

North Carolina Governor's Highway Safety Program FY 2011 Annual Report

GOVERNOR BEVERLY EAVES PERDUE
STATE OF NORTH CAROLINA

SECRETARY EUGENE A. CONTI, JR.
NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

DIRECTOR BECKY WALLACE
GOVERNOR'S HIGHWAY SAFETY PROGRAM

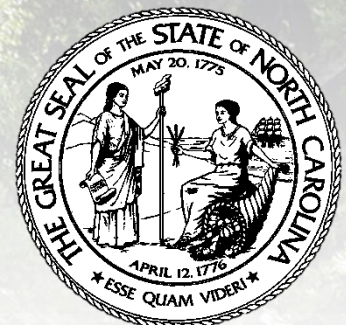


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Executive Summary

Dear Fellow North Carolinians,

I am pleased to report this past year saw continued advances in many aspects of traffic safety in North Carolina. This FY2011 Annual Report describes the education, enforcement and other safety efforts that have been implemented in North Carolina to reduce motor vehicle crashes and the resulting injuries and fatalities.

The North Carolina Governor's Highway Safety Program (GHSP) works closely with state and local agencies to develop programs which are innovative, cost-efficient and, above all, effective in saving lives. In these tough economic times, North Carolina's traffic safety community is not pulling back. For Federal Fiscal Year 2011, GHSP awarded more than \$12 million in grants to fund 170 projects targeting alcohol-impaired driving, seat belt and child safety seat usage, police traffic services, young drivers, motorcycles and other problem areas.

Accomplishments

There were many accomplishments during FY2011 including:

- The number of North Carolinians using seat belts was 89.7 percent during 2010. Attaining this high usage rate has come through a combination of education and high visibility enforcement campaigns such as "Click It or Ticket."
- The high rate of belt use, along with other programs and efforts, has contributed to substantial reductions in serious injuries in North Carolina. In 2010, there were 190 fewer injuries as a result of motor vehicle crashes compared to 2009, a decrease of eight percent. North Carolina has met its short-term goal for reducing serious injuries and appears well positioned to meet its long-term goal.
- During 2010, there were 60 fewer speeding-related fatalities in North Carolina than in 2009 – a decrease of 12 percent. North Carolina has achieved its short-term goal for reducing speeding-related crashes. If the present trend is maintained, it appears the state will achieve its long-term goal as well.
- Helmet use by motorcyclists in North Carolina continues to be strong. Over the past 10 years, fewer than 15 unhelmeted motorcyclists have been killed in crashes each year. The Centers for Disease Control has named North Carolina number one in the nation for lives saved due to motorcycle helmet use.
- Since 2004, fatal crashes involving drivers age 20 or younger have declined substantially in North Carolina. There were 198 young drivers involved in fatal crashes in 2010, five fewer than in 2009 and a 32 percent reduction from 2004.



All of the above are areas where North Carolina has made significant progress and compares quite favorably to other states. These are strengths which North Carolina can build upon for the future.

Challenges

GHSP will continue to serve as a leader for emerging traffic safety issues, funding results-oriented and innovative programs to help us accomplish our vision of saving lives. Although considerable progress has been made in recent years toward achieving North Carolina's short and long-term goals for reducing fatalities, there are a number of challenges facing the state in the coming years:

- After several years of reductions in vehicle miles traveled (VMT) – largely as a consequence of the economic downturn – VMT has begun to rise once again in North Carolina. It will be a challenge to further reduce crashes and fatalities as travel increases.
- Safety belt usage above 90 percent is difficult to achieve. To attain this goal, North Carolina must encourage greater belt use among high-risk groups, such as occupants of pickup trucks.
- Motorcycle riding has been growing in popularity in North Carolina over the past 10 years. Consequently, there has been a rise in motorcycle crashes and fatalities. This is particularly true in the western (mountainous) region of the state, where motorcycle tourism is popular.
- Although motorcycle helmet usage continues to be high in North Carolina, there is growing pressure from motorcycle groups both within and outside North Carolina to repeal the mandatory helmet law.
- It is likely automated enforcement will emerge as a recommendation from the “North Carolina Speed and Safety Symposium” during FY2012. However, legislative leadership changed in 2011, and it appears the current legislative climate is not favorable to automated enforcement.
- The Hispanic/Latino population has been growing in North Carolina. Previous research has found differences in highway safety behavior (e.g., seat belt use, driving after drinking) for different Hispanic subpopulations. Accordingly, it is important to address highway safety issues that are specific to the Hispanic community.
- Even though young driver fatalities have decreased substantially in recent years, young drivers continue to be overrepresented in crashes and fatalities in North Carolina. GHSP is funding several innovative programs to address this issue which will be evaluated in the near future.



What's in the Annual Report

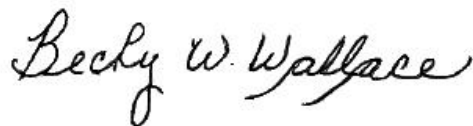
In this document, we first provide an overview of the North Carolina Governor's Highway Safety Program including its mission, history, and organizational structure. We then describe GHSP's accomplishments during FY2011 (October 1, 2010 through September 30, 2011) and progress made toward achieving the state's short- and long-term goals. This includes a discussion of each of the 10 core outcome measures and the one core behavior measure, observed seat belt use, recommended by the National Highway Traffic Safety Administration (NHTSA) and Governor's Highway Safety Association (GHSA) to assess performance and measure the progress of the highway safety program.

