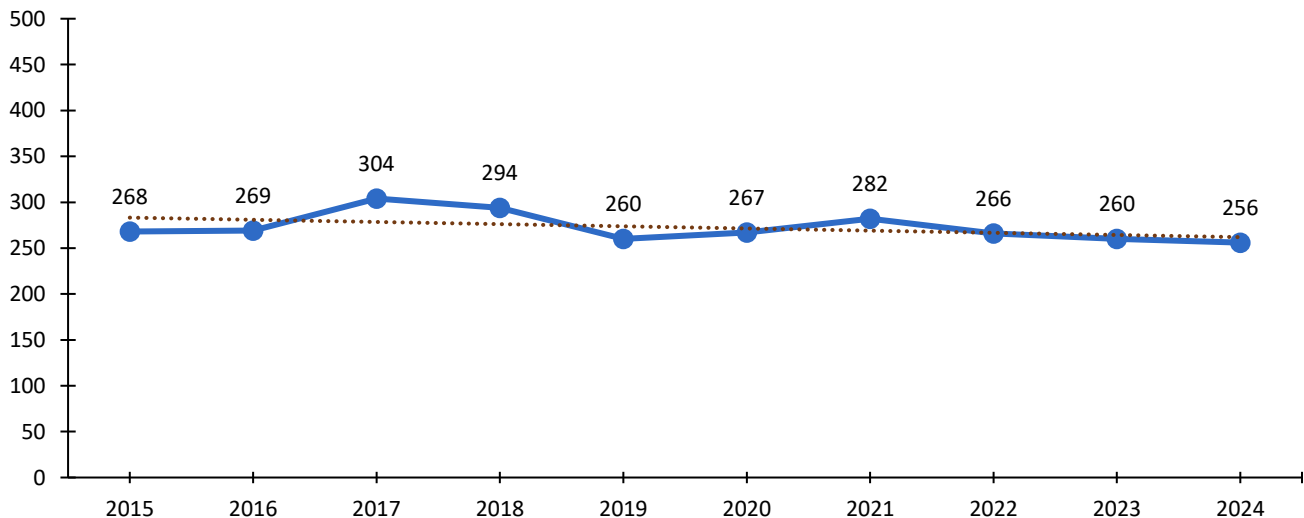
*** Source: FHWA Highway Statistics Series 2023 and 2024, Table HM44 Annual Vehicle-Miles by Functional System

<https://www.fhwa.dot.gov/policyinformation/statistics/2024/hm44.cfm>

West Virginia's Traffic Safety Challenges

Overall, traffic safety has gradually improved in West Virginia. State data indicate 256 roadway users died on the State's roadways in 2024, representing a four percent decrease from 267 fatalities in 2020 (Figure 6). As of 2024, West Virginia has also experienced an overall four percent decline in the number of traffic-related fatalities since 2015. This is the lowest number of total roadway deaths in West Virginia history.

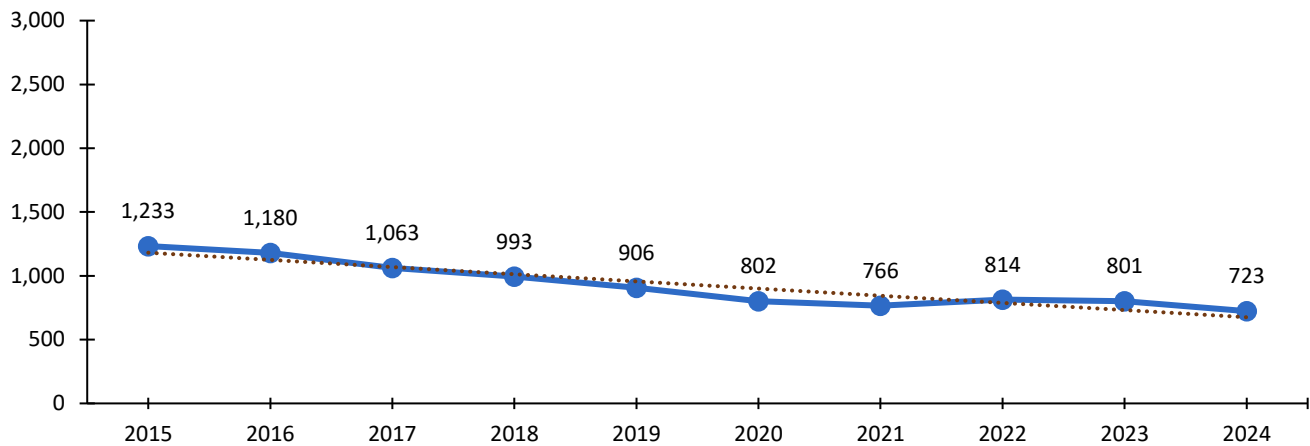
Figure 6 Traffic Fatalities



Source: U.S. DOT, NHTSA, State Traffic Safety Information (STSI), 2026.

Figure 7 shows serious injuries between 2015 and 2024. Serious injuries trended downward from 1,233 in 2015 to 766 in 2021, peaked at 814 in 2022, then continued to decline by 11 percent from 2022 to 2024. From 2015 to 2024, serious injuries declined by 41 percent.

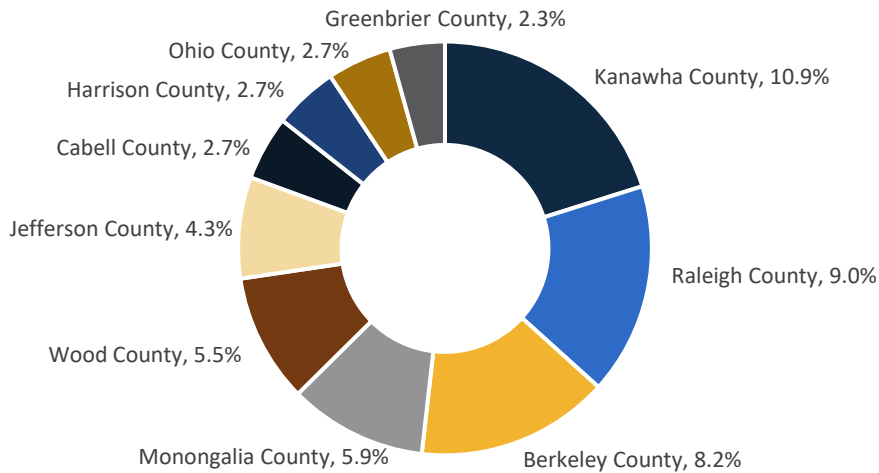
Figure 7 **Traffic Serious Injuries**



Source: West Virginia DOT, Division of Highways, 2026, GHSA Annual Report FFY2024.

Figure 8 shows the top 10 counties where fatalities occurred in 2024. Kanawha County, the most populous county in West Virginia, was the site of 10.9 percent (28) of the State’s fatalities in 2024, followed by the 9 percent (23) of fatalities that occurred in Raleigh County.

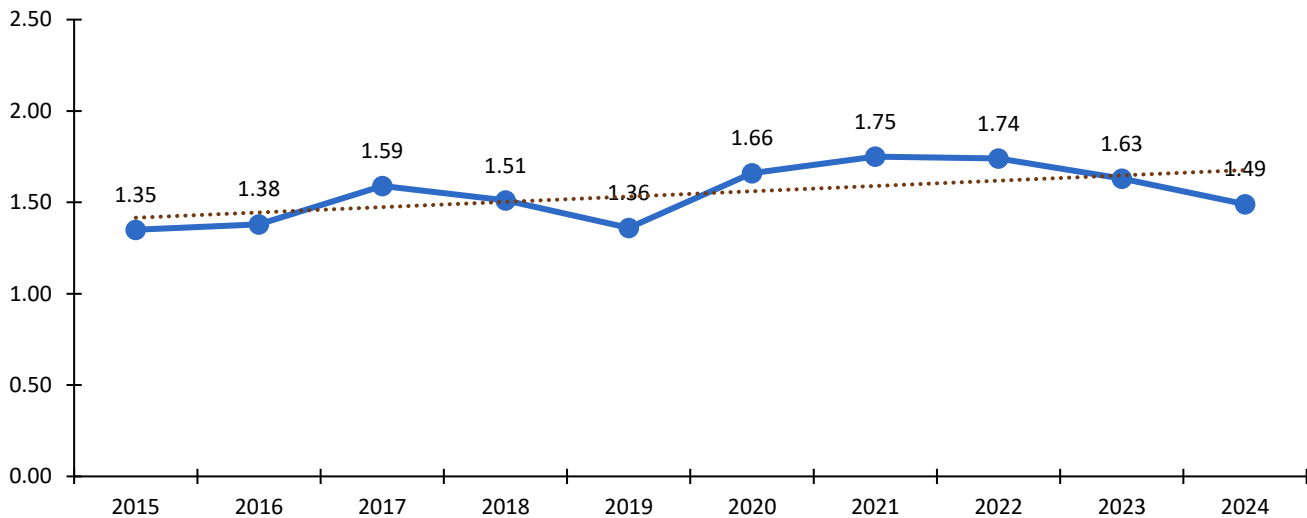
Figure 8 **County Fatalities**
Top 10 Counties in 2024



Source: U.S. DOT, NHTSA STSI, 2026.

The State’s trend for fatalities per 100 million vehicle miles traveled (VMT) has seen an overall slight increase since 2015 (Figure 9). From 2021 to 2024, there was a 15 percent decrease from 1.75 fatalities per 100 million VMT to 1.49 in 2024.

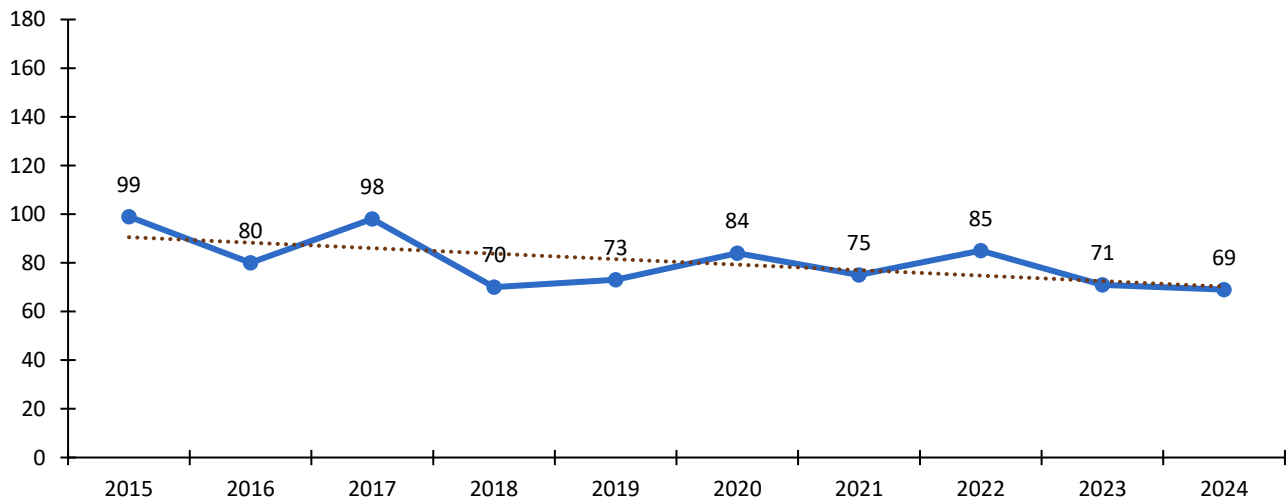
Figure 9 Fatalities per 100 Million Vehicle Miles Traveled



Source: U.S. DOT, NHTSA STSI, 2026.

As shown in Figure 10, the number of unbelted fatalities has fluctuated year after year. However, the overall unbelted fatality trend shows a steady decline over the 2015-2024 ten-year period. Unbelted fatalities decreased by 26 percent from 2015 to 2019 and decreased by 18 percent from 2020 to 2024. Overall, the number of unbelted fatalities has fallen by 30 percent from 2015 to 2024.

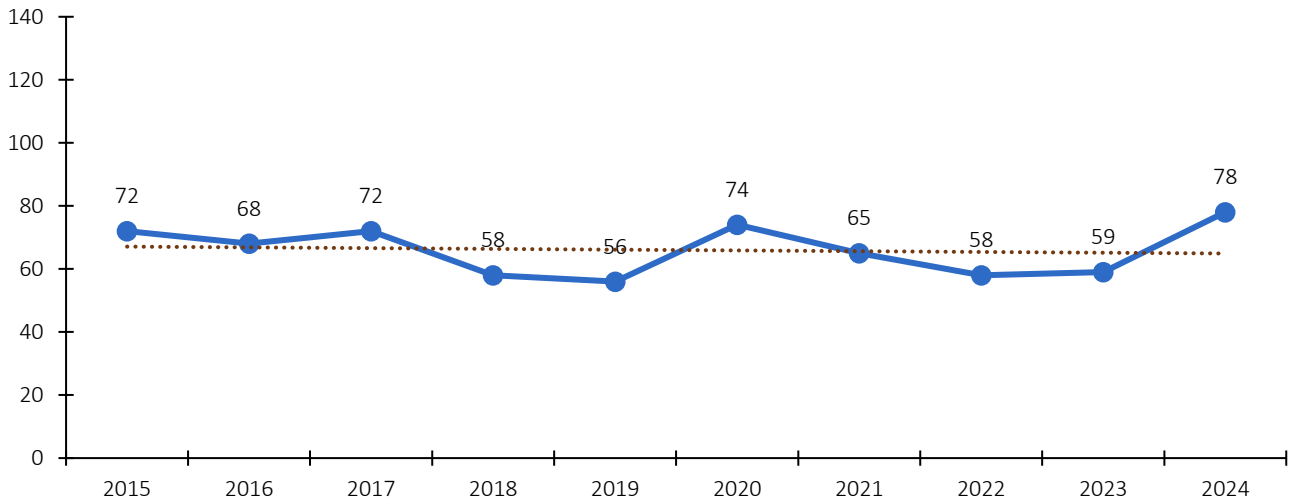
Figure 10 Unbelted Fatalities



Source: U.S. DOT, NHTSA STSI, 2026.

From 2015-2019, alcohol-impaired driving fatalities dropped from 72 to 56, indicating a 22 percent decrease (Figure 11). From 2020 to 2023, alcohol-impaired fatalities decreased every year before suddenly peaking at 78 in 2024. Overall, alcohol-impaired fatalities with a BAC of 0.08 or higher saw an increase of 8 percent in the 10-year period from 2015 to 2024. The GHSP will respond to this trend in its FFY2027-2029 program planning.

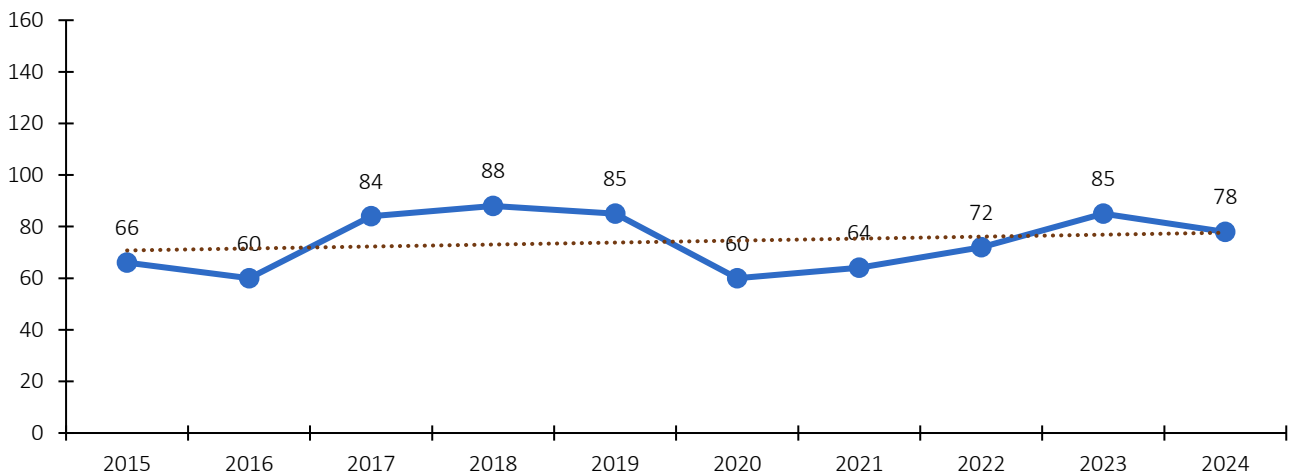
Figure 11 **Alcohol-Impaired Driving Fatalities**
0.08 BAC and Above



Source: U.S. DOT, NHTSA STSI, 2026.

Speeding-related fatalities varied from 2015 to 2024 (Figure 12). From 2015 to 2019, speeding-related fatalities increased by 29 percent. While speeding-related fatalities dropped dramatically to 60 in 2020, they continued to increase in the following years. Overall, speeding-related fatalities increased by 18 percent from 2015 to 2024. As one of the program areas to experience more fatalities, speed management will continue to be a GHSP focus.

Figure 12 **Speeding-Related Fatalities**

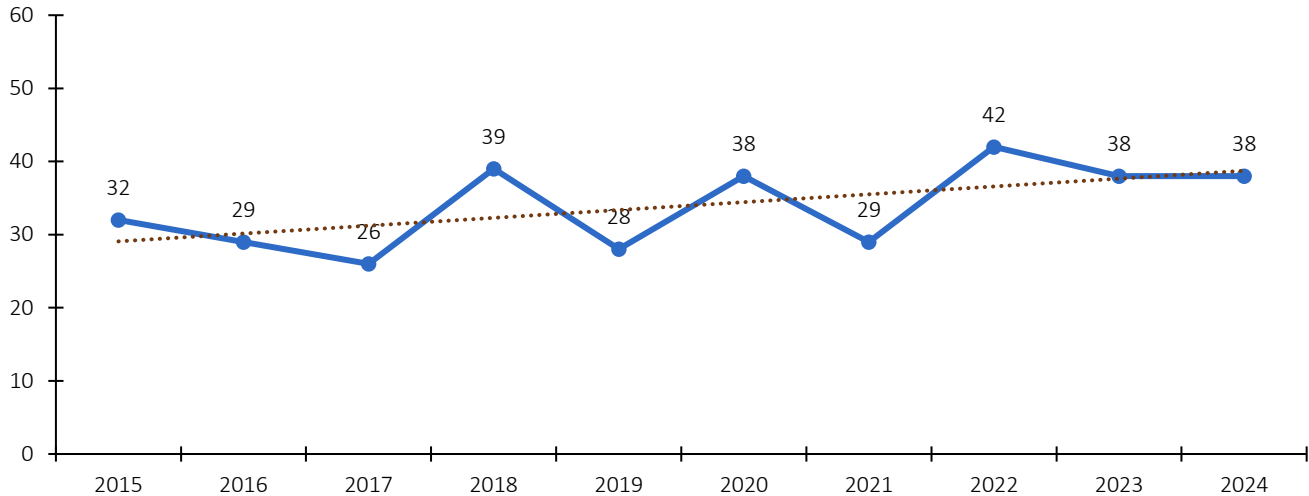


Source: U.S. DOT, NHTSA STSI, 2026.

Although motorcyclist fatalities have varied generally between 26 and 42 fatalities a year, the trend line in Figure 13 shows an overall steady increase from 2015 to 2022. From 2022 to 2024, motorcyclist fatalities dipped from the record-high 42 fatalities in 2022 to 38 fatalities in both 2023 and 2024. Unhelmeted motorcyclist fatalities demonstrate

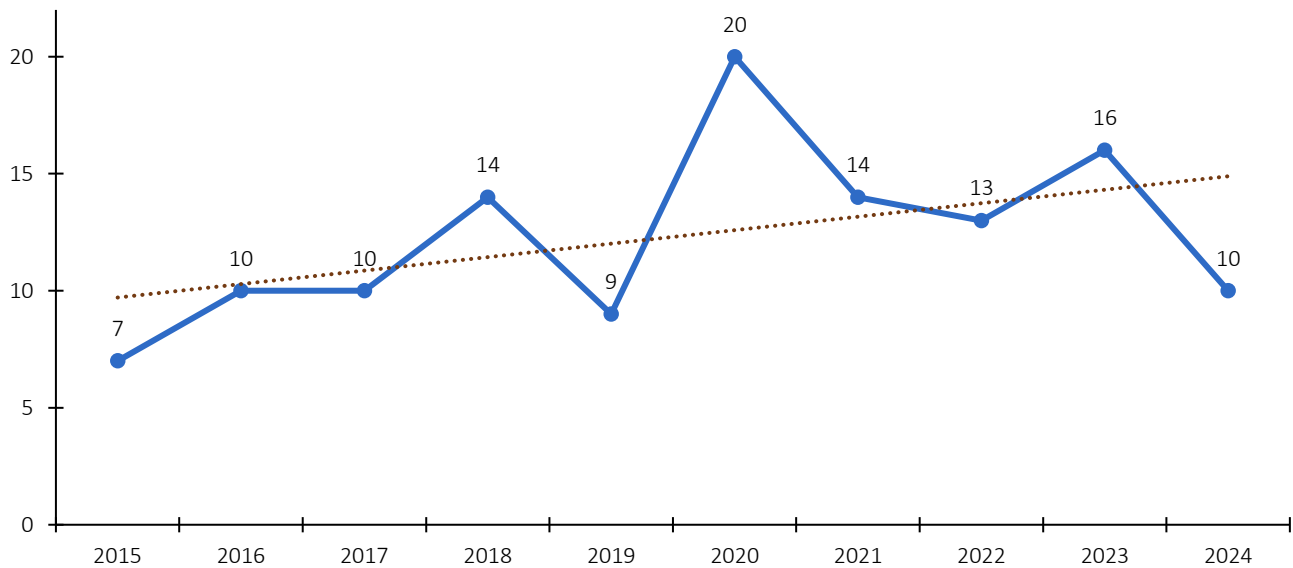
a similar fluctuating, increasing trendline from the past decade. The annual number of unhelmeted fatalities has been as high as 20 in 2020, decreasing 50 percent to 10 unhelmeted fatalities in 2024 (Figure 14).

Figure 13 Motorcyclist Fatalities



Source: U.S. DOT, NHTSA STSI, 2026.

Figure 14 Unhelmeted Motorcyclist Fatalities

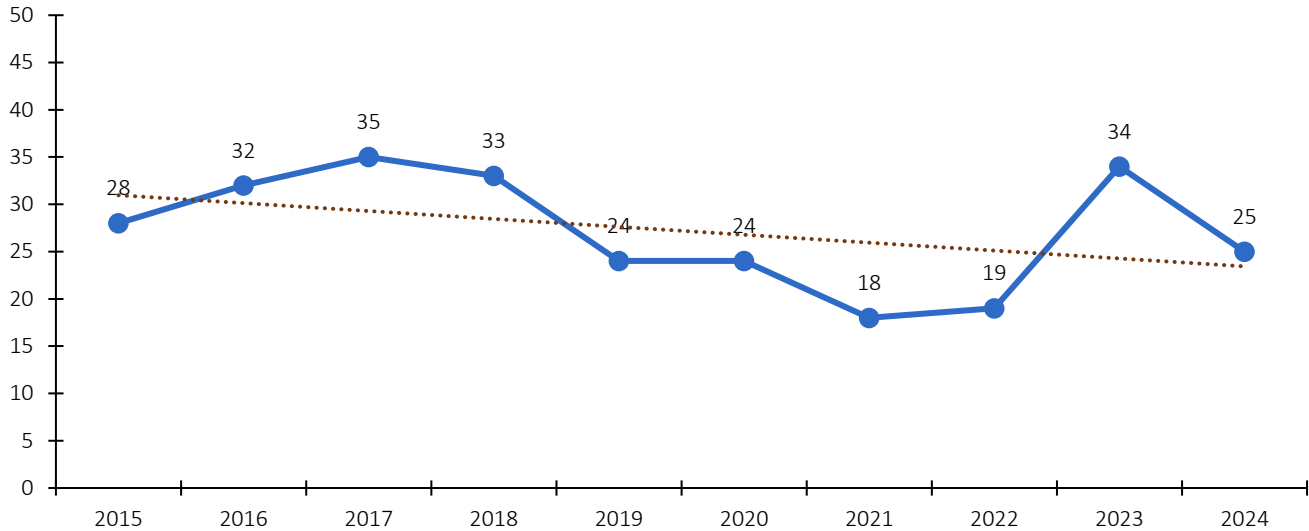


Source: U.S. DOT, NHTSA STSI, 2026.

The number of young drivers (under 21 years of age) involved in fatal crashes has fluctuated from 2015 to 2024. Figure 15 shows a general downward trend with peaks in 2017 and 2023. Fatal crashes involving young drivers decreased from 35 in 2017 to 18 in 2021. In more recent years, there was a sharp 79 percent increase between 2022 and 2023, from 19 to 34 young drivers involved in fatal crashes, respectively (Figure 15). From 2023 to

2024, this 34-person peak decreased to 25 in 2024. The GHSP will be exploring how to best address this volatility of novice driver involved fatalities traffic with a new Novice Driver Program Area.

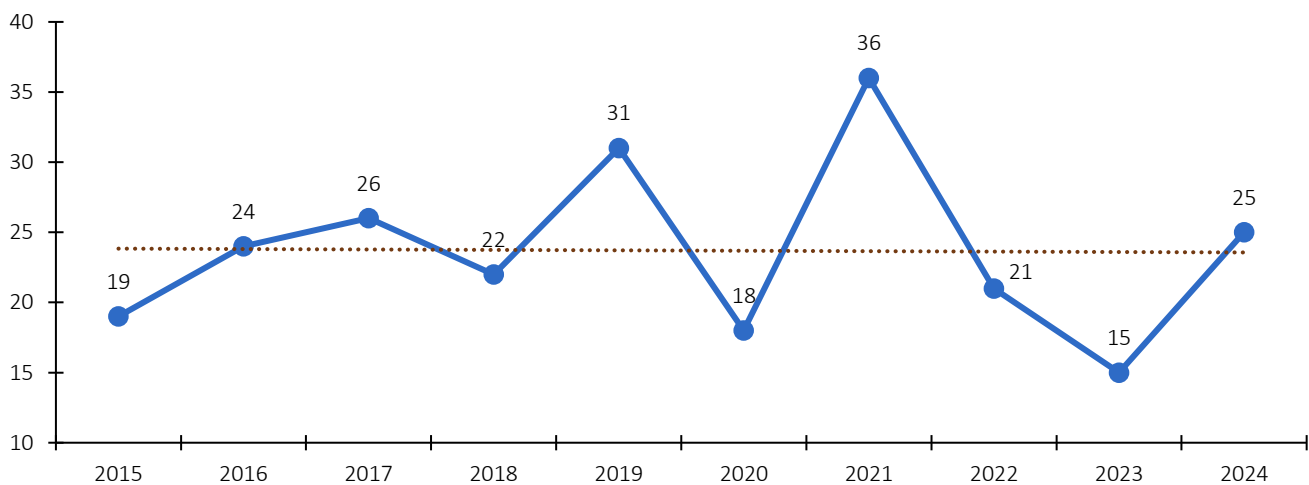
Figure 15 Drivers Under 21 Involved in Fatal Crashes



Source: U.S. DOT, NHTSA STSI, 2026.