Following the performance measures, we provide a detailed discussion of North Carolina's progress in five key program areas: alcohol-impaired driving, occupant restraints, speeding and police traffic services, young drivers, and motorcycle safety. Within each of these program areas we describe noteworthy programs, program results from FY2011, and future strategies for further reducing crashes and fatalities.

Next, we present the findings from North Carolina's second annual survey to track driver reported behaviors, perceptions and awareness related to three major traffic safety issues: drinking and driving, speeding and seat belt use. The statewide telephone survey was conducted in November and included a random sample of approximately 600 North Carolina residents.

In the final sections of the Annual Report, we describe North Carolina's paid media plan for FY2011, and consider the challenges facing the state in the coming years.

As the Director of GHSP, I am proud of the Governor's Highway Safety Program and their partners for the work they accomplished during FY2011, and I look forward to another productive year of reducing motor vehicle crashes, injuries and fatalities in North Carolina.



Becky Wallace, Director
North Carolina Governor's Highway Safety Program



Overview of the North Carolina Governor's Highway Safety Program

Mission Statement

The mission of the Governor's Highway Safety Program is to promote highway safety awareness and reduce the number of traffic crashes and fatalities in the state of North Carolina through the planning and execution of safety programs.

History

When Congress passed the Highway Safety Act of 1966, the Act provided that:

- Each state shall have a highway safety program approved by the US Secretary of Transportation designed to reduce traffic crashes, and the resulting deaths, injuries and property damage.
- Each state's program shall be in accordance with highway safety standards promulgated by the US Secretary of Transportation.
- At least 40 percent of the federal funds apportioned to the state must be expended to benefit local highway safety activities.
- The Governor shall be responsible for the administration of the program through a state agency, which has adequate powers and is suitably equipped and organized to carry out the program.



In 1967, the North Carolina General Assembly enacted legislation which empowered the Governor to contract with the US Department of Transportation for the purpose of securing funding available through the Highway Safety Act of 1966, Section 402. The Governor then delegated this responsibility to the Director of the Governor's Highway Safety Program (GHSP), who also held the title of the Governor's Representative for Highway Safety. In 1975, the General Assembly gave the responsibility for the Highway Safety Program to the Secretary of Transportation.

Organizational Structure

The GHSP employees are subject to the North Carolina Department of Transportation (DOT) personnel policies and the State Personnel Act. The Governor of North Carolina appoints the Director of the Governor's Highway Safety Program as the official responsible for all aspects of the highway safety program. The Director is the ranking official having authority to administer the highway safety program.

The GHSP is currently staffed with eight professionals and three support personnel. Administration of the program is the responsibility of the Director. There are three primary sections:



Planning, Programs and Evaluation Section

The function of the Planning, Programs and Evaluation section is to develop, implement, manage, monitor and evaluate a grants program that effectively addresses highway safety concerns that have been identified as a result of a comprehensive analysis of crash, citation and other empirical data. This program is the basis for the annual Highway Safety Plan. The Planning, Programs and Evaluation section is currently staffed with an Assistant Director and four Highway Safety Specialists. Every project is assigned to a specific Highway Safety Specialist. The Highway Safety Specialist is the Project Director's liaison with the GHSP, NHTSA and other highway safety agencies. Highway Safety Specialists have primary areas of responsibility as follows:

1. Traffic Records
2. Impaired Driving and Police Traffic Services
3. Occupant Protection, Youth Traffic Safety, and Motorcycle Safety
4. Minority Outreach

Finance Section

The function of the Finance section is to manage and coordinate the financial operations of the GHSP. The Finance section is currently staffed with a Finance Officer, administrative assistant and clerk.

Public Information and Education

The function of the Public Information and Education section is to increase the level of awareness and visibility of highway safety issues and the visibility of the GHSP. The Public Information and Education section is currently staffed with a Public Affairs Assistant. The NC DOT Communications Office is also supporting GHSP activities in the absence of a Public Affairs Manager at GHSP.

Contact Information

Name: Don Nail, Assistant Director
Phone: (919) 733-3083
Fax: (919) 733-0604
Email: dnail@ncdot.gov
Address: 215 East Lane Street, Raleigh, NC 27604
Website: www.ncdot.gov/programs/ghsp



Performance Measures & Goals

NHTSA and the Governor's Highway Safety Association have agreed to a minimum set of performance measures to be used by states in the development and implementation of behavioral highway safety plans and programs. North Carolina's performance measures and goals were developed by the GHSP in collaboration with a team of partner agencies including the Division of Motor Vehicles, the Traffic Safety Systems Management Unit of the North Carolina Department of Transportation, and the University of North Carolina Highway Safety Research Center.