From 2015 to 2024, pedestrian fatalities fluctuated considerably over this 10-year period (Figure 16). Pedestrian fatalities peaked at 31 in 2019, decreased sharply to 18 fatalities in 2020, before peaking at 36 fatalities in 2021. These fluctuations persisted in more recent years, with fatalities decreasing 58 percent from 2021 (36) to 2023 (15). Pedestrian fatalities disproportionately impact certain areas of the State, and the GHSP will implement programs to better protect vulnerable road users.

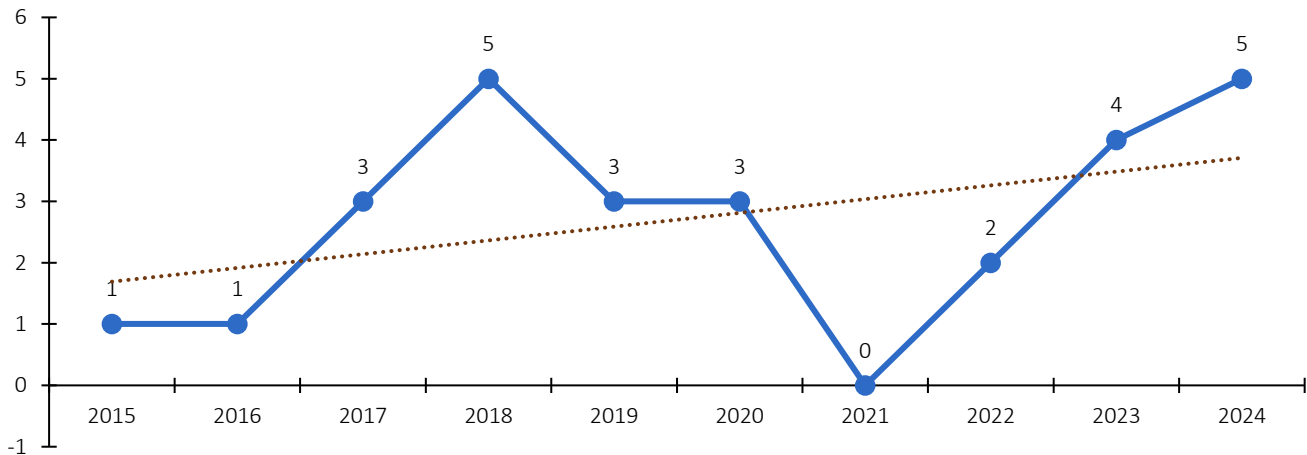
Figure 16 Pedestrian Fatalities



Source: U.S. DOT, NHTSA STSI, 2026.

In the past 10 years, the highest number (5) of bicyclist fatalities occurred in 2018 and 2024. Otherwise, bicyclist fatalities stayed in the range of 0 to 4 each year (Figure 17). The three bicyclist fatalities in 2019 were a 40 percent decrease from the five fatalities in 2018 and remained the same (3) in 2020. In 2021, bicycle-related fatalities came down to 0, with a 100 percent reduction from the past year. However, the trend of bicyclist-related fatalities has followed a steady upward slope since 2012. This increase is alarming, and bicyclist safety will be a part of the GHSP's vulnerable road user focus.

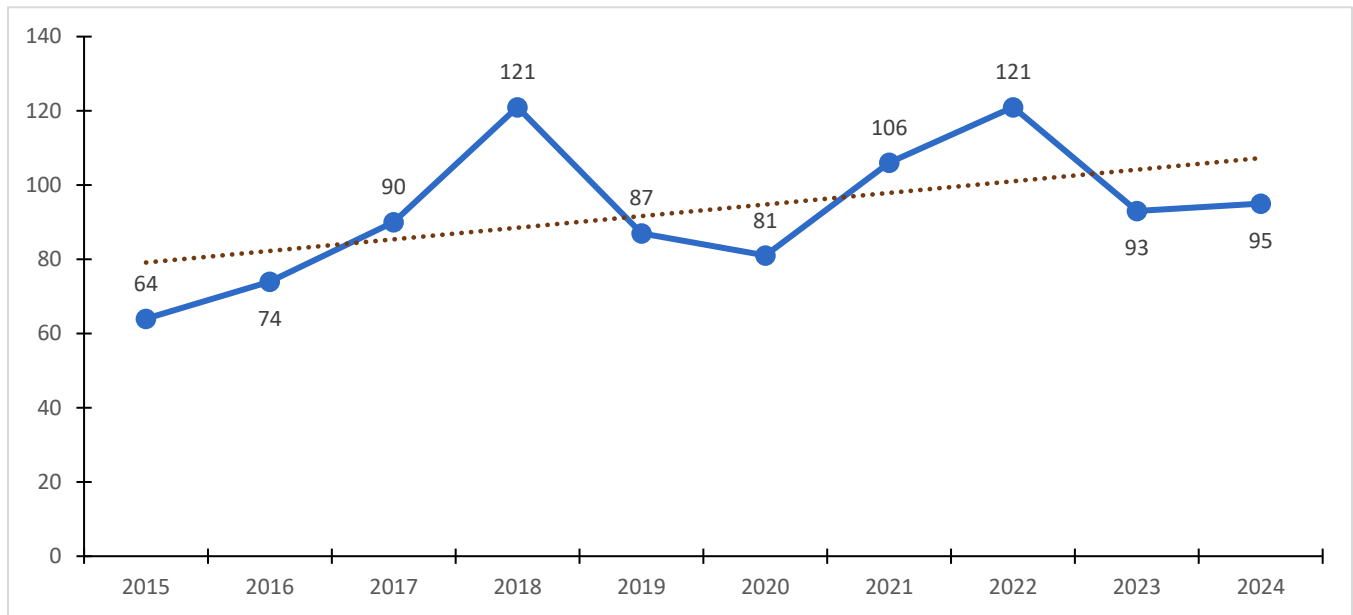
Figure 17 Bicyclist Fatalities



Source: U.S. DOT, NHTSA STSI, 2026.

Older drivers (age 65 and above) involved in fatal crashes followed an upward trend, averaging 93 deaths per year in the last 10 years (2015-2024). As shown in Figure 18, older drivers involved in fatal crashes nearly doubled from 64 in 2015 to 121 in 2018. Following this peak, older drivers involved in fatal crashes declined to 87 in 2019 and 81 in 2020. Between 2021 and 2024, the trend repeated itself as older drivers involved in fatal crashes climbed back up to 121 in 2022 before declining to 93 in 2023 and 95 in 2024. The overall increasing trend suggests further action is needed. The GHSP will be seeking to expand its efforts to better improve crash outcomes involving older road users across the modes.

Figure 18 Drivers 65 and Above Involved in Fatal Crashes



Source: FARS using Fatality and Injury Reporting System Tool (FIRST), April 2026.

Table 5 on the following two pages summarizes Figure 6 through Figure 18 above to show trends for the universal/strategic core and state-developed performance measures from 2015 through 2024. For each measure, the percent change from 2023 to 2024 and the average annual change are shown. Traffic fatalities for all road users have decreased 1.54 percent from 2023 to 2024 and demonstrated around 260 to 300 fatalities annually. Annual serious injuries for all road users have decreased, nearly 6% on average per year, from 2015 to 2024. However, pedestrian fatalities increased 66 percent from 15 in 2023 to 25 in 2024. Additionally, bicycle fatalities demonstrated an increasing average annual change from the past decade of about 20 percent.

Table 5 Annual West Virginia Traffic Safety Trends 2015-2024

Universal Core and Strategic Core Performance Measure		2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2023–2024 Percent Change	Average Annual Change (2015-2024)
UC-1	Traffic Fatalities	268	269	304	294	260	267	282	266	260	256	-1.54%	-0.51%
UC-2	Serious Traffic Injuries	1,233	1,180	1,063	993	906	802	766	814	801	723	-9.74%	-5.76%
UC-3	Fatalities/VMT	1.35	1.38	1.59	1.51	1.36	1.66	1.75	1.74	1.63	1.49	-8.59%	1.10%
UC-4	Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions	99	80	98	70	73	84	75	85	71	69	-2.82%	-3.93%
UC-5	Alcohol-Impaired Fatalities (drivers or motorcycle operators with a 0.08 BAC or greater)	72	68	72	58	56	74	65	58	59	78	32.20%	0.89%
UC-6	Speeding-Related Fatalities	66	60	84	88	85	60	64	72	85	78	-8.24%	1.87%
UC-7	Pedestrian Fatalities	19	24	26	22	31	18	36	21	15	25	66.67%	3.10%
SC-1	Motorcyclist Fatalities	32	29	26	39	28	38	29	42	38	38	0.00%	1.93%
SC-2	Unhelmeted Motorcyclist Fatalities	7	10	10	14	9	20	14	13	16	10	-37.50%	4.04%
SC-3	Drivers Age 20 or Younger Involved in Fatal Crashes	28	32	35	33	24	24	18	19	34	25	-26.47%	-1.25%
SC-4	Bicycle Fatalities	1	1	3	5	3	3	0	2	4	5	25.00%	19.58%
SC-5	Drivers Age 65 and Above Involved in Fatal Crashes	64	74	90	121	87	81	106	121	93	95	2.15%	4.49%

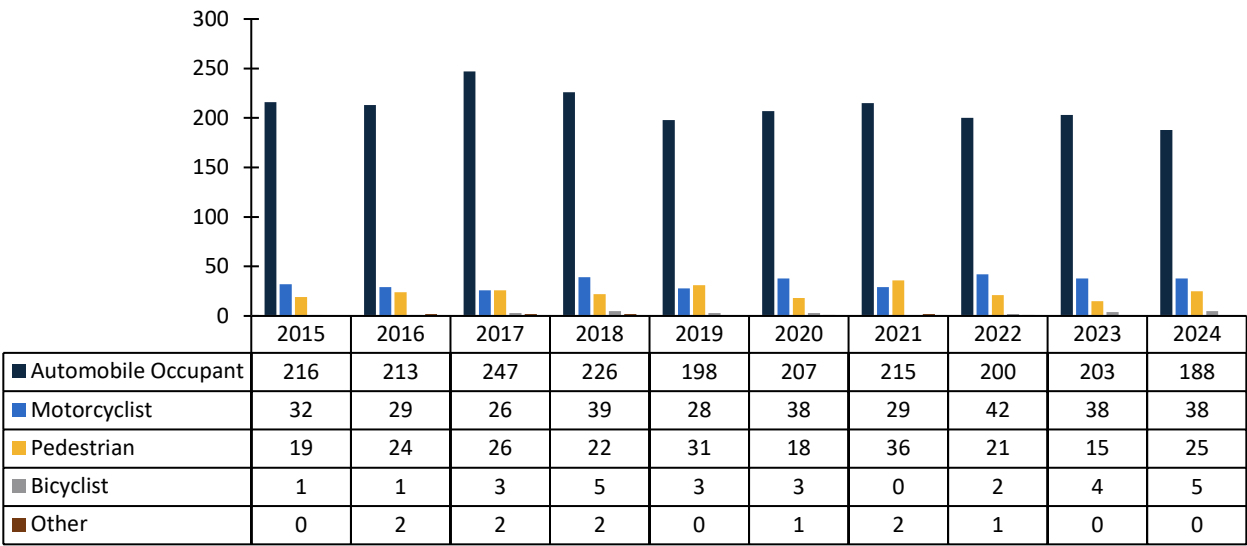
State-Developed Performance Measures		2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2023–2024 Percent Change	Average Annual Change (2015-2024)
SD-1	Rural Fatalities/VMT	1.95	1.69	2.05	1.80	1.74	2.07	2.09	2.20	2.04	1.47	-27.94%	-3.09%
SD-2	Urban Fatalities/VMT	0.77	1.04	1.07	1.21	0.92	1.14	1.39	1.23	1.20	1.48	23.33%	7.53%
SD-3	Observed Seat Belt Use (Front Seat Passenger Vehicle Occupants)	86.8%	89.7%	90.5%	90.2%	90.2%	88.1%	92.5%	93.0%	92.0%	91.6%	-2.10%	0.53%
SD-4	Number of Active DREs	13	26	33	48	54	42	36	33	36	37	2.78%	12.32%
SD-5	Traffic System Information System Improvements: The mean number of days between the crash and submission date	-	-	-	-	-	5.989	5.587	7.042	7.062	7.926	12.23%	7.26%*
SD-6	Roadside fatalities	-	-	-	-	-	1	2	3	2	3	100%	200%*

Source: NHTSA FARS FIRST, 2026, NHTSA STSI, 2026, West Virginia GHSP, and 2025 West Virginia Observational Survey of Seat Belt Use.

**Note: This percentage reflects the average annual change from 2020 to 2024, as there is no available data preceding 2020.*

Finally, automobile drivers and occupants (in West Virginia this includes passenger cars, light trucks, and large trucks) continue to be the road user group that experienced the highest number of fatalities by a large margin (Figure 19), though this group's fatalities declined between 2015 and 2024.

Figure 19 Fatalities by Roadway User Group



Source: U.S. DOT, NHTSA STSI, 2026.

4.0 Performance Plan

4.1 Highway Safety Performance Targets for FFY2027–2029

West Virginia has adopted zero fatalities as a long-term goal – an objective established by the West Virginia SMTF during the development of the State’s first SHSP in 2007. The objective was reaffirmed in the 2022-2026 SHSP, which calls for achieving zero fatalities by 2050 and ultimately eliminating serious injuries on West Virginia roadways. As an interim objective, the SMTF agreed to pursue a 4 percent annual reduction of fatalities and serious injuries over the 2022-2026 SHSP timeframe.

As a member of the SMTF, the GHSP actively participated in discussions regarding the establishment of the long-term safety goal of zero fatalities. The 4 percent annual reduction established in the 2022-2026 SHSP provided an important reference point for developing fatality and serious injury performance targets in this 3HSP. However, since the 2027-2031 SHSP update process has only recently begun and new interim statewide safety goals have not yet been finalized, the GHSP conducted a historical data trend and scenario analysis to establish appropriate interim fatality reduction targets for this plan cycle.

The analysis evaluated three potential pathways using West Virginia’s annual fatality data and five-year rolling averages. For each pathway, the GHSP calculated the estimated annual reduction and resulting 2025-2029 rolling average target (Table 6). The 30x30 and 30x35 scenarios were calculated using compounded annual reductions, while the Zero by 2050 scenario was calculated using linear projection reduction.

Table 6 Scenario Analysis Summary

Scenario	Projection Method	Estimated Annual Reduction	2025-2029 Rolling Average Target	Change from the 2020-2024 Rolling Average of 226
Zero by 2050	Linear projection reduction	4.2% equivalent annualized rate*	215	Rolling average reduced by 51
30x30	Compounded annual percentage reduction	5.8	198	Rolling average reduced by 68
30x35	Compounded annual percentage reduction	3.2	226	Rolling average reduced by 40

The illustrative Zero by 2050 scenario produced a 2025-2029 rolling average target of 215 fatalities. This scenario was calculated using a linear reduction of approximately 10.2 fatalities per year as a fixed compounded percentage reduction cannot mathematically reach zero. Over the 2025-2029 period, the linear reduction from 266 (2020-2024 rolling average) to 215 is equivalent to an average annualized reduction of approximately 4.2 percent. This near-term pace is generally consistent with the 4 percent annual reduction objective established in the 2022-2026 SHSP but is more aggressive than the historical trend demonstrated by West Virginia’s recent five-year rolling averages.

The 30x30 scenario would require a compounded annual reduction of approximately 5.8 percent and produced a 2025-2028 rolling average target of 198 fatalities. This rate is substantially steeper than West Virginia's historical fatality trend and was determined as likely not achievable given the limited timeframe remaining before 2030.

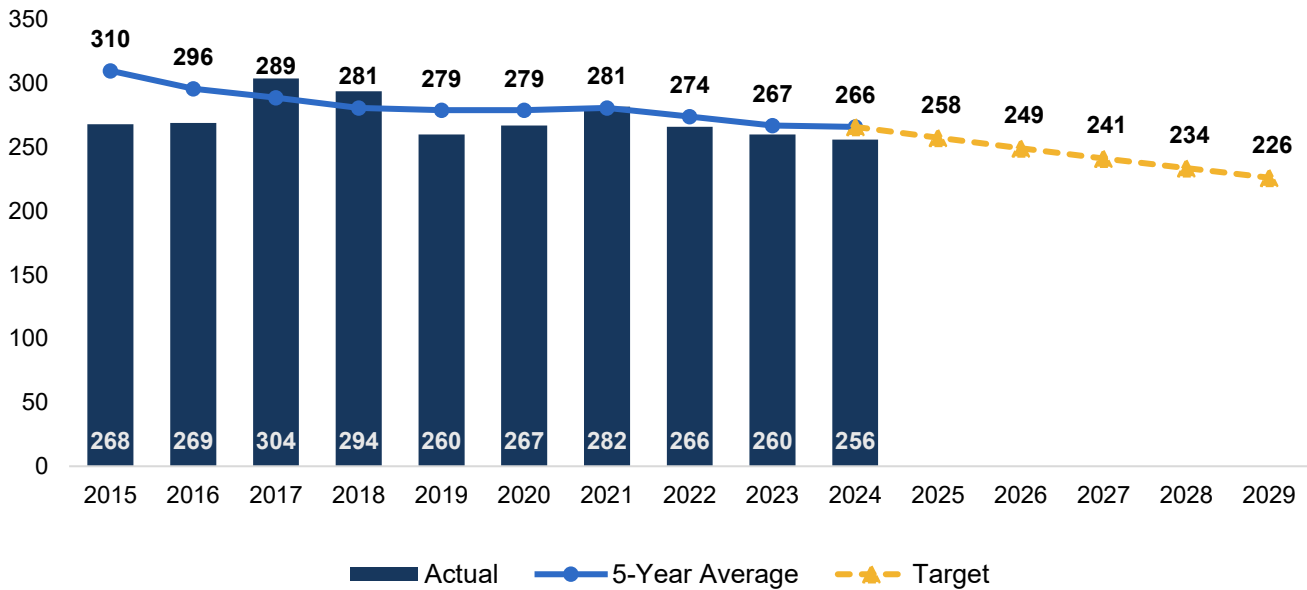
The GHSP also considered the State's fatality performance under the previous 2024-2026 3HSP, which targeted a 2.1 percent reduction from 281 (2017-2021 rolling average) to 275 (2020-2024 rolling average) by 2024. West Virginia exceeded this target, achieving a 2020-2024 rolling average of 266 fatalities. This performance supports a more ambitious target for this 3HSP, although historical trends caution against the steeper 30x30 pathway.

Additionally, the GHSP considered the preliminary 2025 total of 229 fatalities, a considerable reduction from 256 fatalities in 2024. However, as the preliminary 2025 fatality total remains subject to audit, reconciliation, and final FARS reporting, this data point was treated as supplemental information and was not used as the current safety level or basis for target selection.

Based on the comparative scenario analysis, performance under the previous 3HSP, the objectives of the 2022–2026 SHSP, recent fatality trends, and the preliminary status of the 2025 data, the GHSP selected the 30x35 pathway as the most appropriate interim planning goal. Its approximate 3.2 percent compounded annual reduction is more ambitious than the reduction established in the previous 3HSP while remaining more closely aligned with recent five-year rolling-average trends than either the 30x30 or Zero by 2050 scenario. The selected pathway balances measurable progress toward the State's long-term goal of zero fatalities with the need to establish targets that reflect West Virginia's historical performance and current safety conditions.

To pursue the 30 percent reduction by 2035 interim goal, the 3HSP uses 2024 as the baseline year, based on the five-year rolling average for 2020-2024, the most recent period of complete and verified fatality and serious injury data. The resulting trendlines indicate an end target for FFY 2029, as well as imply internal annual targets for FFY2027 and 2028. Figure 20 shows the pathway toward a 30 percent reduction of traffic fatalities, which includes a 3.2 percent annual reduction from 266 (2020-2024 rolling average) to 226 (2025-2029 rolling average) to achieve the interim goal of 186 fatalities by 2035.

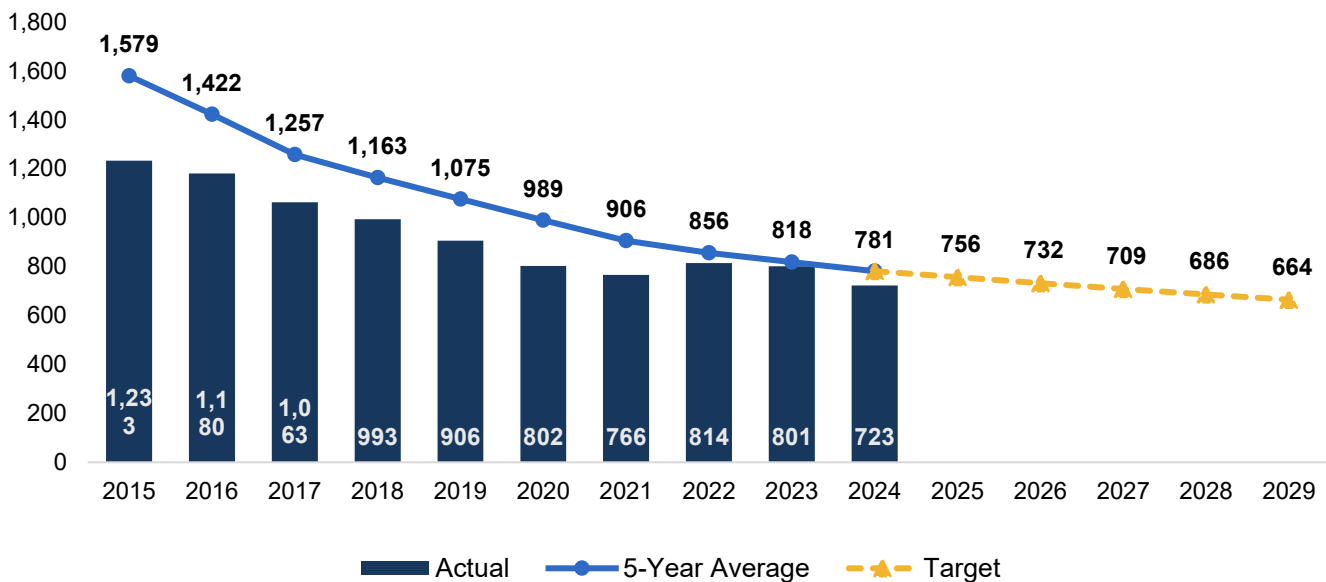
Figure 20 Total Fatalities Performance Targets Through 2029



Source: West Virginia DOT, Division of Highways, NHTSA STSI, 2026.

Figure 21 shows the corresponding serious injury performance targets through 2029, which also equated to a 3.2 percent annual reduction from 781 (2020-2024 rolling average) to 664 (2025-2029 rolling average) to achieve the goal of 547 serious injuries in 2035, and an overall reduction of 30 percent.

Figure 21 Serious Injury Performance Targets Through 2029



Source: West Virginia Department of Transportation, Division of Highways, 2026.

Selected Performance Targets and Justification

NHTSA encourages States to consider and adjust trendlines and performance targets, if necessary, when major legislation is passed or major changes in the number of fatalities and serious injuries occur. The GHSP monitors traffic safety trends on an ongoing basis and strives to reduce or at least not exceed the previous year's level of motor vehicle-related fatalities and serious injuries. Our goal is always to move the State toward zero fatalities.

Table 7 shows the performance measures and targets for the FFY2027-2029 HSP. While the 30x35 pathway establishes the State's overall interim direction and was used to develop the targets for traffic fatalities and serious injuries, it was not applied uniformly to every performance measure. Each remaining performance target was established separately through a systemic review of the historical data and factors relevant to that specific measure. Consequently, the percentage or rate of improvement differs among performance measures and reflects the data and circumstances associated with each individual highway safety problem, further described in Section 5. The resulting trendlines indicate an end target for FFY 2029, as well as imply internal annual targets for FFY2027 and 2028. The future rate of fatalities per VMT uses a projected 0.44 percent yearly VMT increase.

Table 7 FFY2027-2029 Performance Measures and Targets

		Base Years (Historical Data)						
			2020	2021	2022	2023	2024	2025
UC-1	Traffic Fatalities	FARS Annual	267	282	266	260	256	
		Rolling Average	279	281	274	267	266	
	Reduce total fatalities to 226 (2025-2029 rolling average) from a current safety level of 266 (2020-2024 rolling average) by 3.2% annually.							
UC -2	Serious Injuries in Traffic Crashes	State Annual	802	766	814	801	723	
		Rolling Average	989	906	856	818	781	
	Reduce serious traffic injuries to 664 (2025-2029 rolling average) from a current safety level of 781 (2020-2024 rolling average) by 3.2% annually.							
UC-3	Fatalities/100M VMT	FARS Annual	1.66	1.75	1.74	1.63	1.49	
		Rolling Average	1.50	1.57	1.60	1.63	1.65	
	Reduce fatality rate to 1.57 (2025-2029 rolling average) from a current safety level of 1.65 (2020-2024 rolling average) by 1% annually.							
UC-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	FARS Annual	84	75	85	71	69	
		Rolling Average	81	80	77	78	77	
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions to 72 (2025-2029 rolling average) from a current safety level of 77 (2020-2024 rolling average) by 6% by December 31, 2029.							

		Base Years (Historical Data)						
			2020	2021	2022	2023	2024	2025
UC-5	Alcohol-Impaired Driving Fatalities	FARS Annual	74	65	58	59	78	
		Rolling Average	66	65	62	62	67	
	Reduce alcohol-impaired driving fatalities to 61 (2025-2029 rolling average) from a current safety level of 67 (2020–2024 rolling average) by 10% by December 31, 2029.							
UC-6	Speeding-Related Fatalities	FARS Annual	60	64	72	85	78	
		Rolling Average	75	76	74	73	72	
	Reduce speeding-related fatalities to 66 (2025-2029 rolling average) from a current safety level of 72 (2020-2024 rolling average) by 9% by December 31, 2029.							
UC-7	Pedestrian Fatalities	FARS Annual	18	36	21	15	25	
		Rolling Average	24	27	26	24	23	
	Reduce pedestrian fatalities to 18 (2025-2029 rolling average) from a current safety level of 23 (2020-2024 rolling average) by 23% by December 31, 2029.							
SC-1	Motorcyclist Fatalities	FARS Annual	38	29	42	38	38	
		Rolling Average	32	32	35	35	37	
	Reduce motorcyclist fatalities to 33 (2025-2029 rolling average) from a current safety level of 37 (2020-2024 rolling average) by 10% by December 31, 2029.							
SC-2	Unhelmeted Motorcyclist Fatalities	FARS Annual	20	14	13	16	10	
		Rolling Average	13	13	14	14	15	
	Reduce unhelmeted motorcyclist fatalities to 14 (2025–2029 rolling average) from a current safety level of 15 (2020–2024 rolling average) by 10% by December 31, 2029.							
SC-3	Drivers Age 20 of Younger Involved in Fatal Crashes	FARS Annual	24	18	19	34	25	
		Rolling Average	30	27	24	24	24	
	Reduce drivers age 20 and younger involved in fatal crashes to 18 (2025-2029 rolling average) from a current safety level of 24 (2020-2024 rolling average) by 24% by December 31, 2029.							
SC-4	Bicyclist Fatalities	FARS Annual	3	0	2	4	5	
		Rolling Average	3	3	3	2	3	
	Maintain bicycle fatalities at 3 (2025-2029 rolling average) compared to the current safety level of 3 (2020-2024 rolling average) through December 31, 2029.							

SC-1	Motorcyclist Fatalities	FARS Annual	38	29	42	38	38	
		Rolling Average	32	32	35	35	37	
	Reduce motorcyclist fatalities to 33 (2025-2029 rolling average) from a current safety level of 37 (2020-2024 rolling average) by 10% by December 31, 2029.							
SC-5	Drivers Age 65 and Above Involved in Fatal Crashes	FARS Annual	81	106	121	93	95	
		Rolling Average	91	97	103	98	99	
	Reduce older drivers age 65 and above involved in fatal crashes to 90 (2025-2029 rolling average) from a current safety level of 99 (2020-2024 rolling average) by 9% by December 31, 2029.							
State-Developed Performance Measures								
			2020	2021	2022	2023	2024	2025
SD-1	Rural Fatalities/100M VMT	FARS Annual	2.07	2.09	2.20	2.04	1.47	
		Rolling Average	1.87	1.95	1.98	2.03	1.97	
	Reduce rural fatality rate to 1.88 (2025-2029 rolling average) from a current safety level of 1.97 (2020-2024 rolling average) by 1% annually.							
SD-2	Urban Fatalities/100M VMT	FARS Annual	1.14	1.39	1.23	1.20	1.48	
		Rolling Average	1.08	1.15	1.18	1.18	1.29	
	Reduce urban fatality rate to 1.22 (2025-2029 rolling average) from a current safety level of 1.29 (2020-2024 rolling average) by 1% annually.							
SD-3	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	State Annual	90.2%	88.1%	92.5%	93.0%	92.0%	91.6%
		Rolling Average	89.5%	89.7%	90.3%	90.8%	91.2%	91.4%
	Increase observed seat belt use for passenger vehicles to 93.3% from a current safety level of 91.2% by December 31, 2029.							
SD-4	Number of Active DREs	State Annual	42	36	33	36	37	49
	Increase the number of active DREs to 63 from the current level of 55 (2026) by December 31, 2029.							
SD-5	Crash Data Timeliness	State Annual	5.878	5.587	7.042	7.062	7.926	
	Decrease the mean number of days between the time of a crash and submission date of the crash report into the crash database from the current 7.926 days to 3 days by December 31, 2029.							
SD-6	Roadside Fatalities	State Annual	1	2	3	2	3	
	Decrease roadside fatalities from the current 3 to 0 by December 31, 2029.							

Note: 2025 data provided above is considered preliminary.

5.0 Countermeasure Strategy for Programming Funds

Based on Federal and State data analysis, behavioral survey findings, public input, discussions with key partners and stakeholder groups, alignment with other State plans, and alignment with national U.S. DOT safety priorities, West Virginia's 3HSP addresses the ten program areas described below and identifies how the GHSP will use various safety countermeasure strategies to achieve the identified performance measures and targets.

Regional Traffic Safety Programs	Occupant Protection	Impaired Driving	Motorcycle Safety	Speed Enforcement
Traffic Safety Information System Improvements	Distracted Driving	Pedestrian and Bicyclist Safety	Older Road Users	Roadside Safety

West Virginia utilizes NHTSA's [Countermeasures That Work \(CTW\): A Highway Safety Countermeasure Guide for State Highway Safety Offices](#), Eleventh Edition, 2023, as a reference to aid in selection of effective, evidence-based countermeasure strategies for the program areas presented in this Section.

5.1 Regional Traffic Safety Programs

Problem ID the Strategy Addresses

The GHSP embraced the present community/regional approach to traffic safety in the 1990s. We continue to believe it is the most efficient approach to address the State's traffic safety problems and issues with a localized approach. The State is divided into eight regions based on geography and demographics. Table 8 identifies each region by number and details the population and square miles serviced by each program. The population for each region is based on the U.S. Census Bureau's 2020-2024 American Community Survey 5-year estimates data profile. Table 9 shows the regional distribution of fatalities each year from 2020 to 2024.

Table 8 **Population and Area by Region**

Region	Population	Percent of State	Area (Square Miles)	Percent of State
1	224,833	12.64%	3029	12.60%
2	265,552	14.93%	2,465	10.25%
3	83,407	4.69%	366	1.52%
4	177,390	9.97%	1,328	5.52%
5	338,554	19.04%	4,765	19.82%
6	287,788	16.18%	3,484	14.49%

Region	Population	Percent of State	Area (Square Miles)	Percent of State
7	249,957	14.06%	5,893	24.52%
8	150,892	8.48%	2,708	11.27%
Totals	1,778,373	100%	24,038	100%

Source: U.S. Census Bureau, 2020–2024 American Community Survey, 5-year Estimates Data Profiles.

Table 9 Fatalities by Region

Region	2020	2021	2022	2023	2024	Total	Average
1	29	47	36	35	37	184	36.8
2	38	36	49	42	25	190	38.0
3	16	14	8	9	14	61	12.2
4	16	14	14	11	21	76	15.2
5	46	50	47	42	37	222	44.4
6	61	46	35	44	51	237	47.4
7	40	51	47	52	48	238	47.6
8	21	24	30	25	23	123	24.6
WV Totals	267	282	266	260	256	1,331	266.2

Source: West Virginia Division of Highways. 2026.

In FFY2027-2029, the GHSP will continue to fund traffic safety initiatives through seven Regional Traffic Safety Programs and one Regional Law Enforcement Program throughout West Virginia, covering all 55 counties as described below in Table 10 and shown in Figure 22.

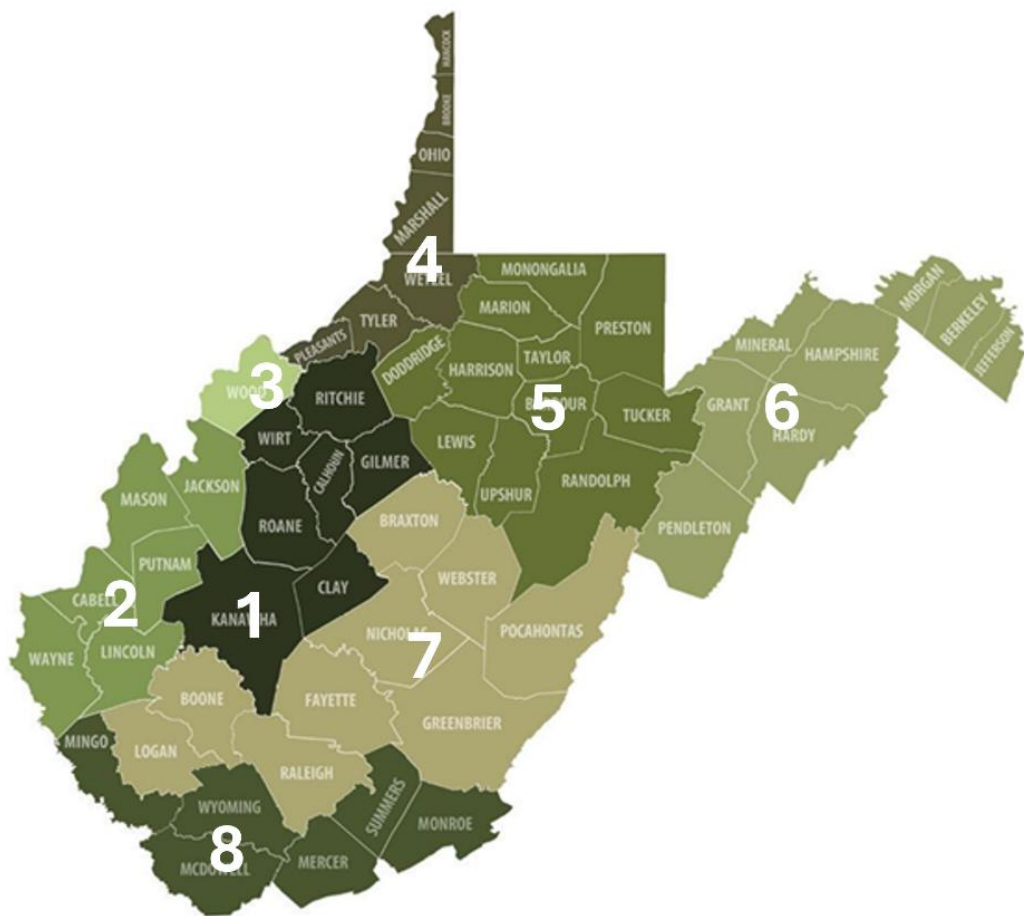
Table 10 Regional Traffic Safety Programs

Region	Name	Counties	2024 Population
1	Metro Valley Highway Safety Program	Calhoun, Clay, Gilmer, Kanawha, Ritchie, Roane, Wirt	224,833
2	Huntington Regional Highway Safety Program	Cabell, Jackson, Lincoln, Mason, Putnam, Wayne	265,552
3	Mid-Ohio Valley Regional Highway Safety Program	Wood	83,407
4	Northern Regional Highway Safety Program	Brooke, Hancock, Marshall, Ohio, Pleasants, Tyler, Wetzel	177,390

Region	Name	Counties	2024 Population
5	High-Technology Corridor Regional Highway Safety Program	Barbour, Doddridge, Harrison, Lewis, Marion, Monongalia, Preston, Randolph, Taylor, Tucker, Upshur	338,554
6	Regional Law Enforcement Program	Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, Pendleton	287,788
7	Southern Regional Highway Safety Program	Boone, Braxton, Fayette, Greenbrier, Logan, Nicholas, Pocahontas, Raleigh, Webster	249,957
8	West Virginia Coalfields Highway Safety Program	McDowell, Mercer, Mingo, Monroe, Summers, Wyoming	150,892
Total State Population			1,778,373

Source: GHSP 2026, U.S. Census Bureau, 2020–2024 American Community Survey, 5-year Estimates Data Profiles.

Figure 22 FFY2027-2029 Regional Traffic Safety Program Locations



Source: West Virginia GHSP, 2026.

The RTSPs will implement programs to address all of GHSP's priority program areas consistently throughout the State. The RTSPs also have flexibility in crafting projects that address issues which may be more prevalent in one area over another (i.e., ATV crashes are more common in the southern/southwestern part of the State; pedestrian and bicyclist crashes are clustered in more populous areas).

Each Region, aside from Region 6, has an RTSP Coordinator funded under the program who oversees collaboration with and the distribution of grant funds to grantees. The GHSP documents and provides to Coordinators the RTSP goals, objectives, problem identification guidance, and community applications, along with instructions on completing the application.

Each RTSP supported with GHSP funds is required to conduct the countermeasure activities detailed in this section within their assigned region. Each Regional Coordinator is also responsible for overseeing evidence-based law enforcement programs to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents.

RTSP grantee projects selected for funding must meet all of the GHSP's grant standards, as described above in Section 2.1, and have goals and objectives tailored to their area based on the problems specific to their regions.

The RTSPs use many of the same data sources as the 3HSP to identify traffic safety problems in each region, such as West Virginia crash data, FARS, DMV data, Alcohol Beverage Control Administration data, and data and reports generated by the GHSP.

Each region includes at least one "major" city/town, as well as a large rural area. All activities conducted reach a large portion of the rural communities in each region.

Mandatory RTSP activities include:

Coordination/Project Coordinator

1. The Project Director must successfully complete a NHTSA Project Management Class (i.e., Managing Highway Safety Programs).
2. Establish and maintain a Task Force of Highway Safety advocates and hold a minimum of three meetings per year. A list of members must be maintained on file in the Coordinator's office.
3. Establish and conduct a Regional Highway Safety Award/Recognition program.
4. Make face-to-face contact with **ALL** (100 percent) law enforcement agencies (Executive or designee) in the region's service area, and secure Letters of Support and Cooperation to participate in GHSP events and initiatives (which must be maintained on file in the Coordinator's office).
5. Develop and support one LEL within **each** law enforcement agency.
6. Maintain a relationship with DMV Regional Offices and Metropolitan Planning Organizations (MPOs) in the assigned regional program area. Provide public information and education (PI&E), face-to-face meetings, virtual meetings, etc.
7. Conduct or facilitate meaningful public engagement with underserved and/or overrepresented communities within the region, to elicit constructive feedback regarding highway safety programming.

8. Assist the GHSP with the following surveys:
 - a. Statewide Seat Belt Use Survey (May/June, every year)
 - b. Other surveys as needed/required
9. Obtain a signed Conditions and Assurances/Sub-Grantee Contract from all grant fund recipients.
10. Provide the GHSP with the following reports by the 20th of each month. *All the reports listed are to cover the previous month (i.e., the report for June is due July 20), except for the calendar, which should be for the upcoming month (i.e., July calendar of events is due June 20).*
 - a. Monthly Activity Report
 - b. Data Report
 - c. CPS Installations
 - d. Media Report
 - e. Equipment Listing
 - f. Request for Reimbursement
 - g. Calendar of **Upcoming** Events
11. Email the GHSP Director, Division Manager, and Program Manager two Flash Reports each month (7th and 21st) to summarize recent activity and upcoming activity. Specific dates and locations of upcoming events are required to keep the GHSP Grantee calendar up to date.
12. Complete a Subgrantee Risk Assessment Report on all subgrantees by August 31.
13. Prepare and submit to the GHSP a detailed year-end Annual Report by the close of business no later than November 1.

Countermeasure Strategy

Alcohol and Other Drugs Activities

1. In August and December, participate in the National Drive Sober or Get Pulled Over (DSOGPO) mobilizations, through enforcement and media/public awareness. Conduct two law enforcement events per week in the Region.
2. Participate in the State mobilization periods – Thanksgiving, Christmas/New Year's, West Virginia Day, Fourth of July weekend, and Labor Day – through enforcement and media/public awareness. Each participating law enforcement agency shall conduct a minimum of four enforcement events during mobilizations.
3. Conduct at least one media activity per month in the Region. Each Coordinator shall attach a dollar value to earned media and track that value and the number of people that received the message.
4. Conduct two age group activities per year in the Region.
5. Work with the GHSP LEL Office and the DRE Coordinator to facilitate training opportunities for impaired driving.
6. Ensure underage enforcement efforts are conducted at least once per quarter.
7. Develop and support at a minimum one college PI&E activity.

8. Assist local law enforcement agencies in obtaining funding from the Commission on Drunk Driving Prevention (CDDP).
9. Complete and submit all DUI Information Sheets (i.e., DMV Form 314) and follow up at the request of the GHSP to ensure 100 percent submission.

Impaired Driving Citations: CTW, Alcohol Impaired Driving and Drug Impaired Driving; NHTSA Uniform Highway Safety Program Guideline No. 8

Occupant Protection Activities

1. Participate in the May CIOT mobilization through enforcement and media/public awareness.
2. Participate in each of the three additional Occupant Protection (OP) enforcement mobilizations (October, March, and August). Each participating law enforcement agency shall conduct a minimum of four enforcement events during mobilizations.
3. Conduct at least one media activity per month related to OP/seat belt use/seat belt enforcement activities. Each Coordinator shall attach a dollar value to earned media and track that value, as well as the number of people reached.
4. Conduct “spot check” nonscientific pre- and post-event observational seat belt surveys following each wave to assess results of enforcement.
5. Obtain written seat belt use policies by all law enforcement agencies receiving Federal funds and maintaining copies on file in the Coordinator’s office. These policies must be written and outline sanctions for noncompliance.
6. Conduct a minimum of four OP Informational Checkpoints (preferably one per each of the four CIOT mobilizations) per year.
7. Complete the 32-hour Child Passenger Safety (CPS) Technician course and remain current with certification.
8. Establish and maintain at least three CPS fitting stations in the region, with a goal of at least one per county.
9. Maintain a list of current CPS Technicians in the Region and increase the number of CPSTs in the Region
10. Conduct a minimum of four CPS Clinics/Events.
11. Conduct two age group-specific activities (i.e., visit driver’s education, high schools, middle schools, grade schools).
12. Conduct two child safety seat classes or demonstrations (i.e., one to eight hours) to a captive audience (i.e., hospital, daycare, church, civic, etc.).
13. Conduct PI&E, enforcement, and media events during CPS Week in September, including direct participation, if possible, in Seat Check Saturday.
14. Conduct nighttime seat belt enforcement at least twice during each of the four CIOT mobilizations. Nighttime is considered 6:00 p.m. or after.

15. Encourage enforcement of seat belt laws during all enforcement efforts (DUI, speed, etc.).

OP Citations: CTW, Seat Belts and Child Restraints; NHTSA Uniform Highway Safety Program Guideline No. 20

Media Activities

1. Facilitate earned media for local, regional, and national highway safety activities.
2. Cooperate with the GHSP Public Information staff in statewide media campaigns.
3. Maintain a media file with all the activity generated by the Regional Program and report the activities to the GHSP Public Information Specialist and GHSP Program Manager on a monthly basis. Share photographs and other media coverage of events with the GHSP for inclusion on social media pages/GHSP publications.
4. Conduct media buys in accordance with the GHSP Media Planning Guide.

Media Citations: CTW, Alcohol-Impaired Driving, Seat Belts and Child Restraints, Speeding and Speed Management, Distracted Driving; NHTSA Uniform Highway Safety Program Guideline No. 8, 14, 19, and 20

Traffic Records Activities

1. Support efforts to convert law enforcement agencies to electronic traffic records reporting.
2. Ensure the Region's section of the CDDP/Highway Safety database is maintained in a timely and accurate manner. All information is to be entered within one week after an activity has occurred and double checked.
3. Upon request by the GHSP, Coordinators are to facilitate the submission of fatality reports that have not been submitted or need corrected.

Traffic Records Citations: NHTSA Uniform Highway Safety Program Guideline No. 10; NHTSA Traffic Records Program Assessment recommendations

Other Traffic Safety Initiatives

1. Conduct or facilitate at least one PI&E activity annually that incorporates topics on each of the following: ATV safety, roadside safety (Move Over law), older driver safety, pedestrian safety, bicycle safety, and commercial vehicle safety.
2. Participate in the April and August Target Red mobilizations (red lights and stop signs) through enforcement and media activities. Pre- and post-enforcement surveys are required.
3. Conduct at least one PI&E/enforcement activity during each of the following: Back to School in August/September and School Bus Safety Week in October.
4. Conduct at least one Distracted Driving (cell phone/texting) enforcement activity per month.
5. Conduct or facilitate at least one activity/media event on distracted driving (cell phone/texting) per month. If the Region owns or has access to a Distracted Driving Simulator, it is to be incorporated in at least one

activity per month on average, with additional activities encouraged during Distracted Driving Month (April). If the Coordinator does not have access to a Simulator, then another activity must be planned (i.e., possibly work in conjunction with another Coordinator that does have a simulator).

6. Conduct a minimum of two speed/aggressive driving enforcement activities per month.
7. Participate in the July and Speed State speed mobilizations.

Additional Citations: CTW, Speeding and Speed Management, Distracted Driving, Pedestrian Safety, Bicycle Safety; NHTSA Uniform Highway Safety Program Guideline No. 4, 13, 14, 19

Notably, the GHSP has begun a partnership with the National Safety Council to develop and deploy an employer outreach program to deliver educational traffic safety programming at businesses throughout the State.

With its farm, freight, and rural traffic, the GHSP recognizes the risks of unsecured loads in West Virginia and the need to encourage safer hauling. The GHSP encourages its RTSP Coordinators and their law enforcement partners to enforce the laws regarding unsecured loads. The GHSP also participates in the nationwide “Drive Safe: Secure Your Load” communications initiative.

RTSP Laws and Legislation

In 2026, West Virginia adopted a new law to establish a Blue Envelope Program. The West Virginia State Police (WVSP) will develop and implement a program for the promotion, printing, and distribution of envelopes for use by drivers diagnosed with autism spectrum disorder, dementia, or intellectual and developmental disabilities to provide to law enforcement officers for the purpose of easing communication during a traffic stop or traffic crash.

Performance Targets the Strategy Addresses

- Decrease alcohol-impaired driving fatalities 10 percent from 67 (2020-2024 rolling average) to 61 (2025-2029 rolling average) by 2029.
- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 6 percent from 77 (2025–2029 rolling average) to 72 (2025–2029 rolling average) by 2029.
- Decrease pedestrian fatalities 23 percent from 23 (2020-2024 rolling average) to 18 (2025–2029 rolling average) by 2029.
- Maintain bicycle fatalities at 3 (2025-2029 rolling average) compared to the current safety level of 3 (2020-2024 rolling average) through December 31, 2029.

Rationale for each of these performance targets is described in each associated program area below.

Federal Funds the State Plans to Use

Funding Source: 402

Estimated Allocation: \$3 million

Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the GHSP will consider analysis of West Virginia's traffic safety data, affected communities and impacted locations, and input received from our public engagement efforts.

How the Countermeasure Strategy was Informed by NHTSA's Uniform Guidelines

The GHSP provides leadership, training, and technical assistance, as well as centralized planning, implementation, and coordination efforts to achieve and sustain an effective and successful community/regional approach to traffic enforcement services in West Virginia. The GHSP has designed a program in which all RTSPs coordinate and implement traffic safety programs within their region in collaboration with the West Virginia State Police, GHSP LEL, local law enforcement agencies, CPS technicians, schools, and safety stakeholders. These countermeasure strategies are guided by NHTSA Uniform Highway Safety Program Guideline No. 15: Traffic Enforcement Services.

In addition, the RTSP Coordinators support implementation of the State's *Impaired Driving Strategic Plan*, *Occupant Protection Strategic Plan*, *Evidence-Based Enforcement Program Plan* for DUI, Target Red, and other traffic safety initiatives, coordinate and provide training, facilitate earned media activities, and create innovative ideas and activities to aid their region in meeting the State's traffic safety performance targets. In addition, most regions have a distracted driving simulator. The Coordinators will coordinate the use of their simulator at various schools, fairs, and other public events to increase awareness of the dangers of distracted driving.

West Virginia's *Impaired Driving Strategic Plan*, *Occupant Protection Strategic Plan*, and *Traffic Records Strategic Plan* were developed following input from NHTSA-facilitated assessments. In addition, the Regional Traffic Safety Programs' activities are informed by and support the following Highway Safety Program Guidelines:

- No. 4 – Driver Education.
- No. 8 – Impaired Driving.
- No. 10 – Traffic Records.
- No. 13 – Older Driver Safety.
- No. 14 – Pedestrian and Bicycle Safety.
- No. 15 – Traffic Enforcement Service.
- No. 19 – Speed Management.
- No. 20 – Occupant Protection.

5.2 Occupant Protection

Problem ID the Strategy Addresses

Seat Belt Use

From 2020 to 2024, an average of 266 motor vehicle fatalities occurred on the State's roadways. During the same 5-year period, the yearly average number of passenger fatalities that were unrestrained was 76. This value of unrestrained five-year fatality average has continued a consistent decrease since 1998. Though more West Virginia drivers are now buckling up, many of these crash victims would have likely also survived had they been

belted. The outcomes of even common crash scenarios like roadway departure, nighttime crashes, failure to maintain control, speeding, impairment, and failure to obey traffic control devices, can all be improved by belt use.

The State's observed seat belt usage rate has also been increasing overall. Since 2018, the usage rate has only dipped below 90 percent once (in 2021 to 88.1 percent). The observed seat belt use rate hit an all-time high of 93 percent in 2023. The 2025 West Virginia Observational Seat Belt Survey Report, prepared by Cambridge Systematics, Inc. describes how the observed use rate in 2025 was 91.6 percent. The GHSP and its many partners remain committed to increasing belt use, surpassing the 2023 record, and ultimately attaining a 100 percent observed seat belt usage rate.

Occupant protection-related data is available in Table 11.

Table 11 **Occupant Protection Fatalities and Seat Belt Usage**

Performance Measures	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Unrestrained Passenger Vehicle Occupant Fatalities in All Seating Positions	137	113	93	99	80	98	70	73	84	75	85	71	69	N/A ³
Statewide Observed Seat Belt Use (Front Seat Outboard Occupants)	84.0%	82.2%	87.8%	89.0%	86.8%	89.7%	90.5%	90.2%	NA ²	88.1%	92.5%	93.0%	92.0%	91.6%
Seat Belt Citations Issued ¹	5,190	9,099	15,862	15,002	13,196	11,783	10,094	9,563	7,911	7,783	7,703	8,827	9,667	7,548
Child Safety Seat Citations Issued	317	411	420	285	289	234	152	149	102	75	91	113	78	75

Source: GHSP 2026.

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

² No Seat Belt Survey was conducted in 2020 due to the COVID-19 Pandemic.

³ Final 2025 crash data is not yet available.

West Virginia's 2025 annual scientific seat belt survey was conducted on weekdays and weekends from May 27 through June 11, 2025. Key findings include:

- Across most counties, male drivers were less likely to use seat belts compared to female drivers, a consistent year-to-year finding.
- When passengers were not in a vehicle, male drivers were less likely to be using seat belts compared to female drivers (90.5 versus 93.3 percent), although belt use increased when passengers were in the vehicle (93.8 percent for male drivers versus 88.6 percent for female drivers). These findings have fluctuated over the years but indicate that belt use can be impacted by a driver's sense of care for passengers.

- Both drivers and passengers in pick-up trucks were the least likely to be observed wearing a seat belt compared to occupants in other types of vehicles.
- Primary roadways showed the highest observed seat belt usage rate (95.7 percent) while local roadways had the lowest observed seat belt usage rate (90.0 percent).