In this section, we describe North Carolina's progress toward the goals established for the performance measures recommended by NHTSA and GHSA. The ten core performance measures and one core behavior measure include:

Core performance measures

- Traffic fatalities
- Fatality rate per 100 million VMT
- Serious injuries
- Alcohol-impaired driving fatalities
- Unrestrained passenger vehicle occupant fatalities
- Speeding-related fatalities
- Motorcyclist fatalities
- Unhelmeted motorcyclist fatalities
- Drivers age 20 or younger involved in a fatal crash
- Pedestrian fatalities

Core behavior measure

- Seat belt use rate

Nine of the 10 performance measures related to fatalities; the source for these measures is the federal Fatality Analysis Reporting System (FARS). The last outcome measure is serious injuries; the source for this measure and all other crash measures included in the Annual Report is the North Carolina State Crash Data file. Since 2009 is the most recent year for which fatality data was available from FARS, the 2010 fatality data also come from the NC State Crash Data file. The source for the one core behavior measure, observed seat belt use, is North Carolina's annual seat belt observation survey.

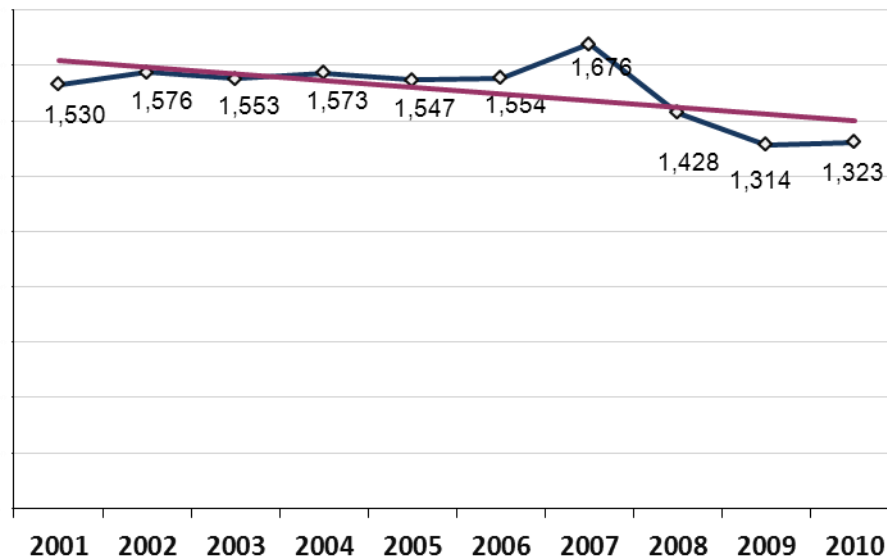
For each of the performance measures, we first present short- and long-term goals and indicate whether these goals have been achieved. We then provide graphs showing trends in each performance measure for the last 10 years. This is followed by a brief discussion of North Carolina's overall progress in addressing each performance measure.



Traffic Fatalities

Goals	<p>To decrease traffic fatalities to 1,250 by December 31, 2011.</p> <p>To decrease traffic fatalities 25 percent from the 2005 – 2009 average of 1,505 to 1,129 by December 31, 2015.</p>
Outcome	<p>Goals not yet achieved. There were 1,323 traffic fatalities in 2010, a 12 percent decrease from the 2005-2009 average of 1,505.</p>

Annual Fatality Counts, 2001 - 2010



North Carolina has seen a substantial decrease in fatalities over the past three years, from 1,676 fatalities in 2007 to 1,323 fatalities in 2010. This is likely due, in part, to the economic downturn beginning in 2008.

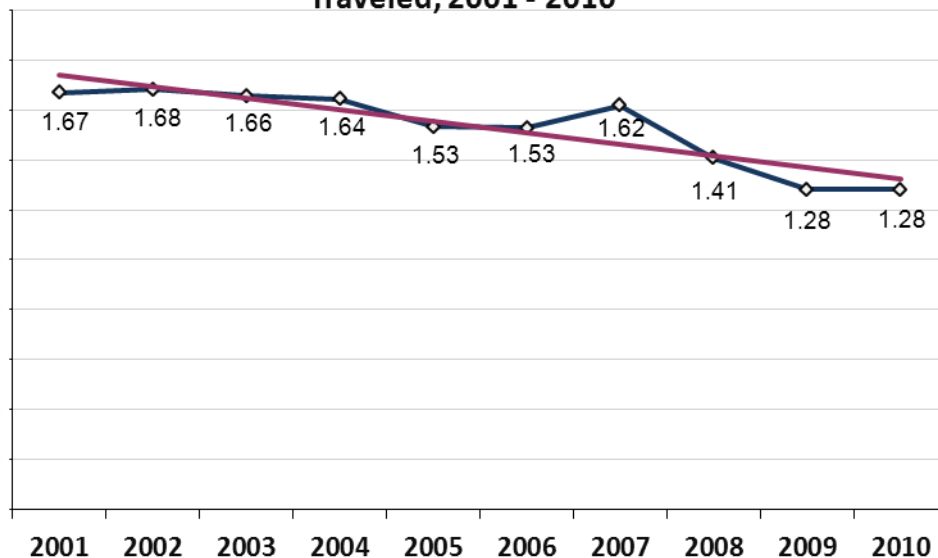
Although this trend is positive, there were nine more fatalities in 2010 than in 2009. North Carolina remains committed to further reducing fatalities in our state. To reach the goal of no more than 1,250 fatalities by December 31, 2011, GHSP is funding a variety of enforcement and educational efforts during the coming year, as described in subsequent sections of the Annual Report.