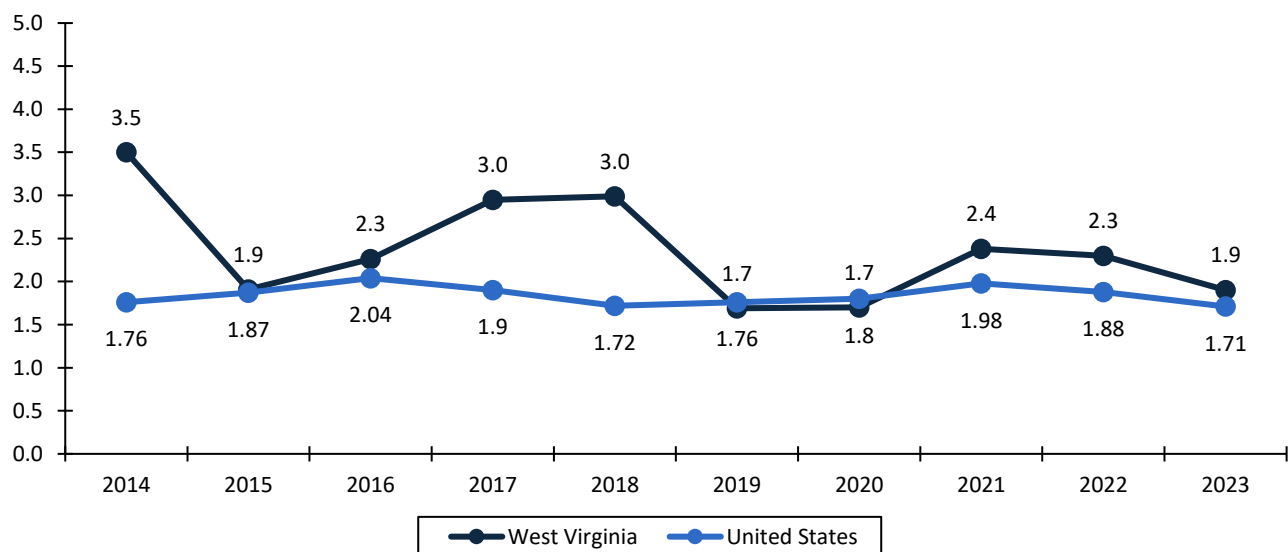
Based on this analysis, GHSP efforts should focus on shoring up its seat belt use rate by engaging the high-risk population of young males in rural areas, mostly in pick-up trucks, for whom belt use lags.

Child Passenger Safety (CPS)

After losing a significant number of certified CPSTs in the wake of the COVID-19 pandemic, West Virginia's focus has been to provide Certification and Renewal Courses across the State to certify new CPSTs as well as recertify former CPSTs. Moving forward, the State will prioritize those whose certifications expired during calendar years 2025 and 2026.

According to the Centers for Disease Control and Prevention (CDC), motor vehicle crashes remain a leading cause of death among children in the U.S. Additionally, according to FARS data found in NHTSA's Traffic Safety Facts—Children (DOT HS 813 712), revised April 2025, West Virginia's fatality rate in traffic crashes in 2023 for children aged 0 through 14 is higher than the national average (1.9 versus 1.7) as shown in Figure 23 below. Also of note in the report, based on known restraint use nationally, 64 percent of the children riding with unrestrained passenger vehicle drivers were also unrestrained.

Figure 23 Motor Vehicle Crash Death Rates, Children Age 0 through 14, West Virginia and U.S.



Source: NHTSA Traffic Safety Fact Sheet – 2023 Data, 2025⁵.

The GHSP, with assistance from the LEL Office, conducted a small statewide nonscientific CPS use rate survey in FFY2023 to more adequately determine the needs of West Virginia's children. Observational surveys were

⁵[NHTSA Traffic Safety Facts – 2023 Data. Children. Report No. DOT HS 813 712 April 2025.](#)

conducted by a CPST Instructor twice in each of the following locations: Beckley, Charleston, Clarksburg, Huntington, Martinsburg, Morgantown, Parkersburg, Princeton, and Wheeling. Correct usage of child safety seats across the nine locations was 66.67 percent. The single largest issue was children riding in the front seat who did not appear to be old enough to be in the front nor old enough to be restrained with a seat belt only. The seemingly correct usage rates are as follows:

- | | |
|------------------------|------------------------|
| ■ Beckley – 42.85% | ■ Morgantown – 89.47% |
| ■ Charleston – 53.33% | ■ Parkersburg – 75.00% |
| ■ Clarksburg – 69.23% | ■ Princeton – 11.76% |
| ■ Huntington – 71.43% | ■ Wheeling – 88.00% |
| ■ Martinsburg – 73.91% | |

There have been no further nonscientific CPS surveys conducted, but the GHSP plans to conduct them again in the FYY2027-2029 reporting period.

Countermeasure Strategy

Seat Belt Use

Proper and consistent use of seat belts and child safety seats is known to be the single most effective protection against death and a major mitigating factor in the severity of traffic crashes. The GHSP has revised its comprehensive FFY2027 Occupant Protection Strategic Plan (described in this section) to reduce injuries and fatalities by increasing seat belt and child passenger restraint use. This multi-year plan is evaluated on an annual basis, with changes made as needed. This comprehensive approach utilizes city, county, and State law enforcement agencies, the RTSPs, community partners, and the media, and will be coordinated statewide by the GHSP Occupant Protection Coordinator, Child Passenger Safety Coordinator, and the GHSP LEL Office.

Evidence-Based High-Visibility Enforcement Activities

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 Occupant Protection 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 for short-term High-Visibility Enforcement campaigns that have been observed to increase belt use more among traditionally lower-belt-use groups, including young drivers, than among higher-belt-use drivers. GHSP-approved examples of high-visibility enforcement activities include:

- **Saturation Patrols.** In areas high or overrepresented in crashes involving teenagers, males 16 to 35, pick-up trucks, and that occur in rural areas.
- **Directed Patrols.** In areas with low observed seat belt use rates, which have historically been in rural parts of the State, and areas frequented by teenagers.

- **Informational Checkpoints.** On roads with major traffic, select rural areas, and near high schools, targeting unrestrained nighttime drivers.
- **Participation in the CIOT National Mobilizations.** West Virginia will conduct CIOT enforcement in conjunction with the 2027-2029 May National CIOT campaigns in all areas of the state. RTSP Coordinators will distribute grant funding to law enforcement agencies based on a defined regional enforcement plan designed by the Coordinator, law enforcement agencies, and local law enforcement liaisons in each region, as well as the GHSP Occupant Protection Coordinator. The GHSP will provide funds directly to the WVSP to be divided among its seven troop areas for patrols primarily outside of city and county jurisdictions and in rural areas where city and county law enforcement agencies are unable to participate due to low-manpower departments.
- **Participation in a Minimum of Three Additional Enforcement Mobilizations.** At minimum, law enforcement agencies will participate in three additional mandatory occupant protection mobilizations: in October (to coincide with NHTSA Region 3 Operation Crash Reduction mobilization), March, and August each year. These mobilizations will include low-observed seat belt use areas and post-enforcement “spot check,” nonscientific seat belt surveys.
- **Conduct Seat Belt Enforcement during all Routine Enforcement Efforts.**
- **State-Mandated Mobilizations.** During State-mandated DUI mobilization periods (see Section 5.3 below), RTSPs will also encourage OP enforcement.

In addition, the following three activities support West Virginia’s OP enforcement efforts:

- **Seat Belt Policy.** Written seat belt use policies with sanctions for noncompliance are required for all law enforcement agencies receiving Federal funds from the GHSP.
- **Letters of Support for OP Enforcement.** The GHSP will obtain letters from the West Virginia Chiefs of Police Association, the West Virginia Sheriffs Association, and the West Virginia Fraternal Order of Police.
- **Data Tracking and Agency Support Program (DTASP).** The GHSP will provide equipment and training to agencies that provide additional data on grant-funded enforcement and activities. At the end of FFY2025, 193 agencies were registered with the program, up from 191 in FFY2024 and 188 in FFY2023. Thus, DTASP has achieved an 88.6 percent participation rate. The GHSP will continue to support and work to expand this successful program throughout the triennial period.

Public Information and Education Activities

Each RTSP Coordinator will conduct Public Education and Information activities (PI&E) in their program area targeting high-risk groups and aligned with enforcement events. The RSTP and WVSP Coordinators will be required to conduct at least one event each month. Approved examples of OP PI&E activities include:

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

Media Plan—CIOT Mobilization and Enforcement Waves

All forms of media (statewide television [network, cable, and streaming], radio airtime, billboards, social media, and digital advertising) will be utilized during the May CIOT mobilizations and the three State enforcement mobilizations, which will run concurrently with enforcement efforts.

The RTSP Coordinators will also implement earned media activities in their respective areas: radio and television public service announcements, media talk shows, and newspaper articles/promotions. The GHSP will seek to encourage belt use beyond enforcement events.

Target Audience

The GHSP Public Information Specialist will work very closely with the media vendors to reach the primary target audience:

1. High-risk drivers (males 16 to 35, pick-up truck drivers, nighttime drivers, teenaged drivers and passengers).
2. Rural drivers.

Strategies and Countermeasures for Rural Residents/Road Users

The GHSP will invest in program activities specifically to reach rural residents, including:

- **Law Enforcement Patrols/Checkpoints/Mobilizations.** in rural areas where crashes are occurring, in areas with low observed seat belt use rates (at least half of the sites for the annual scientific observational seat belt survey are in rural areas).
- **Data Tracking and Agency Support Program (DTASP).** The GHSP will leverage DTASP to direct OP enforcement resources.
- **PI&E.** In rural areas, most residents receive medical treatment through county/community health centers. The RTSP Coordinators will provide public information and education to these centers through brochures and pamphlets and through the numerous health fairs hosted by these centers. In addition, Coordinators will conduct child safety seat clinics at these facilities or in conjunction with other local agencies, in which the participants not only learn about safe child safety seat practices, but also receive information on seat belt use by teens and adults. Coordinators also set up booths to promote all aspects of highway safety at town/county fairs that are held in rural communities. The Coordinators also will provide educational classes/programs/assemblies to schools in their areas regarding seat belt safety. In West Virginia, many counties only have one high school in the entire county. Educational programs will be provided through this avenue via driver's education programs, SADD, and other special programs such as *Battle of the Belts* seat belt challenges.
- **Media.** The statewide CIOT paid media campaign conducted every May will reach every part of the State, with emphasis in high-risk rural areas. RTSP earned media activities will also reach rural communities in their respective regions. The GHSP has invested in enhancing its digital presence. Four regions (2, 4, 7, and 8) and the GHSP have active Facebook pages; the State GHSP office actively manages an x.com account while Region 2 manages an Instagram account. All social media pages cross-promote CIOT messages, as well as share related messages from NHTSA and other organizations across the country. In addition to regular social media posts, the GHSP will continue to explore various digital advertising venues to best reach the targeted

audience, including social media. By advertising on Facebook and X, the GHSP has greatly increased page likes, reach, and public interaction.

Training Activities

- The GHSP OP Coordinator, all GHSP Program Managers, the GHSP LELs, and the RTSP Coordinators will attend the NHTSA Occupant Protection Course.
- The GHSP LEL Office will coordinate annual presentations of the NHTSA Traffic Occupant Protection and Strategies (TOPS) Course for each law enforcement agency receiving GHSP Federal funds.
- The GHSP will strive to provide basic CPS training to law enforcement agencies receiving GHSP Federal funds. In FFY2026, *Car Seat Basics for Law Enforcement* was approved for law enforcement in-service credit and will now be taught during Basic classes at the WVSP Academy.
- The GHSP will continue to sponsor, through its RTSP Coordinators and LEL Program, the NHTSA 32-Hour CPS Technician Certification Course and 8-Hour Renewal Course to certify and recertify technicians in every county, as well as assist them in maintaining certification by offering an annual CPS Conference for continuing education (CEU) requirements.

Age Group Activities

RTSP Coordinators will conduct two age group-specific activities per year in their area, including:

- **High School Driver Education Classes/General Assemblies.** Visits to driver education classes or high school assemblies to educate students regarding the dangers of non-seat belt use. Information regarding West Virginia's Graduated Driver Licensing law also will be a focus (non-seat belt use is against the law).
- **Grade School and Middle School Programs.** Visit schools to educate students regarding the dangers of non-seat belt use.
- **High School Students Against Destructive Decisions (SADD) and Prevention Groups.** RTSP Coordinators shall work with the SADD and prevention groups in their regions along with the State SADD Program, to assist them in their OP-related and other highway safety activities.

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

Child Passenger Safety (CPS)

West Virginia will continue to support a comprehensive CPS initiative as part of the GHSP OP Program, including public education, media communications, car seat checkup events, and fitting stations, and the program infrastructure necessary to maintain a robust network of CPSTs. West Virginia currently has 288 certified CPSTs, including ten CPST Instructors, which is an overall increase of seven percent from last year.

GHSP will continue to monitor and encourage usage and implementation of the National Digital Car Seat Check Form (NDCF) with CPSTs and fitting stations statewide.

West Virginia currently has 51 permanent fitting stations maintained in 34 of 55 counties to ensure parents and caregivers have one-on-one assistance on how child safety seats are properly installed. Many residents in rural counties regularly receive services and goods from bordering counties, so it would not be uncommon for them to also receive CPS services in a neighboring county. Each fitting station is staffed by one or more current nationally certified CPST. Each RTSP Coordinator (and most regional assistants) routinely install and inspect cars seats in their regions. The listing of fitting stations can be found on the GHSP website at <https://highwaysafety.wv.gov>, as well as on the NHTSA website (www.nhtsa.gov).

The GHSP's goal is to maintain at least one fitting station in each of the State's 55 counties. By continuing to train new technicians and recertifying current technicians, the GHSP will be able to meet that goal. The CPS Program will continue to train and educate on CPS topics even after the goal of one fitting station in each county is attained. By establishing fitting stations in all counties, all rural and urban residents will be served, including all residents who fall below the Federal poverty guidelines. The CPS Program will also strive to host informational sessions or booths and seat check events in every county with a fitting station, and until fitting stations are established in all counties, the program will also attempt to host informational booths at community events in counties NOT served directly by a fitting station.

West Virginia's Occupant Protection Strategic Plan presents a strategy to reach at-risk populations—those less likely to use proper child restraint devices correctly, or at all. The GHSP believes that in reaching rural counties and counties with higher poverty levels, these at-risk populations also will be reached. Populations at risk for no child restraint use or inaccurate child restraint use tend to live in rural areas, be less educated, from a minority population, or even speak English as a second language. According to 2024 U.S. Census estimates, West Virginia's minority population is approximately 9.7 percent of the overall State population. Minority populations tend to live in more urban areas, and every West Virginia county with the urban designation has at least one fitting station, with the exception of Marshall County. Those less likely to wear a seat belt also are less likely to use child restraint devices. The State's CIOT campaign targets drivers who do not wear seat belts, especially in rural areas. During education and enforcement of the State's seat belt laws, education and enforcement of child restraint use is highly encouraged.

The Regional Coordinators work to increase the number of certified technicians in their region, as well as encourage current technicians to maintain their certification past the first 2-year certification cycle. The overall goal is to approach a 100 percent recertification rate or at least maintain a recertification rate higher than the national rate. In CY2025, West Virginia's recertification rate was 40.38 percent, higher than prior years but still below the national recertification rate of 50.54 percent.

Each fiscal year, in conjunction with Safe Kids Worldwide, the GHSP will continue to offer a variety of opportunities to certify new CPSTs, recertify former CPSTs who have let their certification lapse, and meet education requirements for current CPSTs to renew and maintain their certification:

- Thirty-Two-Hour CPS Technician Certification Courses (at least four courses per fiscal year).
- Eight-Hour CPS Technician Renewal Courses (one to three courses per fiscal year, depending on need).
- Seat Check Events (dozens throughout the fiscal year).
- The GHSP will plan to host a CPS Conference each year. Every other year, it will be held in conjunction with the biannual statewide highway safety conference. CPSTs who attended all CPS sessions will be able to earn all six required CEUs for their recertification.

RTSP Coordinators will promote and recruit students for any CPS courses offered in their regions, as well as in neighboring regions. The statewide coordinator also provides notification of upcoming CPST courses on a statewide level via email, phone, and in-person visits and promotes the CPS program for the public and practitioners on social media.

The GHSP will leverage car seat check events to also engage older road users, as West Virginia has a high proportion of grandparents raising grandchildren, partially due to the ongoing, opioid epidemic that hit the State several years ago that has yet to ease up. The GHSP will continue to work to train CPSTs and GHSP staff in the CarFit program.



Occupant Protection Task Force/Emphasis Area Team

West Virginia's OP Task Force was formed in 2010 and currently functions as a subcommittee of the Safety Management Task Force (SMTF) that oversees the implementation of the corresponding SHSP Emphasis Area (EA). The OP Task Force was merged with the OP EA team. It meets three to four times per year and is comprised of the following members:

- **Sheriff Chad Barker**, Boone County Sheriff's Office
- **Amy Boggs**, Child Passenger Safety Coordinator/Division Manager, GHSP
- **Jeb Corey**, CEO, C&H Taxi
- **Joshua DeFisher**, Regional Program Manager, NHTSA Region 3
- **Emily Dolderer**, Project Engineer, Whitman, Requardt & Associates
- **Jim Garrity**, Public and Legislative Affairs Manager, AAA East Coast
- **Joshua Grant**, Driver Education Coordinator, WV Department of Education
- **Mary Jarrell**, Motorcycle Safety Training Coordinator, GHSP

- **Thomas Judy**, Safety and Loss Control Manager, Office of the Insurance Commissioner
- **David Kappel**, MD, FACS, President, WV Rural Emergency Trauma Institute
- **Heather Kessel**, Occupant Protection Coordinator, GHSP
- **Robin Lassak**, Grant Coordinator, WV Public Service Commission
- **Marsha Mays**, Highway Safety Planning & Analysis Engineer, WV DOH
- **1/Sgt. Eric McClung**, Traffic Records Director, WVSP
- **Jack McNeely**, Director, GHSP
- **Theresa Podguski**, Director of Legislative Affairs, AAA East Coast
- **Jody Ratliff**, Director, WV Office of Emergency Medical Services
- **Peggy Stone**, Director of Transportation Services, Lincoln County Schools
- **Erin Timbrook**, EMS-C Coordinator, WV Office of Emergency Medical Services
- **Lori Weaver Hawkins**, Public Affairs Manager, AAA Bluegrass
- **Adam Weiser**, Associate Vice President, Whitman, Requardt & Associates
- **Kenny Yoakum**, Director, WV Fleet Management Office

CPS Committee

The GHSP hopes to revitalize its CPS Committee. The committee was formed in 2019 to assist the State CPS Coordinator with various aspects of the program, including training, continuing education, and guidelines. The Committee is comprised of the State CPS Coordinator, all CPST Instructors, RTSP coordinators and assistants, GHSP staff, NHTSA Regional staff, and some non-instructor CPSTs.

OP Citations: CTW, Seat Belts and Child Restraints; NHTSA Uniform Highway Safety Program Guideline No. 20

Laws and Legislation

During the 2013 legislative session, West Virginia lawmakers approved a primary seat belt law that went into effect July 9, 2013. The law carries a \$25 fine, but no points or court fees. Back seat passengers over the age of 18 are not required to wear seat belts. West Virginia's CPS law requires that children up to the age of eight and less than 4'9" must be secured in a child safety device. There currently is not any legislation pending to modify this law. The GHSP is considering updating the CPS law to include more detailed safety information.

Performance Targets the Strategy Addresses

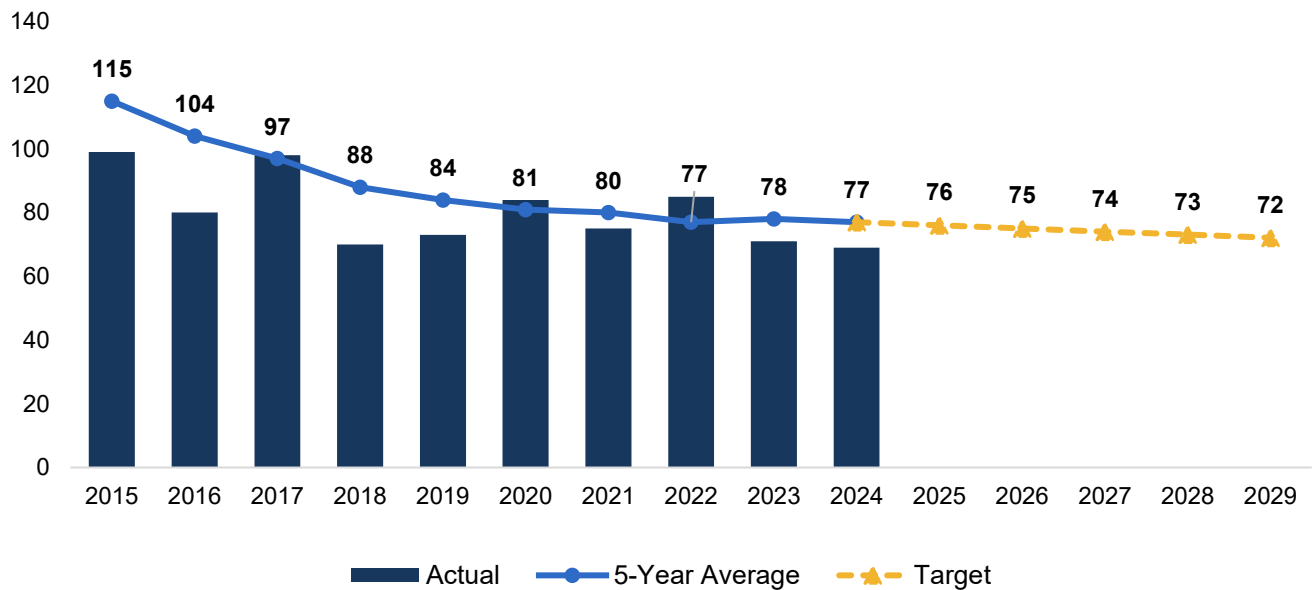
1. Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 6 percent from 77 (2020-2024 rolling average) to 72 (2025-2029 rolling average) by 2029.
2. Increase observed seat belt use for passenger vehicles to 93.3 percent by December 31, 2029.

Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

Maintain or reduce unrestrained passenger vehicle occupant fatalities, all seat positions from the 2020-2024 rolling average of 77 to the following in the preceding years:

2027	74
2028	73
2029	72

Rationale: West Virginia has seen its unrestrained fatalities trend downward over the last five years (2020-2024) by 1.3 percent a year on average. Additionally, West Virginia's observed seat belt usage rate has leveled off in the low 90 percent range, and it becomes increasingly more difficult to improve this rate. The GHSP believes maintaining the reduction rate through 2029 is reasonable and our community will continue to work to reach the remaining high-risk groups that aren't buckling up. By 2029, West Virginia projects a target of 72 or fewer unrestrained fatalities, a reduction of 6 percent from the current five-year rolling average of 77.

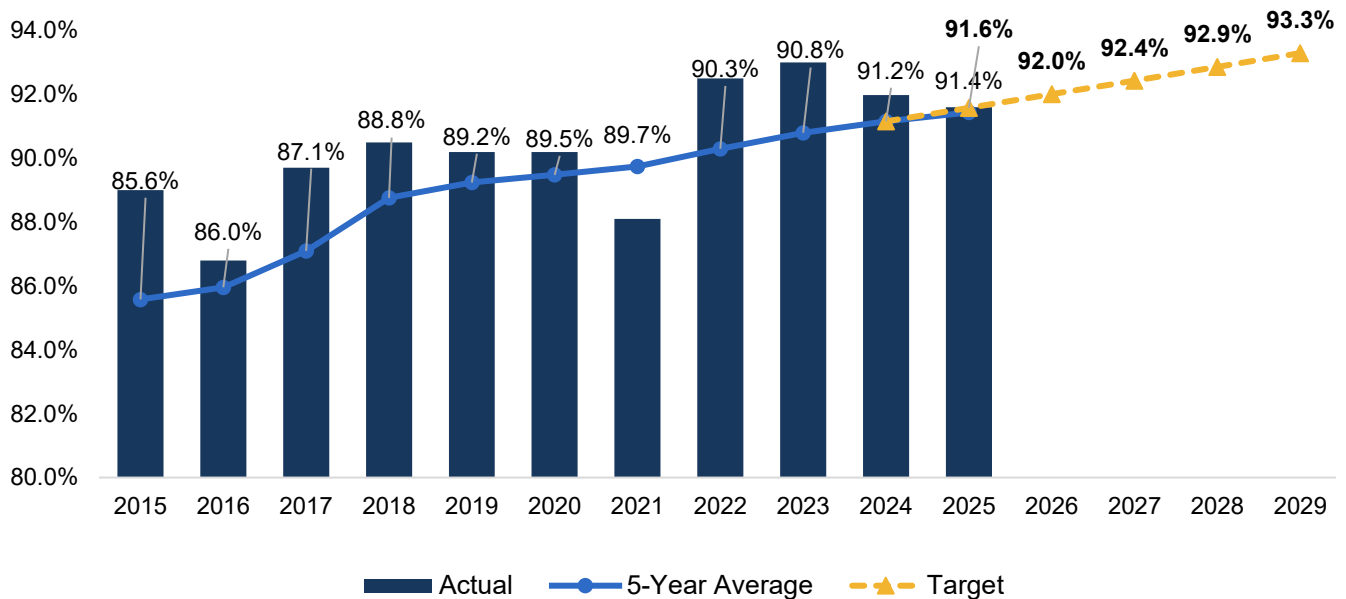


Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants

Increase observed seat belt use for passenger vehicles, front seat outboard occupants from the 2020-2024 rolling average of 92.0 percent to the following in the preceding years:

2027	92.4
2028	92.9
2029	93.3

Rationale: Seat belt use has significantly increased in West Virginia over the past several years rising from a five-year rolling average of 85.6 percent in 2015 to an all-time high of 91.2 percent in 2024. As such, an increasing goal of 92.4, 92.9, and 93.3 percent for FFY2027-2029, respectively, is considered a reasonable goal to achieve over multiple years as we aim to compel more belt use among high-risk groups. The statewide seat belt use rate for 2025 is 91.6 percent, while the rolling average for 2025 is 91.4 percent. Although the rolling average is slightly below the 2025 target, the 2025 seat belt use rate itself meets the 2025 target.



Federal Funds the State Plans to Use

Funding Source: 402 and 405b

Estimated Allocation: \$2 million, \$1.2 million

Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the GHSP will consider analysis of West Virginia's traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

How the Countermeasure Strategy was Informed by NHTSA’s Uniform Guidelines

The last NHTSA Occupant Protection Program Assessment was conducted March 28–April 1, 2022. This program area, its countermeasure strategies, and West Virginia’s OP Strategic Plan reflect assessment recommendations. The program activities will cover the entire State in a comprehensive, sustained, and strategic manner through implementation of the following components detailed in NHTSA Uniform Highway Safety Program Guideline No. 20: Occupant Protection.

The GHSP will annually evaluate the State’s comprehensive, multi-year OP Strategic Plan and make changes as needed based on new data, input received through public engagement activities, and new information and/or guidance from NHTSA.

5.3 Impaired Driving

Problem ID the Strategy Addresses

In 2009, there were 112 alcohol-impaired fatalities in West Virginia which represented 31 percent of the State’s motor vehicle fatalities. These fatalities trended downward over the next 10 years, reaching an all-time low of 56 alcohol-impaired fatalities (21 percent of all motor vehicle fatalities) in 2019. During the COVID-19 pandemic the nation saw an increase in alcohol-impaired fatalities, and West Virginia was no exception. In 2020, the State’s alcohol-impaired fatalities rose to 74, representing 28 percent of all motor vehicle fatalities. By 2023, the rate of alcohol-impaired fatalities dropped to 59, a 20 percent decrease. In 2024, alcohol-impaired fatalities rose to 78, representing 30 percent of all motor vehicle fatalities. Impaired driving arrests made using highway safety grant funds declined by 46 percent from 1,487 in 2018 to 801 in 2025. Table 12 details alcohol-impaired fatalities, citations, and arrests for 2018 to 2025.

Table 12 Alcohol-Impaired Driving Fatalities, Citations, and Arrests

Performance Measures	2018	2019	2020	2021	2022	2023	2024	2025
Alcohol-Impaired Fatalities (driver or motorcycle operator with a 0.08 BAC or greater)	58	56	74	65	58	59	78	N/A
Impaired Driving Citations Issued and Arrests Made ¹	1,487	1,270	1,116	849	735	831	847	801

Source: GHSP 2026.

¹ Arrests made during grant-funded activities only.

With the spike in alcohol-impaired driving fatalities in 2024, West Virginia’s average impaired driving trend has found itself on a ten-year plateau. Moving forward, the GHSP will need to not only maintain its current efforts in enforcement, education, and community engagement, but also work to get its enforcement metrics back up to prior levels and find new areas to expand to make more progress on alcohol-impaired driving prevention.

Table 13 shows how the GHSP has used data to identify high-risk communities to target for increased DUI enforcement. The counties are determined by county population (i.e., counties more than 30,000 people), availability of alcohol (i.e., number of Alcohol Beverage Control Administration (ABCA) licenses within the county), and alcohol/drug-related fatal crashes within each county. West Virginia's impaired driving enforcement program, described in the multi-year Impaired Driving Strategic Plan, includes the WVSP and city and county law enforcement agencies that represent every Class I, II, and III city, thus covering the entire State.

The color codes shown below the title explain the population and licenses metrics used to determine the priority counties. The GHSP will place emphasis for enhanced enforcement in the counties highlighted in red (1st priority), yellow (2nd priority), and green (3rd priority) during the FFY2027 grant year (in addition to the baseline DUI enforcement effort conducted in all counties). This data will be updated for FFY2028 and 2029 when DUI enforcement emphases may shift as trends evolve.

Table 13 **DUI Enforcement Special Emphasis Counties**

Population		Licenses	
First	County Population more than 100,000	First	More than 200 Licenses in County
Second	County Population 50,000 to 100,000	Second	100–200 Licenses in County
Third	County Population 30,000 to 50,000	Third	50–100 Licenses in County

Highway Safety Region	County	2025 Population Estimates	2025 ABCA Licenses On & Off Premise	2024 Fatal Crashes $\geq .08$ BAC	2025 Total DUI Arrests	DUI Arrests per 1,000 Population	2026 DREs	DRE Officer within 1 Hour	2025 Drug-Related Arrests
1	Calhoun	5,978	13	0	22	3.68	0	No	8
1	Clay	7,538	12	0	8	1.06	0	Yes	3
1	Gilmer	7,085	15	0	11	1.55	0	No	3
1	Kanawha	172,381	483	10	588	3.41	8	Yes	293
1	Ritchie	8,034	25	2	11	1.37	0	Yes	0
1	Roane	13,317	23	1	33	2.48	0	Yes	13
1	Wirt	4,879	10	0	10	2.05	0	Yes	0
Region 1 Totals		219,212	581	13	683	3.12	8	71.43% Covered	320
2	Cabell	91,183	312	2	440	4.83	6	Yes	248
2	Jackson	27,450	66	0	127	4.63	1	Yes	59
2	Lincoln	19,177	28	1	11	0.57	0	Yes	2
2	Mason	24,707	64	2	36	1.46	0	Yes	4
2	Putnam	56,885	115	0	287	5.05	0	Yes	151
2	Wayne	37,309	75	2	109	2.92	1	Yes	49

Highway Safety Region	County	2025 Population Estimates	2025 ABCA Licenses On & Off Premise	2024 Fatal Crashes >= .08 BAC	2025 Total DUI Arrests	DUI Arrests per 1,000 Population	2026 DREs	DRE Officer within 1 Hour	2025 Drug-Related Arrests
Region 2 Totals		256,711	660	7	1,010	3.93	8	100.00% Covered	513 50.79%
3	Wood	82,385	242	5	165	2.00	2	Yes	36
Region 3 Totals		82,385	242	5	165	2.00	2	100.00% Covered	36 21.82%
4	Brooke	21,142	96	1	58	2.74	1	Yes	20
4	Hancock	27,729	115	0	112	4.04	4	Yes	26
4	Marshall	29,159	101	2	104	3.57	2	Yes	39
4	Ohio	40,496	228	3	107	2.64	0	Yes	15
4	Pleasants	7,338	18	0	9	1.23	0	Yes	1
4	Tyler	7,881	17	0	8	1.02	0	Yes	0
4	Wetzel	13,734	48	2	44	3.20	1	Yes	13
Region 4 Totals		147,479	623	8	442	3.00	8	100.00% Covered	114 25.79%
5	Barbour	15,414	30	0	81	5.25	0	Yes	31
5	Doddridge	7,634	9	0	20	2.62	0	Yes	10
5	Harrison	64,221	223	1	221	3.44	1	Yes	95
5	Lewis	16,394	52	0	47	2.87	0	Yes	16
5	Marion	55,584	168	2	181	3.26	2	Yes	53
5	Monongalia	107,991	354	2	444	4.11	4	Yes	135
5	Preston	34,004	95	0	53	1.56	0	Yes	9
5	Randolph	26,882	97	2	45	1.67	1	Yes	12
5	Taylor	16,287	22	1	67	4.11	2	Yes	36
5	Tucker	6,540	45	0	7	1.07	0	Yes	1
5	Upshur	23,758	57	2	108	4.56	0	Yes	35
Region 5 Totals		374,709	1,152	10	1,274	3.40	10	100.00% Covered	433 33.99%
6	Berkeley	139,522	263	9	378	2.71	3	Yes	84
6	Grant	11,041	32	0	20	1.81	0	No	4
6	Hampshire	24,105	56	1	68	2.82	0	No	26

Highway Safety Region	County	2025 Population Estimates	2025 ABCA Licenses On & Off Premise	2024 Fatal Crashes >= .08 BAC	2025 Total DUI Arrests	DUI Arrests per 1,000 Population	2026 DREs	DRE Officer within 1 Hour	2025 Drug-Related Arrests
6	Hardy	14,337	52	1	28	1.95	0	No	9
6	Jefferson	63,102	152	3	277	4.39	1	Yes	102
6	Mineral	26,792	68	3	53	1.98	0	No	10
6	Morgan	18,027	62	1	63	3.49	1	Yes	29
6	Pendleton	5,826	25	1	4	0.67	0	No	0
Region 6 Totals		302,752	710	19	891	2.94	5	37.50% Covered	264 29.63%
7	Boone	20,251	39	0	54	2.67	0	Yes	30
7	Braxton	11,885	30	1	45	3.79	0	No	19
7	Fayette	38,165	126	2	119	3.12	1	Yes	49
7	Greenbrier	31,578	144	1	105	3.33	0	Yes	24
7	Logan	30,375	72	0	112	3.69	2	Yes	62
7	Nicholas	23,848	76	2	114	4.78	0	Yes	66
7	Pocahontas	7,602	45	1	11	1.45	0	No	2
7	Raleigh	71,775	193	5	229	3.19	4	Yes	70
7	Webster	7,760	13	0	17	2.19	0	No	10
Region 7 Totals		243,239	738	12	806	3.31	7	66.67% Covered	332 41.19%
8	McDowell	16,878	38	1	55	3.26	1	Yes	33
8	Mercer	57,503	151	3	174	3.03	5	Yes	60
8	Mingo	21,455	57	0	35	1.63	1	Yes	17
8	Monroe	12,491	24	0	11	0.88	0	Yes	1
8	Summers	11,532	27	0	21	1.82	0	Yes	4
8	Wyoming	19,801	30	0	21	1.06	0	Yes	5
Region 8 Totals		139,660	327	4	317	2.27	7	100.00% Covered	120 37.85%
West Virginia Totals		1,766,147	5,033	78	5,588	3.16	55	81.82% Covered	2132 38.15%

Source: West Virginia GHSP, 2026.



Countermeasure Strategy

The GHSP, with oversight of the West Virginia Commission on Drunk Driving Prevention Board (CDDP) and Impaired Driving Task Force, annually develops and approves the West Virginia Impaired Driving Strategic Plan. This statewide plan guides efforts to reduce impaired-driving related crashes, injuries, and fatalities by promoting sustained enforcement coordinated with a media campaign and employing other proven countermeasures and programs, in close alignment with NHTSA Highway Safety Program Guideline No. 8.

For FFY2027–2029, the GHSP will continue its robust partnership with city, county, and State law enforcement agencies, RTSP Coordinators, courts and prosecutors, probation, supervision, and treatment partners, the ABCA, community agencies, schools, retail and wholesale alcohol providers, toxicology services, and Drug Recognition Experts (DRE). The GHSP's Impaired Driving Coordinator, State DRE Coordinator, and LEL Office will lead statewide planning, management, and coordination. The six RTSP Coordinators and the WVSP will coordinate their regions to ensure compliance with this Plan.

Evidence-Based High-Visibility Enforcement Activities

To implement its far-reaching enforcement program, the GHSP will leverage a range of enforcement strategies. Publicized checkpoint and saturation patrol programs, using specially trained officers and equipment, have been proven effective in reducing alcohol-related fatality, injury, and property damage crashes up to 20 percent each.

As police deploy DUI enforcement in specific communities, efforts will be prioritized locally where there are people, access to alcohol, DUI fatal crashes, and increased use of DREs. GHSP-approved examples of HVE activities will include:

- **Saturation Patrols.** Officers will patrol areas identified as high-DUI areas in groups of at least three patrols. Officers will prepare and stage in the enforcement area to alert motorists to the high-visibility saturated patrol.
- **Directed Patrols.** Officers will patrol areas identified as high-DUI areas based on crash data.

- **Sobriety Checkpoints.** Officers will conduct checkpoints according to GHSP guidelines or their local department regulations, requiring a large number of officers (usually 10 to 12).
- **Low-Manpower Sobriety Checkpoints.** Officers will conduct checkpoints according to GHSP guidelines or local department regulations requiring six or fewer officers.
- **Underage Alcohol Sales Stings.** Officers will work with ABCA agents or within department regulations in an effort to monitor the sale of alcohol to underage purchasers and make arrests of violators. The ABCA will continue to coordinate its grant-funded enforcement with local law enforcement and the WVSP in priority counties.
- **Participate in the National and State Mobilizations.** Agencies will participate in four law enforcement events during the national mobilization and as mandated for the State mobilizations.
- **Participate in the Enhanced Enforcement Program** as mandated by the GHSP.
- **Conduct Enforcement Activities during Peak Alcohol-Related Crash Times.** Peak alcohol-related crash times are defined as holidays and special events, and at high alcohol-related crash locations.

State-Mandated Mobilizations

The GHSP will conduct three annual State DUI enforcement mobilizations in addition to the two national Drive Sober or Get Pulled Over (DSOGPO) mobilizations each year. The GHSP designates the following as State Mandated Mobilization Periods: Thanksgiving weekend, the days immediately surrounding and including West Virginia Day (June 20th), and the days immediately surrounding and including the Fourth of July. During these designated mobilization periods, the RTSP Coordinators and WVSP will attempt to get as many law enforcement agencies as possible to conduct DUI enforcement activities.

Education and Information Activities

Each RTSP and WVSP Coordinator will conduct impaired driving PI&E activities in their area. GHSP-approved examples include:

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

Media Plan

Dates for the National DSOGPO impaired driving campaigns are determined by NHTSA. During the national mobilization periods, the GHSP will conduct and coordinate a media campaign along with enforcement efforts. The GHSP will conduct annual media campaigns that include either an enforcement or social norming message in coordination with the three State-mandated enforcement mobilizations described above. Each advertising campaign will run concurrently with enforcement efforts during the mobilization periods. The State also will maintain a baseline of DUI commercials throughout the year to enhance the State's sustained enforcement efforts. Each RTSP Coordinator will be provided additional funding to ensure culturally-relevant messages specific to their regions.

The primary target audience for these efforts is broken out into eight at-risk segments, listed from “Highest” to “Lowest” by relative degrees of “at risk.”

Highest



Binge Drinkers*
Underage Drinkers (Youth 16-20 years old)
Discontented Blue Collar Workers (Men 21-34 years old)
Middle-Class Risk Takers (Men 25-54 years old)
Young Adult Male Drinkers (Men 21-24 years old)
Midlife Motorcyclists (Men 45-54 who combine drinking and riding)
Responsible Drinkers (Adults 25-44 years old)
Socially Accountable Drinkers (Adults 25-34 years old)

Lowest

* Includes people who drink for the sole purpose of getting as drunk as they can as fast as they can.

In addition to the primary audiences described above, we will also target the following secondary audiences:

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

Overall Media Strategy

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

Media Purchasing Demographic

This plan will provide emphasis on the five highest “at-risk” groups: Binge Drinkers, Underage Drinkers, Discontented Blue Collar, Middle-Class Risk Takers, and Young Adult Male Drinkers. These at-risk groups are represented in the following media demographics:

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

Media Planned

Venues for advertising the HVE mobilizations will include network and cable television, radio, digital, and billboards. Other creative media advertising will be engaged on an as-needed basis.

Network Television and Radio Strategy

The GHSP Public Information Specialist works closely with the media vendors and RTSP Coordinators to ensure the proper types of media are reaching the target audiences. The Public Information Specialist coordinates the media program and will be responsible for arranging the media purchases and reporting in conjunction with the GHSP's advertising agency.

The GHSP will prioritize enforcement messages before, during, and after the national DSOGPO campaign, targeting young adults and young drivers. In addition, earned media will be attained by distributing press releases and pitching news outlets on HVE efforts. Each RTSP and WVSP coordinator will be required to conduct at least two media activities per month, which can include TV, radio, and newspaper coverage, or other media.

These events will be more than a simple media advisory of an upcoming enforcement event (i.e., media notification of the sobriety checkpoint). The GHSP will receive a report of each media event describing the coverage area or circulation of the media used and the amount of money it would have cost the State to purchase the media time/space.

Law Enforcement Training Activities

The GHSP secures in-service credit for several training classes focusing on impaired driving issues. All classes offered by the GHSP are free of charge to any member of law enforcement agencies:

- **Standardized Field Sobriety Testing (SFST) Refresher Course.** This is a recertification class for SFST. This is incorporated into the ARIDE course but is still available for those not taking ARIDE.
- **Advanced Roadside Impaired Driving Enforcement (ARIDE).** ARIDE was created to address the gap in training between the SFST Refresher and the Drug Evaluation and Classification (DEC/DRE) Program. This is a 16-hour class offered in each of the RTSPs each year.
- **Managing Sobriety Checkpoints.** This class is for law enforcement supervisors and law enforcement officers who plan, supervise, and conduct sobriety checkpoints.
- **Drug Recognition Expert (DRE) School.** Since DREs tend to be “cream of the crop” officers, many will be selected for other positions that take them out of the daily DRE lane of responsibilities. After serving a minimum 3-year obligation, as many as 25 percent will need to be replaced. The GHSP will support an annual DRE school until sufficient DREs are certified and available statewide.
- **Statewide Safety Conferences.** The GHSP will plan to include an impaired track and training content in its biannual statewide traffic safety conferences.

Criminal Justice Support

The GHSP plans to continue supporting the Traffic Safety Resource Prosecutor (TSRP) position to provide technical support to law enforcement, local prosecutors, and court officials on impaired driving adjudication.

Drug-Impaired Driving Prevention

Drugged driving is widely suspected to be a continuously growing traffic safety problem in West Virginia and nationwide as legal access to cannabis has expanded. In 2017, West Virginia adopted a medical use of cannabis law. As of October 2025, there are 75 operational dispensaries throughout the State and 35,394 approved patients. Between November 1, 2023, to October 31, 2025, 26,549 patient applications were received. All neighboring States also make cannabis legally available to various user groups.

A keystone to drug-impaired driving prevention remains West Virginia's DRE Program, which plays a critical role both in enforcing impaired driving laws and documenting data that enables the State to monitor drugged driving trends. The State DRE Coordinator, Sgt. Joey Koher, has been an exceptional leader in advancing statewide law enforcement training. On an ongoing basis, Sgt. Koher seeks highly motivated officers with demonstrated performance in impaired driving enforcement for possible DRE selection and additional training.

Prior to launching the DRE Program in 2013, the drug-related percentage (drug only and drug/alcohol combined) of statewide impaired driving arrests was less than 10 percent. At the end of 2025, the percentage was 38 percent. This increase is the result of the use of DREs to properly identify drug-impaired drivers. To combat the growing proportion of recognizable drug-impaired driving incidents, West Virginia's impaired driving program is charting a pathway to leverage existing enforcement and investigation initiatives, along with new tools and training, to identify all forms of dangerous driver impairment.

The full operationalization of West Virginia's DRE program requires geographic coverage. In FFY2026, 23 counties had at least one agency with a DRE Officer, covering a population of 1,230,239 or 69.7 percent of State population. GHSP's goal is to have a DRE available for call out within one hour of each county seat in the State. In 2026, 45 counties had such access, covering a population of 1,643,736 or 93.1 percent of State population. The GHSP will seek to close any remaining DRE service gaps.

The GHSP's various law enforcement impaired driving training offerings described above include the core ARIDE and DRE School initiatives. In FFY2025, 15 ARIDE training classes were conducted that reached 214 students. These drug-impaired driving courses have dramatically increased the quality of all drug-impaired drivers' arrests. In FFY2025, the GHSP hosted a DRE School that added new DREs to the program, resulting in a total of 49 DREs, the largest number of DREs since the COVID pandemic, who conducted 320 drug evaluations throughout the State. As of May 2026, there are 55 DREs. The GHSP and Sgt. Koher will continue hosting statewide training events to identify and develop additional officers to become DREs. Additionally, the DRE Program needs to select, train, and certify DREs as DRE Instructors on an ongoing basis to reduce reliance on other State's instructors when setting up and conducting future DRE classes.

Part of the development process of DRE program participants is the opportunity to experience professional development opportunities for continuing education. The GHSP will work with the DRE Program to fund travel to national training events such as the International Association of Chiefs of Police (IACP) Impaired Driving and Traffic Safety (IDTS) Conference, and related courses provided by the Institute of Police Technology and Management (IPTM).

During FFY2024-2026, the GHSP discussed the opportunity to implement a law enforcement phlebotomy program to expedite toxicology evidence-gathering for DRE evaluations and facilitate the rapid collection of a secondary chemical biological test result that would strengthen judicial outcomes. The GHSP will continue to work to develop this opportunity during FFY2027-2029.

Within this time period, the GHSP also strategized with the West Virginia Supreme Court to explore the creation of an electronic warrant system to result in quicker and more streamlined procedures for officers to obtain biological blood samples for impaired driving investigations. eWarrants would reduce the number of cases which do not have biological samples due to refusals and the number of drugged driving cases which do not have a secondary chemical test. As the State's judicial system is building a new case management system, the possibility of eWarrants has been sidelined but will be an option once the new system is completed.



Age Group Activities

All RTSP and WVSP Coordinators will conduct two age group-specific activities per year in their areas. In addition, each RTSP Coordinator will conduct one ongoing alcohol project focusing on the 21- to 34-year-old age group, bringing the total of age group-specific activities to 32 statewide. Age group-specific activities include, but are not limited to the following:

- **High School Prom Activity.** Officers will assist schools during prom in monitoring for alcohol use. Pre-prom visits by law enforcement deter the use of alcohol.
- **High School Graduation Activity.** Officers will be involved in alcohol-free graduation parties and assist school personnel in the education of students concerning alcohol abuse.
- **High School Driver's Education Classes.** Visits to Driver's Education classes to educate students against driving while impaired.
- **High School SADD and Prevention Groups.** RTSP Coordinators work with SADD and other prevention groups in their region to assist with their activities.
- **College-Age Engagement.** The WVCIA (West Virginia Collegiate Initiative to Advance Healthy Campus Communities) is a statewide organization partially funded through a Region 5 GHSP grant. The organization proactively addresses collegiate alcohol, other drug, and associated violence and mental health issues. Through the use of evidence-based strategies, the program promotes healthy campus environments through self-regulatory initiatives, information dissemination, public policy influence, cooperation with prevention partners, and technical assistance.

Member organizations and partners of WVCIA include universities, colleges, community and technical colleges throughout West Virginia, State agencies, community partners, and more. The group is governed by an executive committee and three standing committees—professional development, public policy, and the assessment committee. The organization holds quarterly group meetings, provides professional development opportunities for members, and participates in statewide assessments and strategic planning.

- **Ongoing Project for 21 to 34 Age Groups.** The RTSP Coordinators will partner with area bars, distributors, and community agencies in ongoing projects to encourage 21- to 34-year-old individuals to avoid driving under the influence by finding alternative transportation (e.g., designated drivers, public transportation, and TIPS Training).

Underage Activities

The RTSP Coordinators will conduct a minimum of one coordinated statewide enforcement effort and eight other local underage activities each year, in addition to the high-visibility enforcement activities previously cited. Annual underage activities will include:

- RTSP Coordinators will work with the high school SADD and prevention groups to promote educational messages for high school audiences, as well as encouraging the development of new local SADD chapters or other prevention groups.
- A statewide underage alcohol sting on the same night across the State. The ABCA will be involved to enforce rules violations against owners of stores found in violation.
- Each RTSP Coordinator will conduct a minimum of four underage stings with an ABCA enforcement officer during the year in addition to the statewide sting.
- The RTSP Coordinators will work with the colleges in their areas to implement WVCIA and related projects.
- The RTSP Coordinators will work with the Drive to Save Lives program annually to identify schools for the speaker tour, to include personal stories, many of which involved impaired driving or other program areas.

Impaired Driving Citations: CTW, Alcohol Impaired Driving and Drug Impaired Driving; NHTSA Uniform Highway Safety Program Guideline No. 8

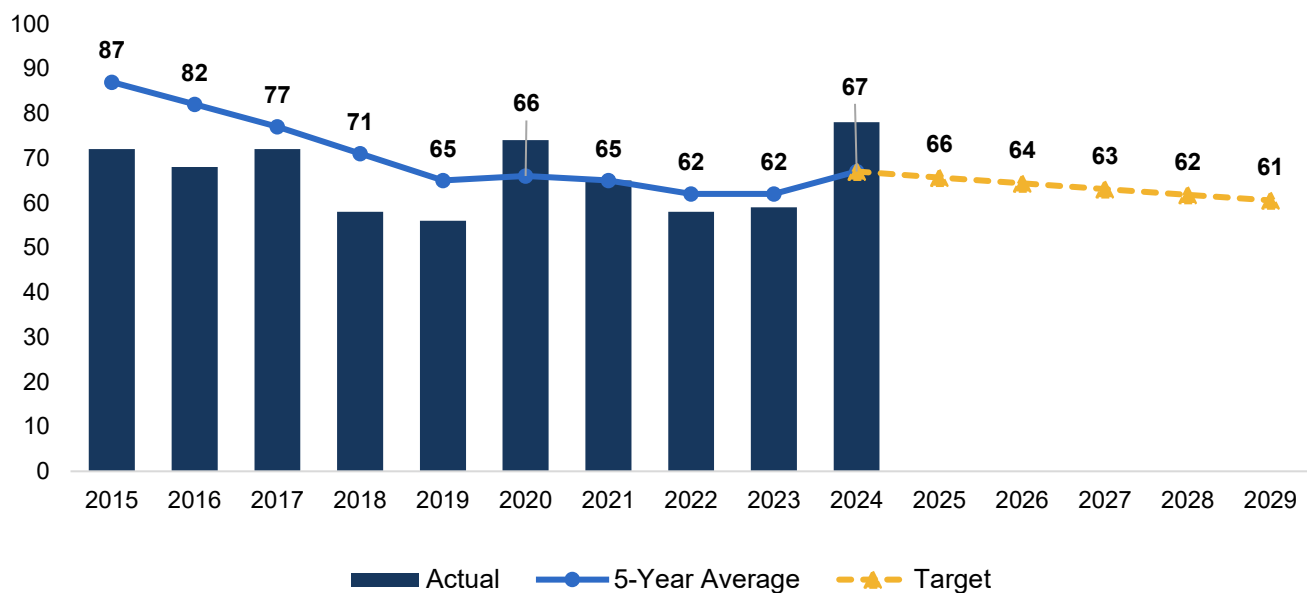
Performance Targets the Strategy Addresses

Alcohol-Impaired Driving Fatalities

Maintain or reduce alcohol-impaired driving fatalities from the 2020-2024 rolling average of 67 to the following in the preceding years:

2027	63
2028	62
2029	61

Rationale: The number of fatalities involving an impaired driver declined by 6.3 percent each year between 2015-2019, but the trend flattened between 2020 and 2023 with an average annual reduction rate of 2.0 percent. Long-term programmatic efforts in the State appear to be impacting these fatalities, but the sudden spike in 2024 is very concerning. We are aiming to get drunk driving under control and push for further reductions. We are also aiming to reduce impaired driving fatalities by 5.9 percent from the 2020-2024 rolling average of 67 to 63 fatalities in 2027 and maintain that reduction rate through 2029 is reasonable. By 2029, West Virginia projects a target of 61 or fewer impaired driving fatalities, a reduction of 9.6 percent from the current five-year rolling average of 67.



Number of Active DREs

Increase number of Active DREs from the current total of 55 in 2026 to the following in the preceding years:

2027	58
2028	60
2029	63

Rationale: Though the DRE Program is always at risk of attrition, growing concerns about drug-impaired driving and efforts made to increase the reach of the program portend future growth. The GHSP will collaborate with the West Virginia law enforcement community to continue to support the program and bolster the number of active DREs on our roads.

Federal Funds the State Plans to Use

Funding Source: 402, 405d

Estimated Allocation: \$2 million, \$5.4 million

Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the GHSP will consider analysis of West Virginia's traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

How the Countermeasure Strategy was Informed by NHTSA's Uniform Guidelines

The last NHTSA Impaired Driving Program Assessment was conducted on February 2–6, 2015 (the GHSP is considering requesting another assessment in the near future), but the long-term development of the State's impaired driving efforts have been informed by those assessment recommendations. This program area and West Virginia's Impaired Driving Strategic Plan closely align with the elements in NHTSA's Highway Safety Program Guideline No. 8: Impaired Driving.

The GHSP will annually evaluate the State's comprehensive, multi-year Impaired Driving Strategic Plan and make changes as needed based on new data, input received through public engagement activities, and new information and/or guidance from NHTSA.