Fatality Rate per 100 Million VMT

Goals	<p>To decrease fatalities per 100 million VMT to 1.15 by December 31, 2011.</p> <p>To decrease fatalities per 100 million VMT from the 2005 – 2009 average of 1.47 to 1.0 by December 31, 2015.</p>
Outcome	<p>Goals not yet achieved. The fatality rate per 100 million VMT was 1.28 in 2010, a 13 percent decrease from the 2005-2009 average of 1.47.</p>

Annual Fatality Rate per 100 Million Vehicle Miles Traveled, 2001 - 2010



Overall, the fatality rate per 100 million VMT has gradually declined since 2001. Once again, the decline has been sharpest during the past three years. Unfortunately, no change was observed in the fatality rate from 2009 to 2010. Vehicle miles traveled increased somewhat in North Carolina during 2010, but fatalities increased slightly as well. As a consequence, the annual fatality rate per 100 million VMT was unchanged.

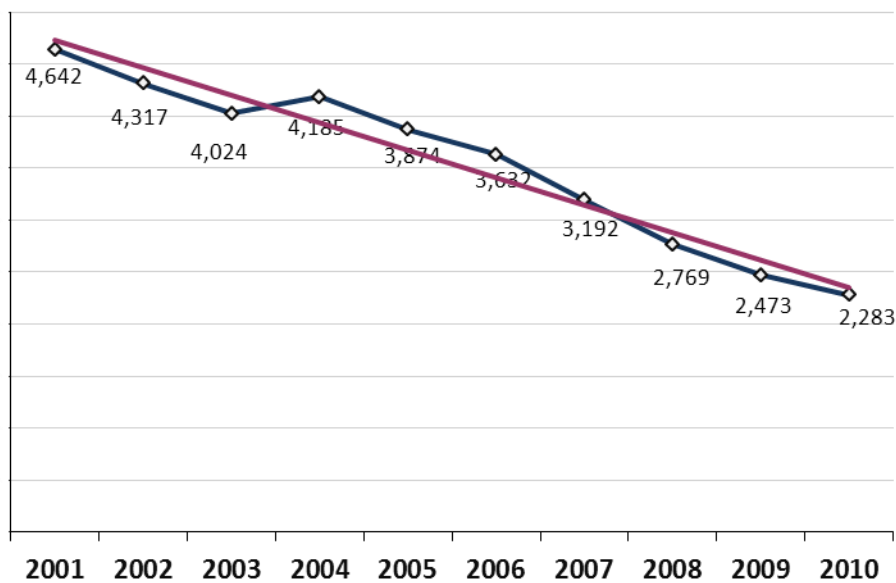
Vehicle miles traveled are expected to rise again in 2011 as the economy gradually improves. The challenge for North Carolina will be to reduce fatalities even as VMT increases.



Serious Injuries

Goals	<p>To decrease serious traffic injuries to 2,300 by December 31, 2011.</p> <p>To decrease serious traffic injuries 35 percent from the 2005 – 2009 average of 3,182 to 2,068 by December 31, 2015.</p>
Outcome	<p>The goal for 2011 has been exceeded, although the long-term goal has not yet been achieved. There were 2,283 serious injuries in 2010, a 28 percent decrease from the 2005-2009 average of 3,182.</p>

Annual Serious Injury Count, 2001 - 2010



With the exception of 2004, serious injuries resulting from motor vehicle crashes have decreased substantially almost every year for the past 10 years in North Carolina. In fact, serious injuries declined by more than 50% between 2001 and 2010. This most recent year was no exception. There were 190 fewer serious injuries in 2010 than in 2009, an 8 percent decrease.

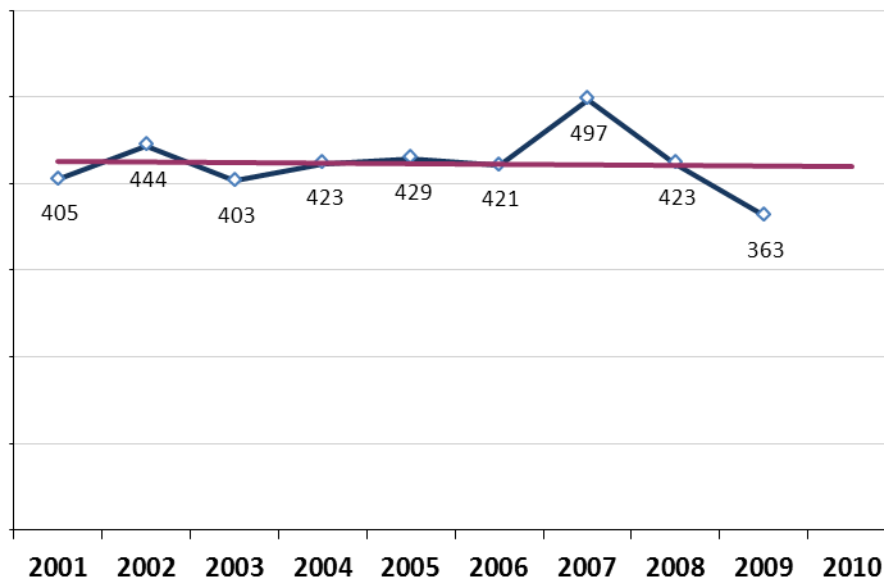
North Carolina has already met its 2011 goal for reducing serious injuries. Although the long term goal of no more than 2,068 serious injuries by December 31, 2015 has not been met, the state appears well positioned to meet this goal if current trends continue.