5.4 Motorcycle Safety

Problem ID the Strategy Addresses

Statewide motorcyclist fatalities have unfortunately increased in the last ten years. While all West Virginia motorcycle riders and passengers are required to properly wear a DOT-certified helmet, in 2024, 26 percent of all motorcycle fatalities were unhelmeted. Since 2015, when the proportion of unhelmeted motorcyclist fatalities was 22 percent of all motorcyclist fatalities, unhelmeted fatalities have fluctuated. Since 2020, unhelmeted deaths have been in decline.

Individuals who want to operate a motorcycle in West Virginia must first obtain either a motorcycle endorsement (F) on their driver's license or a Class F motorcycle-only driver's license. A knowledge test must be taken at the DMV or online first to obtain a motorcycle learner's permit. After holding the learner's permit for seven days, the individual must then take and successfully pass an on-cycle skills test before an endorsement can be added to the license or before a motorcycle-only license can be issued. The individual may instead opt to take a motorcycle safety course developed by the Motorcycle Safety Foundation instead of the State riding skills test to receive their motorcycle license endorsement.

Unfortunately, many individuals do not follow through with the training requirement. Motorcycle fatality data for 2021 to 2024 shows that of the 147 motorcyclist fatalities, 71 motorcycle operators (48 percent) did not have an F endorsement on their driver's license.

Data on motorcyclist fatalities are provided in Table 13.

Table 14 **Motorcyclist Fatalities**

Core Performance Measures	Actual									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Motorcyclist Fatalities	32	29	26	39	28	38	29	42	38	38
Unhelmeted Motorcyclist Fatalities	7	10	10	14	9	20	14	13	16	10

Source: FARS, May 2026.

Countermeasure Strategy

The GHSP has administered the Motorcycle Safety and Awareness Program (MSP) since 2006. The program is supported by both State and Federal funds. Section 405f Federal funds are used to enhance the MSP through paid media and PI&E, and training resources, delivering “Share the Road with Motorcycles” messages to motorists, while State funds collected from motorcycle registrations and license fees are used for motorcyclist training, media, and PI&E. State and 402-funded media campaigns will continue to be used to encourage motorcyclists to obtain their F endorsement, as well as other safety messaging. Unhelmeted fatalities will be addressed through an emphasis on West Virginia’s motorcycle helmet law in media campaigns and the State’s MSP training courses. MSP staff attend health/safety fairs and motorcycle-based events with the Safe Motorcyclist Awareness and Recognition Trainer (SMART) motorcycle safety training simulator which gives individuals a simulated motorcycle riding experience.

Under the MSP, the GHSP will continue to monitor crash data available from the West Virginia Division of Highways and FARS to help identify high-risk locations. Additional training sites in rural and remote areas will afford the program greater contact with potential students seeking motorcycle training in both the Basic RiderCourse and the Experienced RiderCourse.



The Program will continue to employ a statewide paid media initiative. Radio and television ads and billboards will be geared to reach both motorcycle riders and motor vehicle drivers. This approach will hopefully make both drivers and riders aware of each other and each individual’s responsibility to the other, thus creating a safer driving environment.

The GHSP will also develop and distribute motorcycle safety public information materials, provide training funds for motorcycle law enforcement officers, and travel funds for RiderCoaches for Smart Trainer training at various motorcycle-themed and safety events across the State.

Citation: CTW, Motorcycle Safety; NHTSA Uniform Highway Safety Program Guideline No. 3

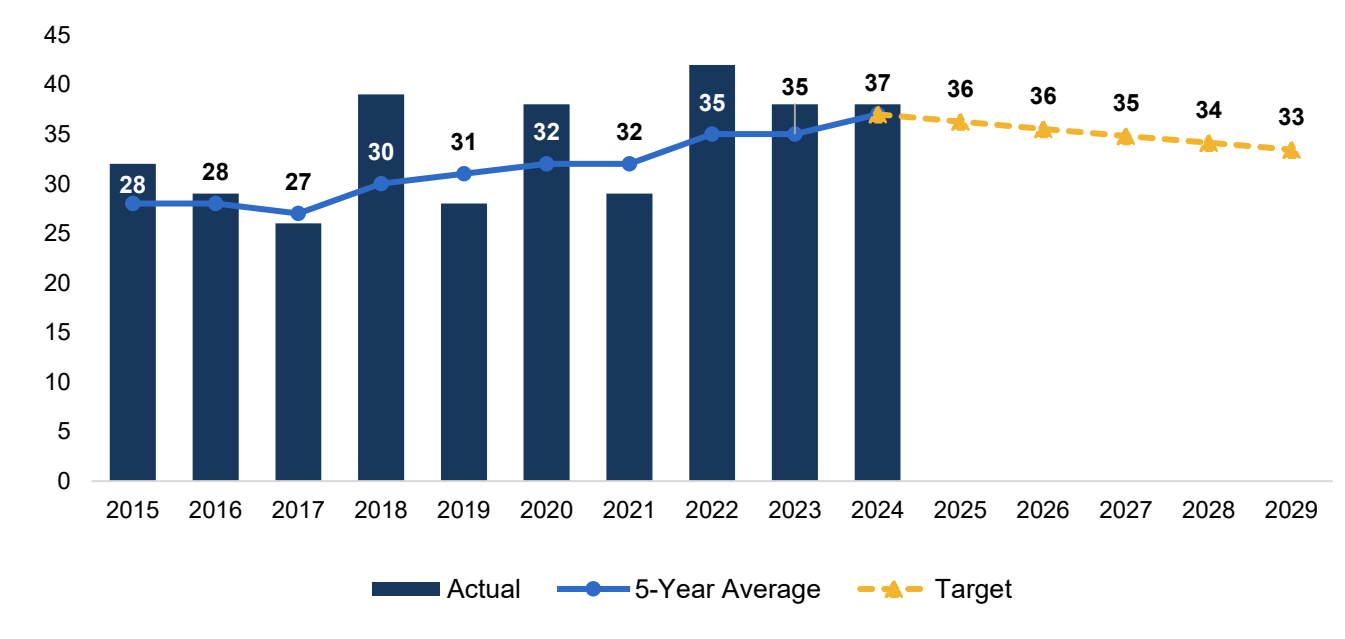
In 2025, the GHSP invited NHTSA for a Program Assessment of West Virginia’s Motorcycle Safety Program. The multi-disciplinary Technical Assessment Team of national experts conducted a virtual assessment of the program on February 2-7, 2025. The results of the assessment included a set of 23 priority recommendations consistent with NHTSA Uniform Guideline for Highway Safety Programs No. 3. In FFY2027, the GHSP plans to kick-off the development of a new Motorcycle Safety Program Strategic Plan that will help the State adopt assessment recommendations and direct investment in new countermeasure strategies.

Performance Targets the Strategy Addresses

Motorcyclist Fatalities

<i>Maintain or reduce motorcyclist fatalities from the 2020-2024 rolling average of 37 to the following in the preceding years:</i>	
2027	35
2028	34
2029	33

Rationale: The 2020-2024 five-year average of motorcyclist fatalities is 37. Motorcycle fatalities have increased in recent years, but the GHSP is planning a strategic effort to expand this program area. Thus, we are aiming at maintaining a reduction rate through 2029 that would result in a target of 33 or fewer motorcyclist fatalities, representing a 9.6 percent reduction from the current five-year rolling average of 37.

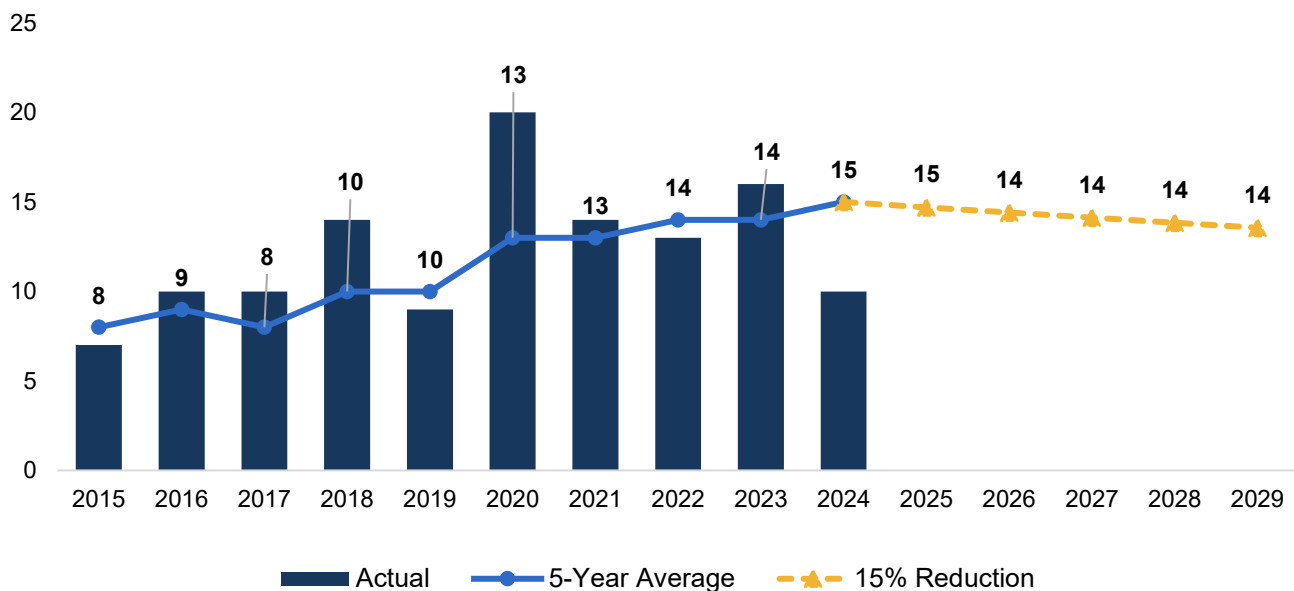


Unhelmeted Motorcyclist Fatalities

Maintain or reduce unhelmeted motorcyclist fatalities from the 2020-2024 rolling average of 15 to the following in the preceding years:

2027	14
2028	14
2029	14

Rationale: West Virginia has a mandatory helmet law, but due to Federal restrictions on use of funds, the GHSP is limited in the number of programs to impact this area. With low numbers to begin with, it becomes increasingly difficult to account for fluctuations from one year to the next. Because of this, the most practical justification for determining the 2027 target is to reduce the number of unhelmeted motorcyclist fatalities along a long term trendline. The average is expected to remain at 14 (rounded) through 2029.



Federal Funds the State Plans to Use

Funding Source: 402 and 405f

Estimated Allocation: \$180,000 each

Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the GHSP will consider analysis of West Virginia's traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

How the Countermeasure Strategy was Informed by NHTSA’s Uniform Guidelines

The activities described in this program area align with elements in NHTSA’s Highway Safety Program Guideline No. 3: Motorcycle Safety. The GHSP further plans to use the assessment recommendations to craft a long-term Motorcycle Safety Strategic Plan that will direct additional activities to strengthen West Virginia’s approach to reducing motorcycle fatalities and serious injuries.

5.5 Speed Enforcement

Problem ID the Strategy Addresses

Speeding-related fatalities have increased by 18 percent over the last 10 years in West Virginia. In the last decade, 2018 had the highest number of fatalities at 88 and dropped to a low of 60 fatalities in 2020. However, speeding-related fatalities continued to increase in the following years, with 78 speeding-related fatalities in 2024. Overall, speeding deaths seem to be gradually increasing.

Analysis conducted for West Virginia’s SHSP update showed that speeding in combination with other high-risk behaviors (e.g., impaired driving and failure to wear a seat belt) continues to be prevalent in the majority of fatalities. As a result, speed and aggressive driving will continue to be an EA in the next SHSP as well.

The Safe System Approach includes a dedicated Element of Safer Speeds, recognizing the importance of controlling crash forces and the increased risk that high speeds pose to the most vulnerable road users. The GHSP will aim to bolster speed management efforts in order to reverse these troubling crash trends. Within the 10-year period from 2016 to 2025, the number of speeding citations issued did increase from 11,368 in 2016 to 19,327 in 2025. The GHSP will work to build on this overall 70 percent increase and deploy resources in the field to slow drivers down. Speeding-related fatalities and citations are shown in Table 15.

Table 15 Speeding-Related Fatalities and Citations

Core Performance Measure	Actual									
	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Speeding-Related Fatalities	60	84	88	85	60	64	72	85	78	TBD
Speeding Citations Issued ¹	11,368	13,952	10,817	13,317	11,035	10,374	13,847	15,378	17,472	19,327

Source: West Virginia GHSP, 2026.

¹ Reflects citations issued during grant-funded activities only.

Countermeasure Strategy

The RTSPs coordinate each region’s speed enforcement efforts in collaboration with the seven WVSP troops. Each region is responsible for overtime enforcement, coordinating two statewide speed enforcement mobilizations on top speed crash roadways, and earned media. Overtime speed enforcement funds will be available to conduct directed and saturation speed enforcement patrols. The GHSP will support paid media in coordination with law enforcement’s targeted speed enforcement.

Speed enforcement will continue to be conducted year-round each grant year, but the GHSP will also sponsor annual statewide mobilizations in July and September, usually two weeks in each month. The GHSP will determine program locations and dates by analyzing crash and injury data on identifying high-risk roadways for speeding-related crashes.

West Virginia allows Class I, II, and III cities to use radar speed measurements as prima facie evidence for speeding violations. The GHSP LEL Office will continue to provide annual speed radar training statewide for law enforcement officers during the triennial period.

Speeding Citations: CTW, Speeding and Speed Management; NHTSA Uniform Highway Safety Program Guideline No. 19

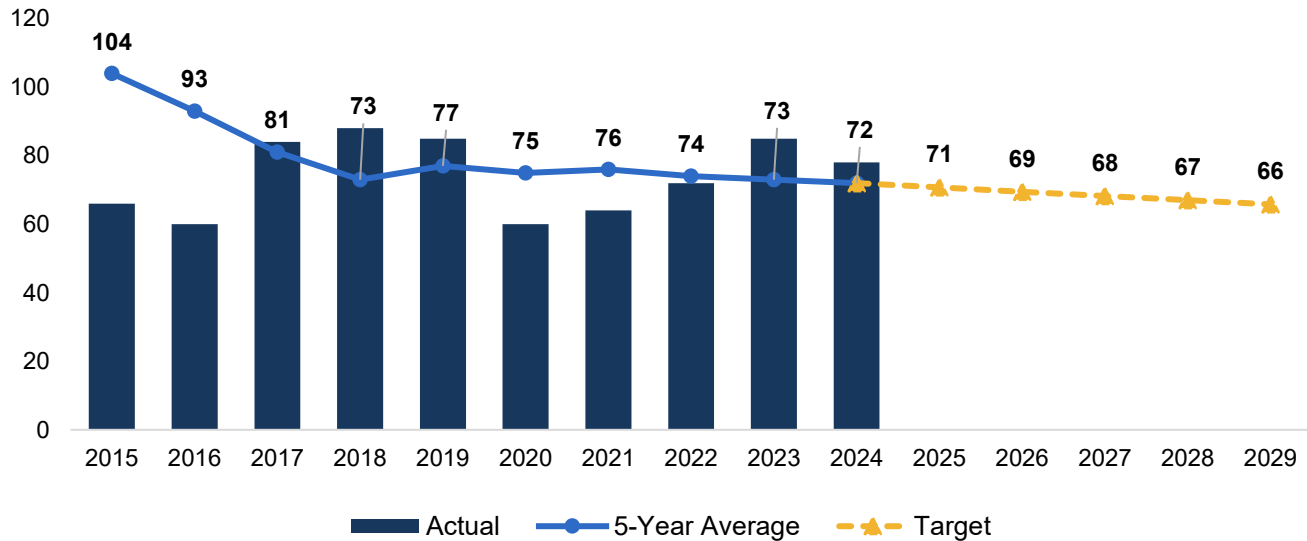
Performance Targets the Strategy Addresses

Speeding-Related Fatalities

<i>Maintain or reduce speeding-related fatalities from the 2020-2024 rolling average of 72 to the following in the preceding years:</i>	
2027	68
2028	67
2029	66

Maintain or reduce speeding-related fatalities from the 2020-2024 rolling average of 72 to the following in the preceding years:

Rationale: The average number of speed-related fatalities between 2021 and 2024 fell 1.8 percent on average per year. The GHSP has invested in enforcement and media funding to address speeding-related fatalities. Programs to address unbelted occupants and impaired drivers may have a correlation in affecting speeding-related fatalities as well. We are aiming to reduce speeding-related fatalities to 68 in 2027 and 67 in 2028 to continue the downward trend. The 2029 target of 66 would be an 8.6 percent reduction from the current five-year rolling average of 72.



Federal Funds the State Plans to Use

Funding Source: 402

Estimated Allocation: \$2 million

Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the GHSP will consider analysis of West Virginia's traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

How the Countermeasure Strategy was Informed by NHTSA's Uniform Guidelines

The RTSPs coordinate and implement traffic safety programs which include speed management-related activities within their regions in collaboration with the WVSP, GHSP LEL, and local law enforcement agencies. The activities described in this program area align with various elements in NHTSA's Highway Safety Program Guideline No. 19: Speed Management.

5.6 Traffic Safety Information System Improvements

Problem ID the Strategy Addresses

The long-term goal of this program area has been to make improvements to the various highway safety datasets necessary to identify highway safety concerns and set priorities for national, State, and local highway safety improvement programs.

West Virginia maintains an ongoing Traffic Records Coordinating Committee (TRCC), which currently serves as the Highway Safety Data SHSP EA subcommittee of the Safety Management Task Force (SMTF). The TRCC will continue to act as the primary advisory committee for traffic records-related activities and projects. The GHSP Director, Traffic Records Coordinator, and other senior staff serve on the TRCC. The GHSP's Traffic Records Coordinator serves as the champion for safety data initiatives and markets the traffic records ideal throughout the State. They chair the TRCC and administer the daily business of the committee.

West Virginia also maintains a Traffic Records Strategic Plan (TSRP) that is maintained and managed by the Traffic Records Coordinator. The TSRP guides ongoing traffic records programming, local grants, and TRCC discussions.

Since 2007, West Virginia has used the Report Beam electronic crash and citation reporting system to support a statewide electronic Uniform Citation and increase the timeliness, completeness, and accuracy of reported data. The State has invested significantly in rolling out this functionality and helping law enforcement agencies and courts fully and efficiently utilize ReportBeam. This has included training and even providing necessary in-car printers, scanners, and computers.

Many of the State's law enforcement agencies are small and under-resourced, and they have lacked the capability to rapidly adopt new traffic records technology. Thus, West Virginia modernization has been a gradual, long-term process.

Finally, most of West Virginia's traffic records systems are also outdated. TRCC has recognized that in order to make further traffic records performance progress, wholesale system upgrades are overdue.

Countermeasure Strategy

In addition to maintaining the Traffic Records Coordinator and TRCC, the State's current crash records modernization priorities for the triennial period include:

- Replacing the long-standing ReportBeam product with a newer, more capable technology platform. This modernization effort is supported by a NHTSA State Electronic Data Collection (SEDC) grant and includes alignment with the MMUCC Sixth Edition, integration with WVDOT's Linear Referencing System, improved data transfer to AASHTOWare Safety, and implementation of weekly Electronic Data Transfers to NHTSA.
- Expanding the scope and base of authorized users for AASHTOWare Safety and creating new, public crash data dashboards.
- A full-scale modernization of the DMV's driver database.

- The sunset of DMV's legacy vehicle database and the migration of all elements to a new Driver Title and Registration System (DTRS). The DMV is pursuing a goal to support a secure, fully electronic title system, eliminating the need for paper titles.
- The development of a new unified court system to replace the legacy Unified Judicial Application (UJA) used by West Virginia courts for case management.
- The replacement of the Highway Safety/CDDP database, housed in GHSP Region 2, that is used by GHSP to track a wide range of grant-funded activity by collecting grantee activity reports, especially from law enforcement.
- Implementing training for all the constituencies of these new systems.

The SMTF TRCC/Data EA Committee is also planning to launch an in-depth TRSP redevelopment in FFY2027 that will chart out longer-term plans for the State's safety data systems.

During the triennial period, the GHSP will continue to consider grants to law enforcement partners for local agency modernization. This may include the purchase of equipment to convert agencies to electronic reporting. All RTSP Coordinators will continue to assist the TRCC in implementation of the TRSP within their regions by delivering training and helping law enforcement agencies transition from paper to electronic. The GHSP LEL Office will also similarly assist the TRCC.

Although this effort has not initiated, the GHSP also continues to support development of a regionwide Crash Reconstruction Team in Jefferson, Berkeley, and Morgan Counties. Finally, the GHSP has been working with the West Virginia Office of Emergency Medical Services to support implement of new trauma registry software.

Traffic Safety Information System Improvement Citations: NHTSA Traffic Records Program Assessment Advisory; NHTSA Uniform Highway Safety Program Guideline No. 10; NHTSA Traffic Records Data Quality Management Guide: Update to the Model Performance Measures for State Traffic Records Systems

Performance Targets the Strategy Addresses

1. Decrease the mean number of days between the time of a crash and submission date of the crash report into the crash database from the current 7.926 days to 3 days by December 31, 2029.

Decrease mean number of days between the time of a crash and submission date of the crash report into the crash database from the current 7.926 days to the following in the preceding years:

2027	6.25
2028	4.5
2029	3

Rationale: This performance measure will reflect many different factors, including the successful launch of the new crash data system, ongoing efforts to enlist law enforcement agency participation in e-reporting, and the data entry efforts of the agencies themselves. We believe the forthcoming new system will help promote more and consistent participation in e-reporting, and a substantial shortening of reporting time is achievable.

Federal Funds the State Plans to Use

Funding Source: 405c

Estimated Allocation: \$2 million

Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the GHSP will consider analysis of West Virginia's traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

How the Countermeasure Strategy was Informed by NHTSA's Uniform Guidelines

West Virginia's last NHTSA Traffic Records Program assessment was conducted from January 31, 2022, to May 2, 2022. This program area and the TRSP align with the elements in NHTSA's Highway Safety Program Guideline No.10: Traffic Records and support the implementation of assessment recommendations.

5.7 Distracted Driving

West Virginia has prohibited distracted driving since 2012. The current law, most recently enhanced under the 2023 Robin W. Ames Memorial Act, bans motorists from handheld cell phone use, texting, watching video, playing games, or otherwise engaging in any manual communications while driving.

Despite the State's primary enforcement laws against electronic device use behind the wheel, distracted driving is still an endemic problem in West Virginia. While detailed distracted driving crash data currently is not available, the GHSP has citation and nonscientific survey data that support the need to address distracted driving. From GHSP's annual tracking of citations issued during grant-funded enforcement activities, 3,510 distracted driving (cell and text) citations were issued in FFY2025.

When ABCA has brought DUI Simulators to schools, fairs, etc. for educational events, participants surveys fielded between 2015 and 2019 revealed that of 9,078 individuals, 2,960 people (32.6 percent) indicated they had talked on a cell phone while driving and 2,265 people (24.9 percent) indicated they had texted on a cell phone while driving. The ABCA was unable to conduct DUI Simulator activities following the COVID-19 pandemic and loss of the survey data collection vendor. However, DUI simulator events have resumed, though without the same participant data collection for now.

Finally, members of the public have indicated in general public surveys that distraction is considered a top traffic safety challenge in West Virginia.

Countermeasure Strategy

West Virginia will continue its successful strategy of addressing this program area through the RTSPs, regional law enforcement programs, and under the coordination of LELs. Partner law enforcement agencies will implement targeted enforcement focusing on distracted driving violations. Distracted driving mobilizations also may include speed and aggressive driving enforcement activities during the two annual Target Red campaigns. The GHSP will provide statewide support of distracted driving enforcement campaigns through driver awareness materials and messaging.

In addition, the GHSP will continue its Distracted Driving simulator program which includes a hands-on educational experience to educate West Virginia drivers of all ages about the dangers of distracted driving. These simulators provide a realistic look into the dangers of driving distracted behind the wheel, without putting anyone's safety at risk. Since FFY2022, RTSPs have been able to purchase distracted driving simulators for use in schools and at community events. Most RTSPs now have simulators or access to one and have begun using them at health fairs, high schools, colleges and universities, driver's education classes, staff training, career events, safety personnel meetings, and other community events. During the triennial period, required RTSP activities will be:

- Conduct at least one Distracted Driving (cell phone/texting) enforcement activity per month.
- Conduct or facilitate at least one activity/media event on distracted driving (cell phone/texting) per month. If the Region owns or has access to a Distracted Driving Simulator, it is to be incorporated in at least one activity per month on average, with additional activities encouraged during Distracted Driving month (April). If the Coordinator does not have access to a simulator, then another activity must be planned (i.e., possibly work in conjunction with another Coordinator that does have a simulator).
- Coordinate earned media and statewide overtime distracted driving efforts in collaboration with all the RTSPs throughout the year. Each WVSP troop also is responsible for conducting focused distracted driving enforcement and earned media during distracted driving month (April).
- Conduct distracted driving overtime enforcement.
- Purchase paid media by the GHSP and RTSPs to support law enforcement's targeted enforcement focusing on distracted driving violations and/or the RTSP activities on distracted driving, cell phone use, and texting while driving.

Since 2020, West Virginia has been able to access the NHTSA Section 405e grant that expanded the resources available for the distracted driving program. In 2024, the GHSP sponsored a report prepared by Cambridge Systemics to provide recommendations on how the State can collect better distracted driving data and thus allocate more resources. The GHSP will explore whether and how to implement many of the report's recommendations:

- Using data to more precisely focus distracted driving enforcement efforts, including from information contained in distracted driving citations and from public surveys
- Working with law enforcement partners to enhance distracted driving enforcement training and improve the identification and documentation of distracted driving in crash investigations
- Consult with law enforcement partners and/or the Regional Judicial Outreach Liaison on whether case dismissal is a problem, and if so, whether additional judicial outreach could help
- Increased MMUCC compliance with regard to distracted driving
- More regularly survey the public on self-reported behaviors, attitudes, and perceptions about grant-funded distracted driving programs and messages, and more widely market the survey
- Launch a full, scientific observational distracted driving survey
- Investigate whether automated surveying tools would be cost-effective for the GHSP.
- Determine if commercially available distracted driving data is affordable for GHSP and meet with commercial data providers to gather more information.
- Consider whether distracted driving could be better prioritized in the West Virginia SHSP.

Finally, the GHSP is partnering with SaferStreet Solutions to plan pilot projects in Regions 2 and 4 that will deploy educational messaging signs with distracted driving data collection features. This vendor's technology can automatically detect suspected cell phone use (and seat belt use). These pilot projects are at no cost to GHSP or local agencies. By collecting naturalistic observational data, the GHSP aims to further identify high-risk areas and times for distracted driving in order to more effectively direct enforcement resources. If this pilot project is successful, the GHSP will consider expanding to other areas of the State.