Alcohol-Impaired Driving Fatalities

Goals	<p>To decrease alcohol-impaired driving fatalities to 340 by December 31, 2011.</p> <p>To decrease alcohol-impaired driving fatalities 35 percent from the 2005 – 2009 average of 445 fatalities to 289 by December 31, 2015.</p>
Outcome	<p>Alcohol-impaired driving fatality data is not available for 2010. However, these goals have not yet been achieved. There were 363 alcohol-impaired driving fatalities in 2009, an 18 percent decrease from the 2005-2009 average of 445.</p>

Annual Impaired Driving Fatality Count, 2001 - 2010



Overall, there has been little change in alcohol-impaired driving fatalities in North Carolina over the past 10 years. However, there was a noticeable decrease in alcohol-impaired driving fatalities beginning in 2007. The year 2009 saw the lowest number of alcohol-impaired driving fatalities in North Carolina in 15 years.

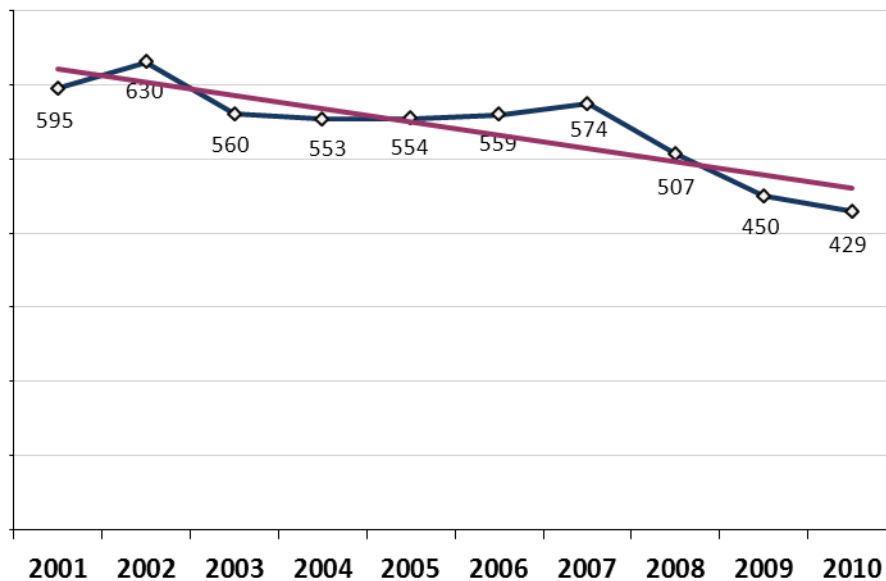
To meet its short- and long-term goals, North Carolina will need to continue reducing alcohol-impaired driving fatalities at the same pace as recent years.



Unrestrained Passenger Vehicle Occupant Fatalities

Goals	<p>To decrease unrestrained passenger vehicle occupant fatalities to 380 by December 31, 2011.</p> <p>To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 30 percent from the 2005 – 2009 average of 486 to 340 by December 31, 2015.</p>
Outcome	<p>These goals have not yet been achieved. There were 429 unrestrained passenger vehicle occupant fatalities in 2010, a 12 percent decrease from the 2005-2009 average of 486.</p>

Number of Unrestrained Passenger Vehicle Occupant Fatalities



Since 2001, there has been a general downward trend in unrestrained passenger vehicle occupant fatalities. This decrease has been especially notable since 2007.

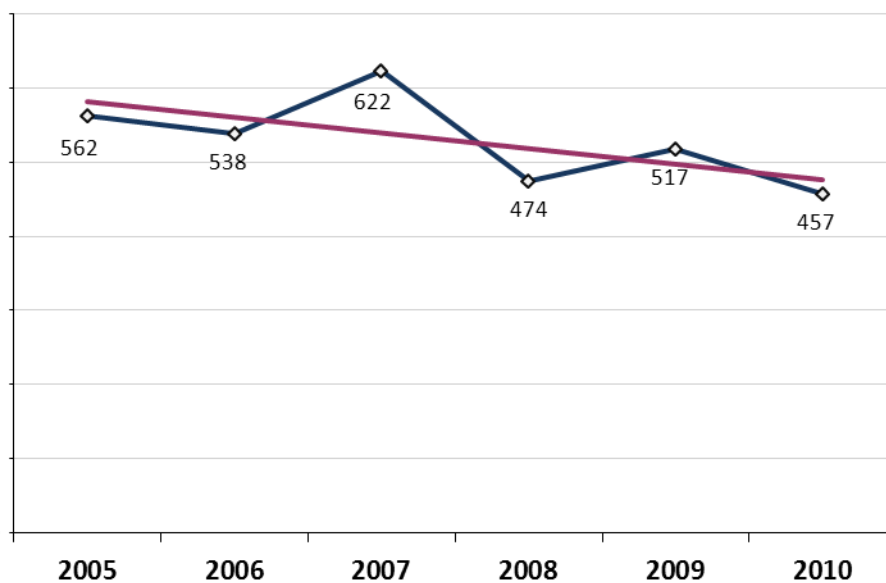
Although North Carolina has not yet achieved its short- and long-term goals for reducing unrestrained passenger vehicle occupant fatalities, the state appears on track to do so if current trends continue.



Speeding-Related Fatalities

Goals	To decrease speeding-related fatalities to 485 by December 31, 2011.
	To decrease speeding-related fatalities 25 percent from the 2005 – 2009 average of 543 to 407 by December 31, 2015.
Outcome	The goal for 2011 has been exceeded, although the long-term goal has not yet been achieved. There were 457 speeding-related fatalities in 2010, a 16 percent decrease from the 2005-2009 average of 543.

Number of Speeding-Related Fatalities



Speeding-related fatalities have gradually declined in North Carolina over the past five years. During 2010, there were 60 fewer speeding-related fatalities in North Carolina than in 2009 – a decrease of 12 percent.

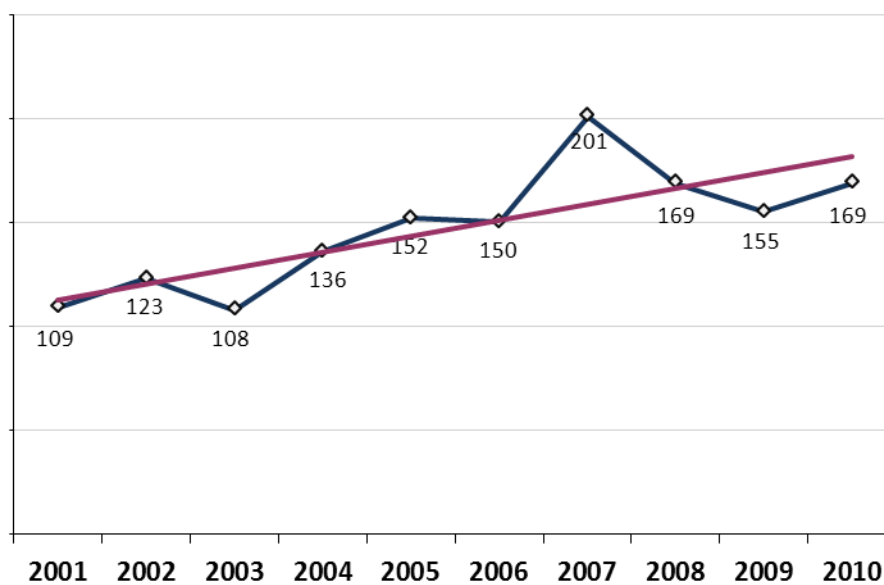
North Carolina has achieved its short-term goal for reducing speeding-related crashes by 2011. If the present trend is maintained, it appears the state will achieve its long-term goal for 2015 as well.



Motorcyclist Fatalities

Goals	<p>To decrease motorcyclists fatalities to 145 by December 31, 2011.</p> <p>To decrease motorcyclist fatalities 25 percent from the 2005 – 2009 average of 166 to 124 by December 31, 2015.</p>
Outcome	<p>These goals have not yet been achieved. There were 169 motorcyclist fatalities in 2010, a 2 percent increase from the 2005-2009 average of 166.</p>

Number of Motorcyclist Fatalities



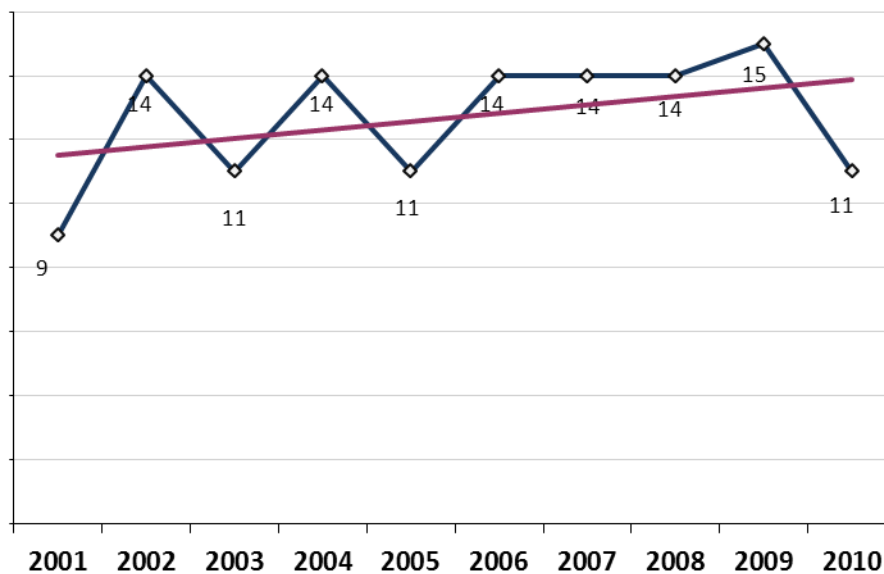
Despite the downward trend in overall motor vehicle fatalities in North Carolina, motorcyclist fatalities have increased since 2001. This likely reflects greater exposure, as motorcycle riding has increased greatly in popularity in recent years. Nonetheless, unless further action is taken, it appears North Carolina will not meet its short- and long-term goals for reducing motorcycle crashes.