Distracted Driving Citations: CTW, Distracted Driving; NHTSA Uniform Highway Safety Program Guideline No. 15: Traffic Enforcement Services

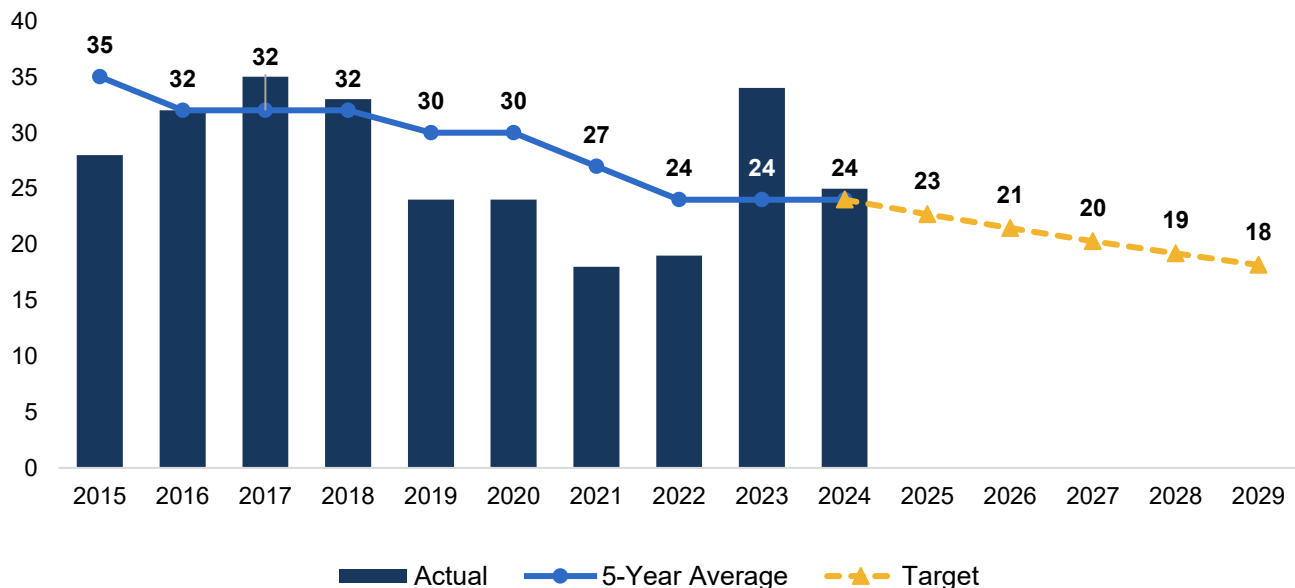
Performance Targets the Strategy Addresses

Drivers Age 20 or Younger Involved in Fatal Crashes

Maintain or reduce drivers age 20 and younger involved in fatal crashes from the 2020-2024 rolling average of 24 to the following in the preceding years:

2027	20
2028	19
2029	18

Rationale: Because distracted driving data is severely lacking, the GHSP selected this performance measure for the Distracted Driving Program Area, reflecting that a significant part of the program will be outreach to young drivers. In recent years, the GHSP has been putting additional resources towards programming and education of young drivers. Young driver involved fatalities have fallen on average 5.4 percent a year from 2020 to 2024. The number of drivers 20 or under involved in fatal crashes averaged 24 per year between 2020 and 2024. With the establishment of a new Novice Driver program area and anticipated investments, we selected a target of 20 for 2027 and 19 for 2028. We will work towards reducing the young driver-involved fatalities to 18 or fewer by 2029, a 24 percent reduction from the current rolling average of 24.



Federal Funds the State Plans to Use

Funding Source: 405e

Estimated Allocation: \$5 million

Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the GHSP will consider analysis of West Virginia's traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

How the Countermeasure Strategy was Informed by NHTSA's Uniform Guidelines

In the absence of a specific NHTSA Uniform Highway Safety Program Guideline for Distracted Driving, the countermeasure strategies were informed by the most recent edition of CTW, specifically High-Visibility Cell Phone Enforcement. These countermeasure strategies are also guided by Highway Safety Program Guideline No. 15: Traffic Enforcement Services. The GHSP provides leadership, training, and technical assistance, as well as centralized planning, implementation, and coordination efforts to achieve and sustain an effective and successful community/regional approach to traffic enforcement services in West Virginia. The GHSP has designed a program in which all RTSPs coordinate and implement traffic safety programs within their region in collaboration with the West Virginia State Police, GHSP LELs, local law enforcement agencies, schools, and safety stakeholders. These efforts include enforcement, communication, and outreach focused on distracted driving.

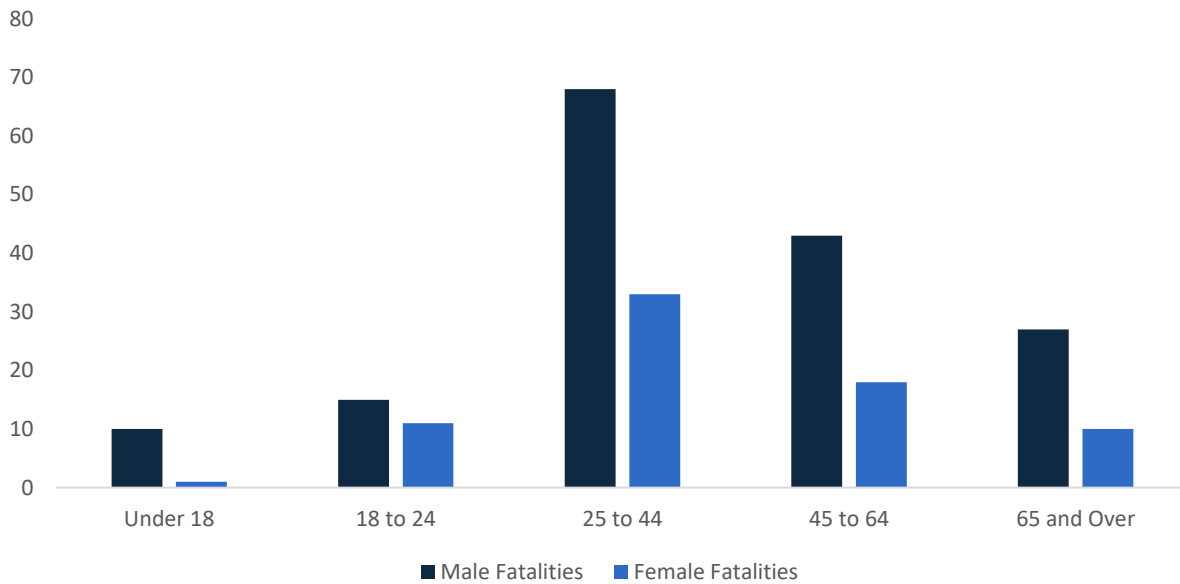
5.8 Pedestrian and Bicyclist Safety

Problem ID the Strategy Addresses

Pedestrian fatalities in West Virginia trended upward and increased from 19 to 25 (32 percent) between 2015 and 2024. Over this same period, bicyclist fatalities varied between 1 and 4 with the exception of 2018 and 2024, which saw an increase to 5 fatalities. There were zero bicyclist fatalities in 2021.

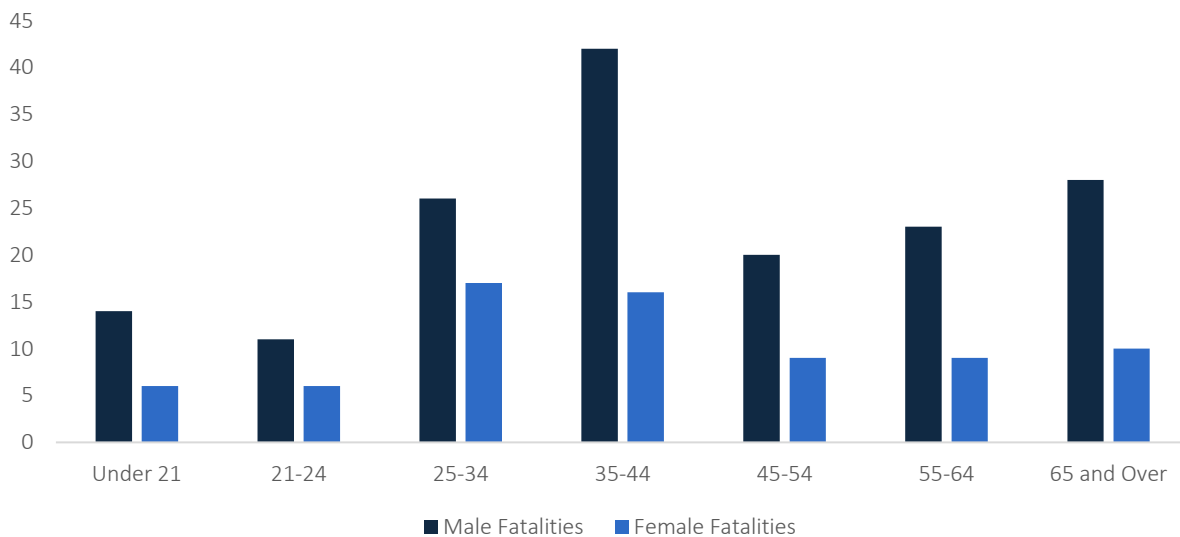
Figures 24 and 25 show that male pedestrians experienced more than double fatalities than females, and male bicyclists over that same timeframe experienced fatalities five times higher than female bicyclists. The majority of pedestrian and bicyclist fatalities occurred among the 25 to 44 age group.

Figure 24 Pedestrian Fatalities by Gender and Age Group
2015–2024



Source: FARS using Fatality and Injury Reporting System Tool (FIRST), May 2026.

Figure 25 Bicyclist Fatalities by Gender and Age Group
2015–2024



Source: FARS using Fatality and Injury Reporting System Tool (FIRST), May 2026.

The GHSP further carried out a special analysis of 2020-2024 data on West Virginia non-motorists, including pedestrians, cyclists, and persons using a mobility assistance device (e.g., a wheelchair). This data will assist the GHSP in program planning.

Non-motorist fatalities during this timeframe were concentrated in the State's most populous counties: Cabell (42), Kanawha (42), Berkeley (23), Raleigh (20), Monongalia (18), Jefferson (14), and Wood (12). Non-motorist serious injuries likewise occurred most often in Kanawha (28), Berkeley (17), Cabell (11), and Wood (7) Counties. The majority (53%) of statewide non-motorized fatal and serious injury crashes happened in the evening hours between 5:00 PM and 10:00 PM. Further, an overwhelming majority of non-motorist fatalities and serious injuries occurred in roadways away from crosswalks and intersections.

The GHSP will aim to reverse the rise in pedestrian fatalities and prevent further increases in bicyclist fatalities by leveraging public education on pedestrian/bicycle safety led by the RTSPs and the GHSP Pedestrian and Bicycle Safety Coordinator. We also believe that enforcement efforts related to impaired driving, distracted driving, speeding, and running red lights and stop signs will also contribute to the reduction of pedestrian and bicyclist fatalities.

Countermeasure Strategy

The GHSP is currently carrying out a program development effort to determine how to expand this program area and make more progress on pedestrian and bicyclist safety. With an expanded analysis of non-motorized road user safety data, the GHSP is implementing a plan to engage with a range of non-motorized stakeholders, including active transportation groups, MPOs, advocacy organizations, public health agencies, and other partners. The GHSP also plans to field a statewide public survey. With these efforts along with the DOH Vulnerable Road User Safety Assessment, we intend to more fully document non-motorized road user safety experiences, pinpoint barriers to taking greater action in West Virginia, isolate high-risk areas to concentrate safety initiatives, and select new countermeasures that the GHSP can deploy during the triennial period.

In the meantime, the RTSP Coordinators will support a range of impactful countermeasure strategies. Coordinators will provide pedestrian and bicycle safety presentations to various age groups, typically in conjunction with education on other program areas in a more comprehensive presentation. Depending on the audience, presentations will address safe behaviors/practices as a pedestrian or bicyclist, or as a vehicle operator while driving alongside pedestrians and bicyclists. Coordinators also may host and/or participate in local bicycle rodeos or other youth fairs where the safety aspects of riding a bicycle are taught and a variety of bicycle safety-related materials are distributed. In addition to bicycle safety, youth fair presentations also include pedestrian safety. Education on these topics also is included in curricula at both "Safety Town" in Huntington and "Safety City" in Charleston, both venues for elementary school-aged children to learn about a variety of safety topics.

All RTSP Coordinators will work to gain earned media for both pedestrian and bicycle safety, whether due to participation in an upcoming event or a recent crash. When there is a crash involving a bicycle or pedestrian, the media often reach out to our RTSPs to discuss the issues as well as applicable State laws.

The GHSP will continue to work with pedestrian and bicycle safety groups, as well as other interested entities, to provide input on pedestrian and bicycle safety issues, as well as to develop educational materials and opportunities that can be adapted and implemented in communities statewide. The GHSP will continue to coordinate with local safety groups such as the Morgantown Pedestrian Board and Huntington Pedestrian and Bicycle Advisory Committee (Huntington is the second-largest city and has the second-largest college population in West Virginia), which monitor trends, support local safety investments, and can help implement GHSP-funded efforts.

Finally, the GHSP will develop and implement a concentrated pedestrian safety media plan for triennial period. The GHSP Pedestrian and Bicycle Safety Coordinator will review all pedestrian and bicyclist fatalities that occur

to determine if there are any trends in why the crash occurred and make recommendations, such as for additional enforcement efforts to prevent impairment or distraction, more community programs, or the suggestion of an engineering solution.

Pedestrian and Bicycle Citations: CTW, Pedestrian Safety, Bicycle Safety; NHTSA Uniform Highway Safety Program Guideline No. 14: Pedestrian and Bicycle Safety

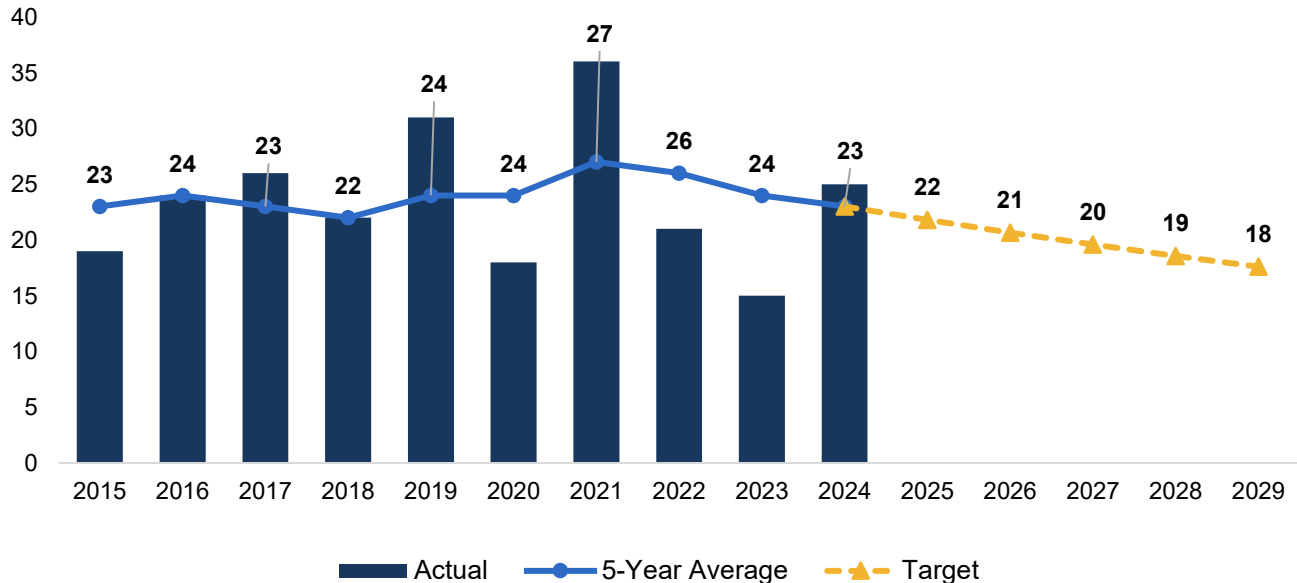
Performance Targets the Strategy Addresses

Pedestrian Fatalities

Maintain or reduce pedestrian fatalities from the 2020-2024 rolling average of 23 to the following in the preceding years:

2027	20
2028	19
2029	18

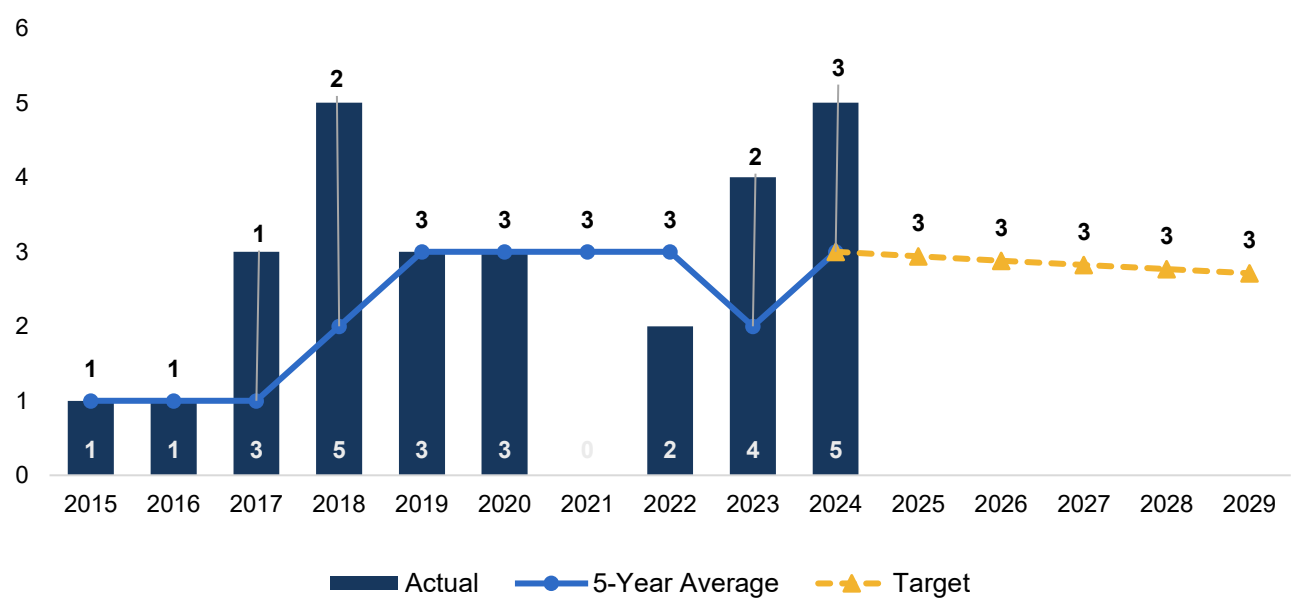
Rationale: Based on historical data, the projected linear trend line that estimates this target is challenging since the numbers continue to fluctuate between a low of 15 (2023) to a high of 36 (2021). While the number of pedestrian fatalities has averaged 23 per year between 2020 and 2024, countermeasure strategies implemented and continuing efforts should allow West Virginia to decrease pedestrian fatalities to 20 in 2027. It is anticipated that with the continued implementation of West Virginia's 2023 Vulnerable Road User Safety Assessment and its update in the 2027-2031 SHSP, West Virginia will see a downward trend to 18 fatalities or fewer by 2029.



Bicyclist Fatalities

<i>Maintain or reduce bicyclist fatalities from the 2020-2024 rolling average of 3 to the following in the preceding years:</i>	
2027	3
2028	3
2029	3

Rationale: Few bicyclist fatalities occur annually in West Virginia, and with the low numbers, it becomes increasingly difficult to account for fluctuations from one year to the next. West Virginia is aiming for at least a 10% percent reduction in bicyclist fatalities, but because there are low number of such fatal crashes and the state is setting targets using whole numbers, West Virginia has selected a target to maintain bicyclist fatalities at three annually. However, because of the GHSP’s work in several other program areas, such as impaired driving, we believe this is a program area where fatalities can be mostly likely be reduced from 3. Additionally, continued implementation of West Virginia’s 2023 Vulnerable Road User Safety Assessment and its update in the 2027-2031 SHSP update process, will continue to place focus on reducing bicyclist fatalities.



Federal Funds the State Plans to Use

Funding Source: 402 and 405g

Estimated Allocation: \$100,000, \$265,000

Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the GHSP will consider analysis of West Virginia’s traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

How the Countermeasure Strategy was Informed by NHTSA’s Uniform Guidelines

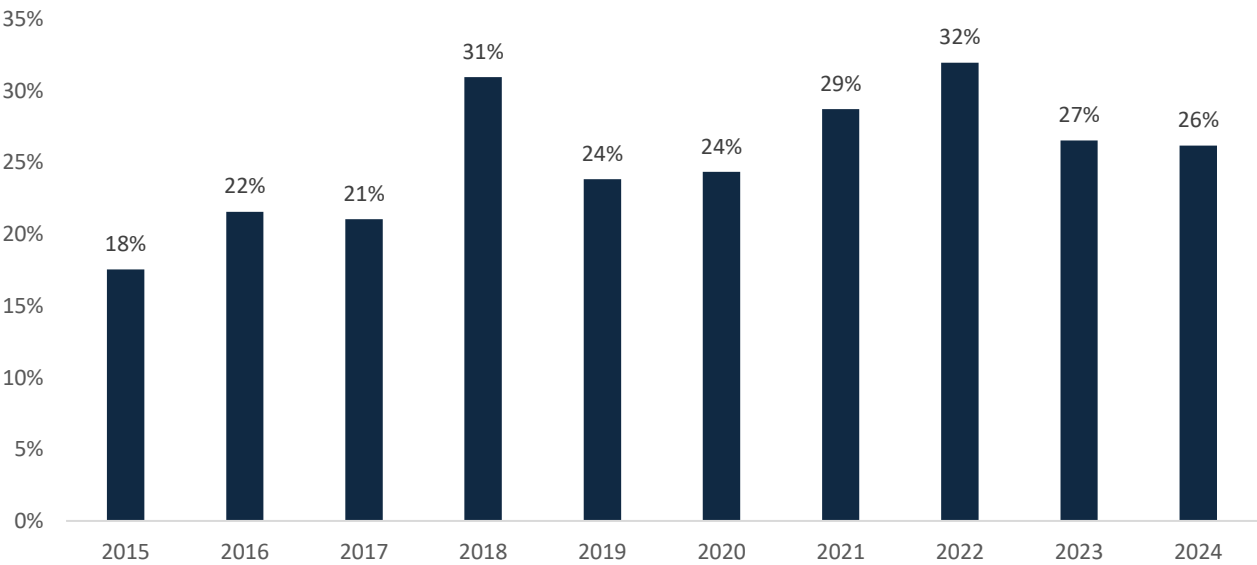
The pedestrian and bicycle countermeasure strategies align with Communication Program and Outreach Program elements of Highway Safety program Guideline No. 14: Pedestrian and Bicycle Safety.

5.9 Older Road Users

Problem ID the Strategy Addresses

West Virginia’s population is getting older. According to U.S. Census data, the percentage of the State’s population that are age 65 and older increased from 16 percent in 2010 to 20 percent in 2020. As shown in Figure 26, the percentage of fatal crashes involved drivers age 65 and older has generally trended upward over the past decade, despite year-to-year fluctuations. After increasing from 18 percent in 2015 to a high of 32 percent in 2022, the percentage declined to 26 percent in 2025. Although the recent decrease is encouraging, the growing presence of older drivers involved in traffic fatalities reinforces the importance of addressing the safety needs of the aging population.

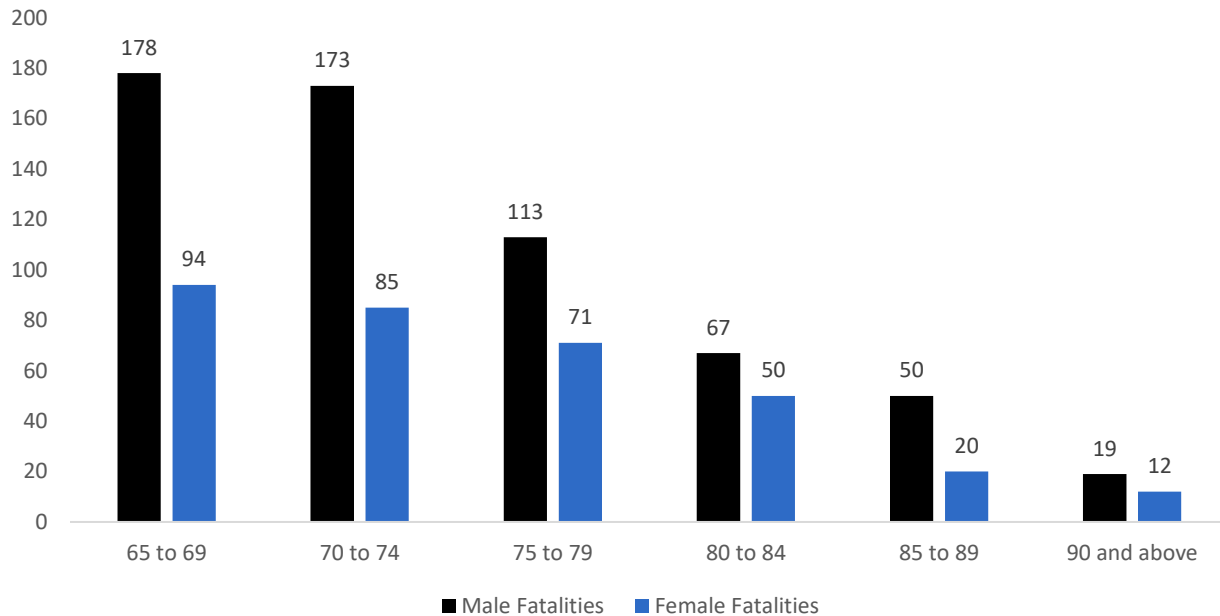
Figure 26 Drivers 65 and Above Involved in Fatal Crashes as Percent of Total Fatalities



Source: FARS using Fatality and Injury Reporting System Tool (FIRST), May 2026.

Two thirds of drivers age 65 and above involved in fatal crashes in the past 10 years were male (Figure 27). For males, more than half of the older drivers involved in fatal crashes were in the age group of 65 to 74. For females, more than half of the older drivers involved in fatal crashes were in the age group of 65 to 79.

Figure 27 Drivers 65 and Above Involved in Fatal Crashes by Gender and Age 2015–2024



Source: FARS using Fatality and Injury Reporting System Tool (FIRST), May 2026.

Older drivers are some of the safest and most experienced on our roads, but functional decline can be unexpected and rapid. Impaired vision and hearing that goes untreated and reduced cognition and reflexes can often decrease driving abilities and judgement (not only for older drivers but road users of any age as well). Additionally, older road users are at greater risk of being killed or seriously injured in a crash because of increased frailty and other medical issues associated with aging.