Unhelmeted Motorcyclist Fatalities

Goals	<p>To decrease unhelmeted motorcyclist fatalities to 10 by December 31, 2011.</p> <p>To decrease unhelmeted motorcyclist fatalities 43 percent from the 2005 – 2009 average of 14 to eight by December 31, 2015.</p>
Outcome	<p>These goals have not yet been achieved. There were 11 unhelmeted motorcyclist fatalities in 2010, a 21 percent decrease from the 2005-2009 average of 14.</p>

Number of Unhelmeted Motorcyclist Fatalities

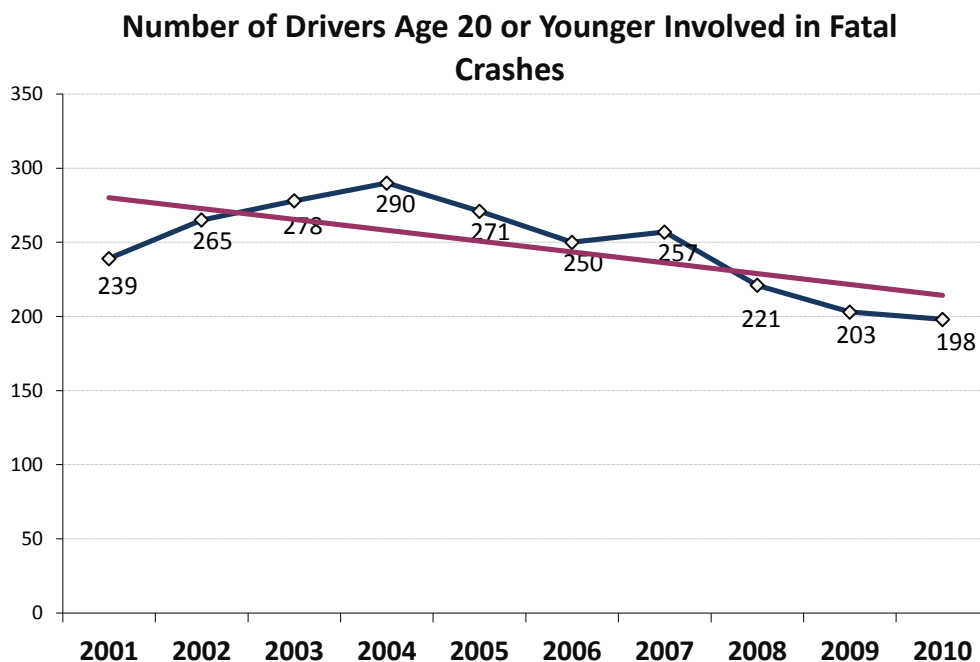


In North Carolina, the majority of fatally injured motorcyclists were wearing a helmet when they crashed. In fact, the Centers for Disease Control (CDC) named North Carolina as number one in the nation for lives saved due to motorcycle helmet use, and number two in the nation for money saved due to helmet use. In general, unhelmeted motorcyclist fatalities have changed little over the past 10 years. Each year, approximately 10 to 15 unhelmeted motorcyclists are killed in crashes in North Carolina.



Drivers Age 20 or Younger Involved in a Fatal Crash

Goals	<p>To decrease drivers age 20 or younger involved in fatal crashes to 195 by December 31, 2011.</p> <p>To decrease drivers age 20 or younger involved in fatal crashes 30 percent from the 2005 – 2009 average of 255 to 179 by December 31, 2015.</p>
Outcome	<p>These goals have not yet been achieved. There were 198 drivers 20 or younger involved in fatal crashes in 2010, a 22 percent decrease from the 2005-2009 average of 255.</p>



Since 2004, fatal crashes involving drivers age 20 or younger have declined substantially in North Carolina. The decrease was especially pronounced after 2007. This coincides with the economic recession. Generally speaking, young driver crash involvement tends to be more affected by economic conditions than crash involvements for adult drivers. Similar declines in crashes have occurred during past recessions.

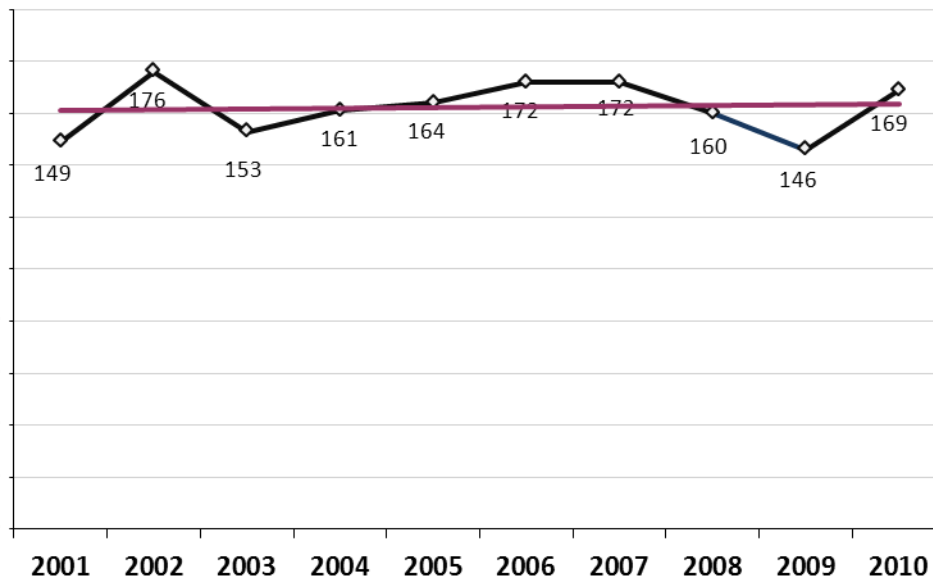
North Carolina is very close to meeting its goal of no more than 195 young driver fatal crashes by 2011. If current trends continue, North Carolina should also meet its long-term goals for reducing young driver fatal crashes.