As the percentage of older persons in West Virginia's population continues to grow, the GHSP recognizes the strategies to address crashes and driving, riding, and walking behaviors of older drivers will continue to become increasingly important.

Countermeasure Strategy

West Virginia's SHSP includes an Older Driver (65+) Involved EA that focuses on persons killed or seriously injured in crashes involving a driver 65 years of age or older. The GHSP's primary investment will be public outreach and improving data collection.

The GHSP will purchase paid media and support RTSP activities on older road user safety and/or during Older Driver Safety Awareness Week. The focus will be to urge families and caregivers to initiate open and empathetic conversations with older loved ones about driving safety.

The GHSP is planning to fund a scientific survey on the safety of older road users, how to best reach this demographic, and what kind of programs may be most effective. The GHSP is also planning to analyze the footprint of older road users in other program areas to determine whether and how those efforts can be targeted to the 65+ age range.

A new commercial motor vehicle safety project is also being developed and reviewed by the GHSP. Although the primary target audience is novice drivers, the secondary target is older road users. We believe this project will be beneficial to these two vulnerable groups of road users.

Finally, the GHSP is planning to develop and implement a plan to train law enforcement officers on identifying potentially medically at-risk drivers, such as using the Driver Orientation Screening for Cognitive Impairment (DOSCI) tool, which helps law enforcement identify drivers with cognitive impairments after alcohol and drugs have been ruled out, as well as how to make a referral of the medically at-risk driver to the DMV. Along these lines, the GHSP will also coordinate with both Marshall University and West Virginia University regarding driving assessments they offer to determine how best to include these programs in outreach and training efforts.

Citation: CTW, Older Drivers; NHTSA Uniform Highway Safety Program Guideline No. 13

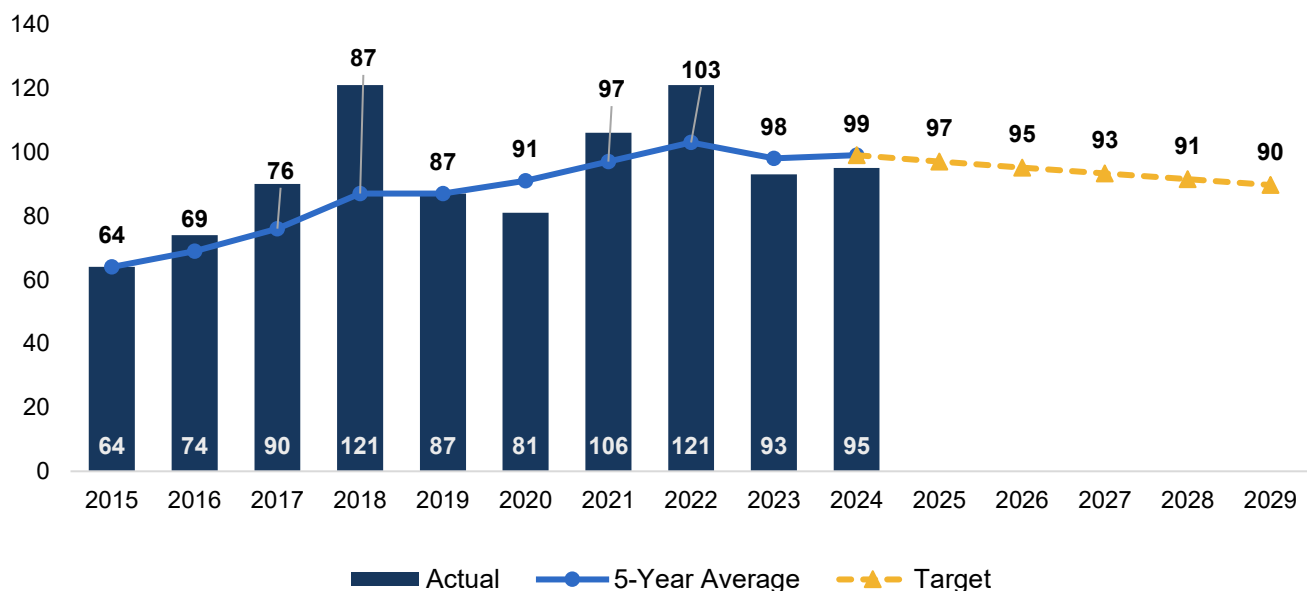
Performance Targets the Strategy Addresses

Older Road User Fatalities

Maintain or reduce the number of drivers age 65 and above involved in fatal crashes from the 2020-2024 rolling average of 99 to the following in the preceding years:

2027	93
2028	91
2029	90

Rationale: West Virginia's population is aging, and with that, has experienced an upward trend of older driver-involved fatalities between 2015 and 2022. Since 2022, however, fatalities have begun to decline slightly through 2024. To build on this recent progress, the GHSP is placing additional focus on the safety of older road users. The immediate focus will be to sustain the recent downward trend and reduce the rolling average of older drivers age 65 and above involved in fatal crashes to 93 in 2027 and lower it further through 2029.



Federal Funds the State Plans to Use

Funding Source: 405e

Estimated Allocation: \$800,000

Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the GHSP will consider analysis of West Virginia's traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

How the Countermeasure Strategy was Informed by NHTSA's Uniform Guidelines

This program area reflects elements of NHTSA Uniform Highway Safety Program Guideline No.13: Older Driver Safety, particularly to support Communications Programs aimed at this high-risk population and their family and friends.

5.10 Roadside Safety

Problem ID the Strategy Addresses

Though all 50 States have a "Move Over" law, including West Virginia, according to NHTSA, one-third of the public is not aware of these laws, and traffic-related incidents continue to be the number one cause of death among on-duty law enforcement officers. In 2025, West Virginia enhanced the State's existing Move Over Law to add maintenance vehicles and other categories of vehicles for which motorists must slow down and, if possible, move over.

Roadside crashes involving "Move Over" situations are not always clearly identifiable from data. A query of NHTSA's Fatality and Injury Reporting System Tool (FIRST) for West Virginia can generate a calculation of all fatal crashes off roadway/shoulder or off roadway/median in the last six years of available data. This yields a large number of crashes. Since "Move Over" crashes are not clearly indicated in a discrete category, the overall results, shown in Table 16, can be further filtered with several potential "Move Over"-related variables to help show fatal crashes from possible "Move Over" scenarios (the rows below are not necessarily mutually exclusive).

Table 16 **Move Over Indicators in Fatal Crashes**

	2017	2018	2019	2020	2021	2022	2023	2024	Total
Persons Killed in WV Fatal Crashes: Off Roadway/Shoulder; Off Roadway/Median; Off Roadway/Other	152	122	128	117	122	132	101	126	1,000
► Emergency Vehicle Related (Since 2021 only)	N/A	N/A	N/A	N/A	1	0	1	0	2
► Classified as Pedestrian Only	4	4	5	1	2	3	2	3	24
► Work Zone (Construction, Maintenance, Utility, Work Zone – Type Unknown)	2	0	0	3	1	4	4	3	17

Source: FARS using Fatality and Injury Reporting System Tool (FIRST), June 2026.

Analysis of citations in West Virginia's ReportBeam citation system issued for West Virginia's Move Over Law, codified in West Virginia Code Section 17c-14-9a, show law enforcement officers persistently identifying Move Over violations. Nearly 450 citations have been issued since 2017 (Table 17).

Table 17 Move Over Citations

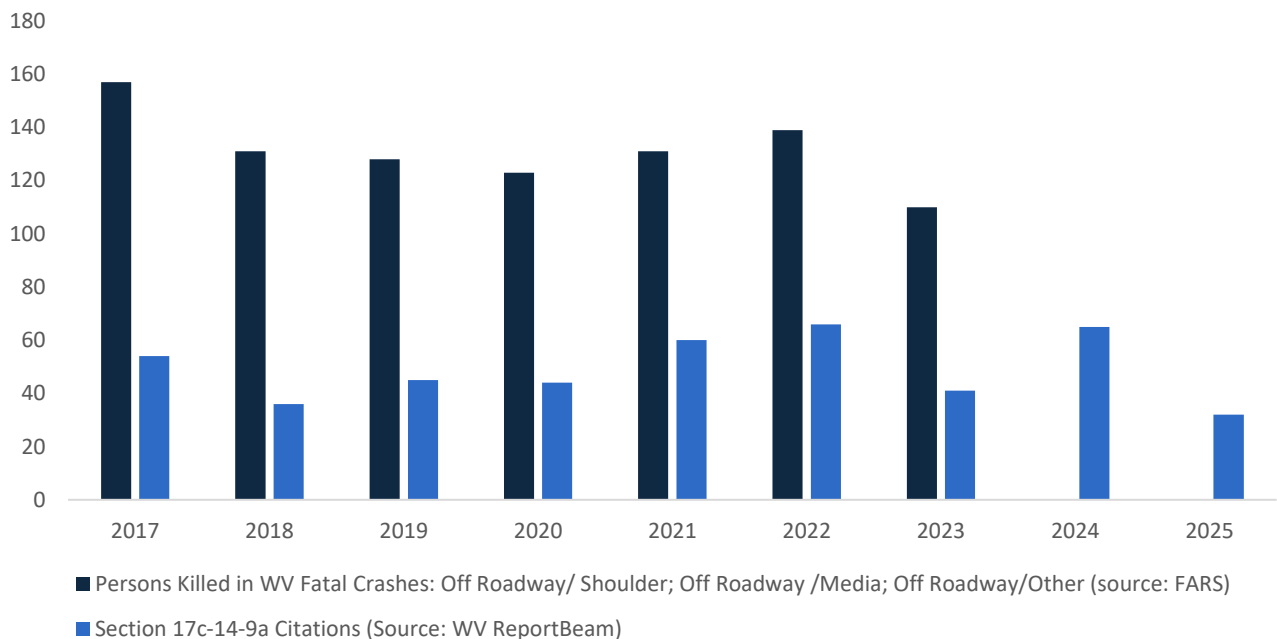
	2017	2018	2019	2020	2021	2022	2023	2024	2025*	Total
Section 17c-14-9a Citations	54	36	45	44	60	66	41	65	32	443

Source: Report Beam

*Through June 30, 2025.

Figure 28 below shows both fatalities and citations for 2017-2025 (through June 30, 2025) with available data. While visually, it may seem as though key indicators are gradually improving, caution is urged in interpreting these findings due to the lack of complete crash data.

Figure 28 Suspected Fatalities and Citations Related to Move Over



According to the WV Department of Transportation Fallen Worker Memorial, 58 highway workers have been killed in West Virginia work safety zones since 1921.

Countermeasure Strategy

The GHSP will continue to apply for Section 405(h) funding. The long-term goal for this program area is to develop better and more accurate data and determine high-impact public education and enforcement activities to protect those at the roadside.

The GHSP is currently carrying out a program development initiative to identify new countermeasure strategies. A preliminary analysis of Federal and State data has further validated the various shortcomings of traditional problem identification for roadside and “Move Over” scenario crashes. The GHSP is examining how other States are addressing this issue, planning a public survey on driver behavior, as well as planning to convene a gathering of key stakeholders, such as law enforcement, emergency responders, roadside workers, incident management professionals, advocates, and other industry partners. We intend to develop a Roadside Safety Strategic Plan that better documents roadside exposure risks, characterizes new data sources to support data-driven planning, pinpoint the highest risk areas, and identifies new partnerships and impactful countermeasures to implement during the triennial period.

In the meantime, the GHSP plans to invest in several key activities:

- Implement holistic roadside safety educational projects that include both information components and support to enhance the conspicuity of pedestrians off the roadway, specifically those working in and around work, construction, and maintenance zones. Some of these efforts would include the use of reflective vests, hats, leg bands, and tape to enhance these individuals’ conspicuity when they are outside of a vehicle on the side of a roadway.
- Encourage RTSPs to work with law enforcement partners to enforce West Virginia’s Move Over Law.
- Develop statewide communications efforts and partnering with local organizations to educate the driving public about roadside risks and their duties to slow down and move over. Communications will stress the risks faced by first responders, including law enforcement officers, firefighters, EMS, and other crash responders such as tow truck operators, at busy roadsides.
- Explore Federal and State data more completely in order to better identify relevant crashes, deaths, and injuries, and carry out more effective problem identification for this program area. The GHSP will also collaborate with the TRCC to find helpful data, including near-miss data, which may enhance this program.

We also believe that enforcement efforts related to impaired driving, distracted driving, and speeding will also contribute to a reduction in roadside safety incidents.

Roadside Safety Citation: CTW, Pedestrian Safety; NHTSA Uniform Highway Safety Program Guideline No. 21

Performance Targets the Strategy Addresses

1. Decrease roadside fatalities from the current 3 to 0 by December 31, 2029.

Roadside Fatalities

<i>Decrease roadside fatalities from the current 3 to the following in the preceding years:</i>	
2027	2
2028	1
2029	0
Rationale: This performance measure reflects an extrapolation of FARS data that is likely very incomplete. The small number of crashes is likely indicative of a much bigger problem. However, with few crashes measured, we believe achieving zero is within reach during the triennial period.	

Federal Funds the State Plans to Use

Funding Source: 405h

Estimated Allocation: \$200,000

Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the GHSP will consider analysis of West Virginia's traffic safety data, affected communities and impacted locations, and input received from our public engagement efforts.

How the Countermeasure Strategy was informed by NHTSA's Uniform Guidelines

The GHSP reviewed Highway Safety Program Guideline No. 21: Roadway Safety to identify countermeasure strategies that could be addressed over the three years of this plan and selected strategies to begin work in this area that were attainable to accomplish.

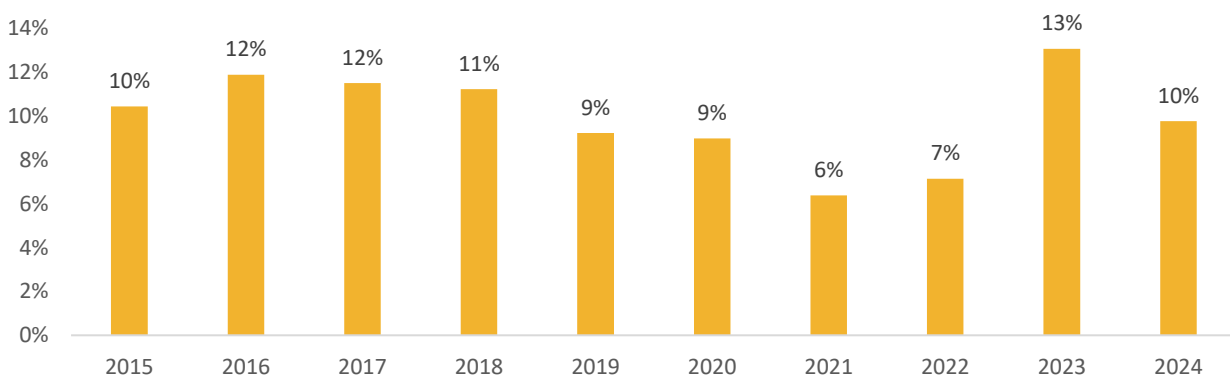
5.11 Novice Drivers

Problem ID the Strategy Addresses

Data from the 2020 U.S Census indicates that persons between the ages of 15 and 19 make up six percent of West Virginia's population. Out of the 1,147,780 licensed drivers in West Virginia in 2024, approximately five percent, or 54,710 licensed drivers, are teens who are age 19 or younger.

Young drivers consistently represent a meaningful share of fatal crashes, highlighting the importance of implementing strategies that address the elevated crash risk associated with inexperience. As shown in Figure 29, young driver (age 20 and younger) involved fatal crashes varied between 6 to 13 percent of all traffic fatalities from 2015 to 2024. After gradually declining from 12 percent in 2016 to a low of 6 percent in 2021, the percentage peaked at 13 percent in 2023 before declining back to 10 percent in 2024.

Figure 29 Drivers 20 Years Old or Younger Involved in Fatal Crashes as Percent of Total Fatalities

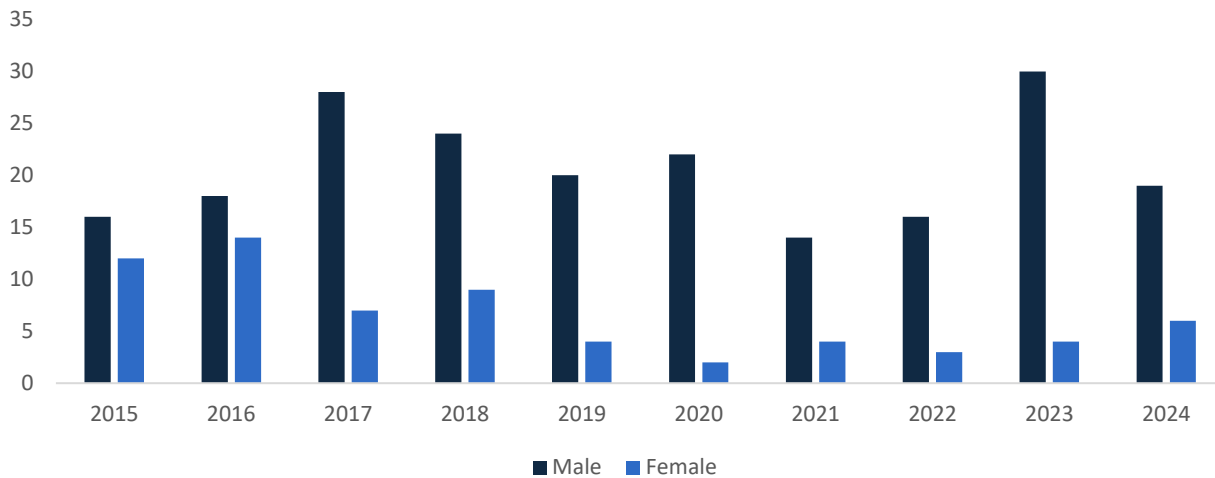


Source: FARS using Fatality and Injury Reporting System Tool (FIRST), May 2026.

Novice driver safety is a perennial issue, and these findings show that drivers under age 20 are consistently overrepresented in traffic fatalities compared to their proportion of the overall driving population.

Of the 54,710 age 19 or younger licensed drivers in West Virginia in 2024, an almost equal number were male (27,608) and female (27,102). Despite this relatively even distribution among licensed teen drivers, males have historically been overrepresented in traffic fatalities. As shown in Figure 30, 76 percent of younger drivers involved in fatal crashes in the past 10 years were male.

Figure 30 Drivers 20 Years Old or Younger Involved in Fatal Crashes by Gender



Source: FARS using Fatality and Injury Reporting System Tool (FIRST), May 2026.

Teen drivers are more susceptible to traffic crashes due to their limited driving experience, lack of decision-making skills, and greater likelihood of engaging in risky driving behaviors such as speeding, distracted driving, driving while impaired, and inconsistent seat belt use. Across the nation, teen drivers are consistently overrepresented in traffic crashes and fatalities due to their inexperience recognizing traffic hazards, reacting to unexpected roadway conditions, and safely navigating complex traffic situations.

Teens also represent a unique target population that is reachable through specific channels in the media, in age-based outreach events, social media, and other avenues. The GHSP has already sponsored novice driver-focused efforts in the RTSPs. As teen driver traffic safety trends in West Virginia reflect broader national patterns, there is a clear need for continued and purposeful education, enforcement, and outreach efforts focused on improving teen driver behaviors and reducing crash risk. As a result, the GHSP has added a new Novice Drivers Program Area for FFY2027-2029.

Countermeasure Strategy

In FFY2027, the GHSP will take a closer look at available data on crashes, injuries, and fatalities involving teen drivers. This information will be used to identify and prioritize the State's teen driver safety problems more precisely. For this population, we will identify locations where fatal and serious injury crashes are most prevalent for younger drivers ages 15 to 20. During the triennial period, the GHSP plans to leverage a statewide survey to learn about and establish a baseline for public knowledge of West Virginia's Graduated Driver Licensing (GDL) program and attitudes about young driver safety.

We will also seek new opportunities to engage our younger drivers to better understand their knowledge of roadway safety laws and roadway safety decision-making so that we can design more specific materials, messages, and programs for young drivers and their parents. Based on data analysis, West Virginia's primary target audience in driving behavior programming and media messaging continues to be the young male population which is consistently at higher risk of crashes and dangerous driving.

The GHSP will continue to participate in the annual Teen Driver Safety Week media campaign, as well as a targeted high school sports media campaign targeted at novice drivers and their families with a specific focus on distracted driving behaviors. The GHSP plans to continue supporting the Drive to Save Lives speaker tour, reaching 30 or more high schools and middle 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. This event series will be coordinated with RTSPs. The GHSP is developing additional projects involving more strategic and targeted peer-to-peer education efforts as well as commercial vehicle safety efforts aimed at novice drivers.

While West Virginia's 2022-2026 SHSP does not include a Novice Driver EA, the 2027-2031 update team is currently considering if such an EA should be prioritized in the update based on crash data. The GHSP will continue to work collaboratively with the SHSP's SMTF members, such as the West Virginia Department of Education, West Virginia Department of Health, and prevention organizations, to develop countermeasure strategies and projects under this program area.

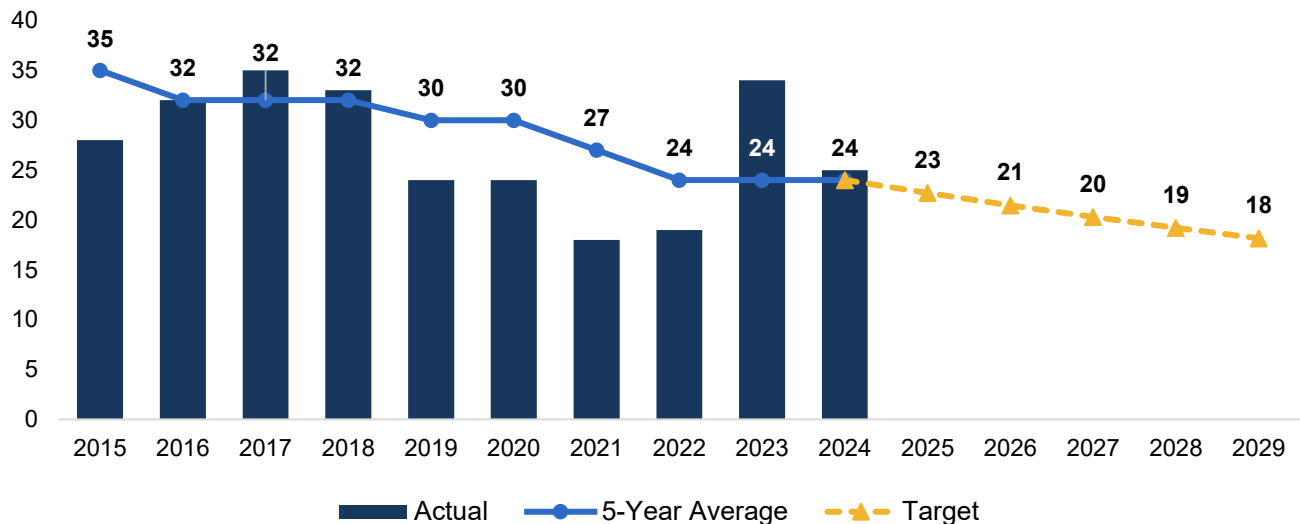
Performance Targets the Strategy Addresses

Maintain or reduce drivers age 20 and younger involved in fatal crashes from the 2020-2024 rolling average of 24 to the following in the preceding years:

2027	20
2028	19
2029	18

Maintain or reduce drivers age 20 and younger involved in fatal crashes from the 2020-2024 rolling average of 24 to the following in the preceding years:

Rationale: The GHSP anticipates that the creation of this new program area will result in further investment that will reduce the number of young driver-involved fatalities. We propose that the five-year average will decrease from 24 to 18 by 2029.



Federal Funds the State Plans to Use

Funding Source: 402 and 405e

Estimated Allocation: \$200,000, \$500,000

Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the GHSP will consider analysis of West Virginia's traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

How the Countermeasure Strategy was Informed by NHTSA's Uniform Guidelines

Although there is no Highway Safety Program Guideline specific to novice or young drivers, the activities described in this countermeasure strategy align with various elements in NHTSA's Highway Safety Program Guideline No. 4: Driver Education, No. 8: Impaired Driving, No. 19: Speed Management, and No. 20: Occupant Protection.

6.0 Performance Report

West Virginia's progress in meeting the State's core performance targets identified in the FFY2024-2026 3HSP is shown in Table 18.

Table 18 Progress of FFY2024-2026 Performance Targets

Performance Measure	Target Period	Target Years	Target Value FFY2024-2026 THSP	FFY24 Results	On Track to Meet FY24 Target
(C-1) Total Traffic Fatalities	5 year	2020-2024	275	256 <i>NHTSA STSI 2026</i>	Yes
(C-2) Serious Injuries in Traffic Crashes	5 year	2020-2024	890	723 <i>NHTSA STSI 2026</i>	Yes
(C-3) Fatalities/VMT	5 year	2020-2024	1.55	1.49 <i>NHTSA STSI 2026</i>	Yes
(C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2020-2024	76	69 <i>NHTSA STSI 2026</i>	Yes
(C-5) Alcohol-Impaired Driving Fatalities	5 year	2020-2024	62	78 <i>NHTSA STSI 2026</i>	In-Progress
(C-6) Speeding-Related Fatalities	5 year	2020-2024	73	78 <i>NHTSA STSI 2026</i>	In-Progress
(C-7) Motorcyclist Fatalities	5 year	2020-2024	30	38 <i>NHTSA STSI 2026</i>	In-Progress
(C-8) Unhelmeted Motorcyclist Fatalities	5 year	2020-2024	11	10 <i>NHTSA STSI 2026</i>	Yes
(C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2020-2024	25	25 <i>NHTSA STSI 2026</i>	Yes
(C-10) Pedestrian Fatalities	5 year	2020-2024	25	25 <i>NHTSA STSI 2026</i>	Yes
(C-11) Bicyclist Fatalities	5 year	2020-2024	2	5 <i>NHTSA STSI 2026</i>	In-Progress
(B-1) Observed Seat Belt Use	Annual	2024	92.8%	91.6% <i>2025 Observational Survey of Seat Belt Use</i>	In-Progress
(WV-1) Older Road User-Involved Fatalities	5 Year	2020-2024	62	50 <i>FARS FIRST 2026</i>	Yes

Performance Measure	Target Period	Target Years	Target Value FFY2024-2026 THSP	FFY24 Results	On Track to Meet FY24 Target
(WV-2) Roadside Safety – Move Over Law	Annual	2024	60% ⁶	N/A ⁷	In-Progress

⁶ The FFY2024-2026 3HSP established a target to increase knowledge of West Virginia's Move Over Law to 60 percent of more based on planned attitudinal survey results by 2024.

⁷ The GHSP was not able to conduct a subsequent attitudinal survey to gauge knowledge of West Virginia's Move Over Law within the FFY2024-2026 THSP timeframe. The Roadside Safety Program Area described above establishes a new performance measure and target based on an analysis of West Virginia's crash data.