Pedestrian Fatalities

Goals	<p>To decrease pedestrian fatalities to 140 by December 31, 2011.</p> <p>To reduce pedestrian fatalities 20 percent from the 2005 – 2009 average of 163 to 130 by December 31, 2015.</p>
Outcome	<p>These goals have not yet been achieved. There were 169 pedestrian fatalities in 2010, a 4 percent increase from the 2005-2009 average of 163.</p>

Number of Pedestrian Fatalities



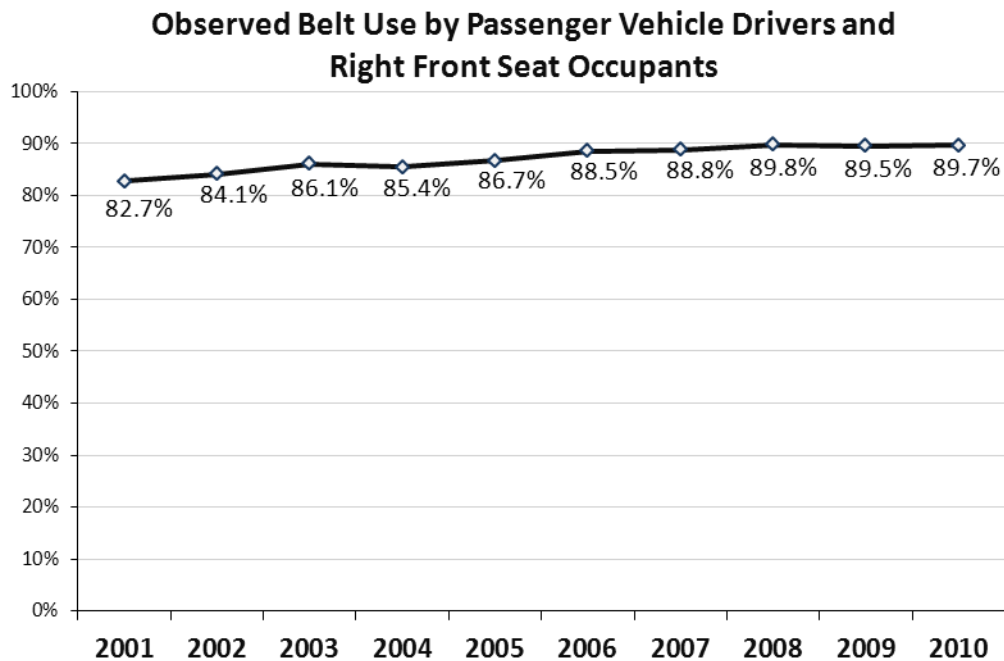
Although there has been slight variability from year to year, pedestrian fatalities have essentially remained flat in North Carolina since 2001. Approximately 160 pedestrians are killed by motor vehicles in North Carolina each year. This past year saw an increase of 17 pedestrian fatalities compared to 2009.

At the current pace, it appears unlikely North Carolina will meet its short- and long-term goals for reductions in pedestrian fatalities.



Seat Belt Use Rate

Goals	<p>To increase statewide observed seat belt use of front outboard occupants in passenger vehicles to 90 percent by December 31, 2011.</p> <p>To increase statewide observed seat belt use of front outboard occupants in passenger vehicles 2.5 percentage points from the 2009 calendar base year usage rate of 89.5 percent to 92 percent by December 31, 2013.</p>
Outcome	<p>These goals have not yet been achieved. The observed seat belt use of front outboard occupants in passenger vehicles was 89.7 percent in 2010, less than a 1 percent increase from the 2005-2009 average of 89.5 percent.</p>



The 2010 observed belt use rate for drivers and front seat occupants was 89.7%, just slightly higher than the 2009 rate (89.5%). North Carolina’s observed belt use rate has been consistently above the national average. In 2000, North Carolina’s belt use was 80.5%, nearly 10 percentage points higher than the national average. In recent years, however, this difference has become smaller. In 2010, North Carolina’s observed belt use rate was only 5 percentage points higher than the national average (85%). At the current pace, it appears North Carolina may not meet its long-term goal for observed belt use.



	Year				
	2006	2007	2008	2009	2010
Core Outcome Measures					
Fatalities	1,554	1,676	1,428	1,314	1,323
Fatality Rate /100 million VMT	1.53	1.62	1.41	1.28	1.28
Number of "Disabling" (A) Injuries	3,632	3,192	2,769	2,473	2,283
Number of Alcohol Impaired Driving Fatalities (Operator with a BAC >= .08)	421	497	423	363	---
Number of Unrestrained Passenger Vehicle Occupant Fatalities	530	538	477	418	429
Number of Speeding-Related Fatalities	482	550	449	443	383
Number of Motorcyclist Fatalities	150	201	169	155	169
Number of Unhelmeted Motorcyclist Fatalities	14	14	14	15	11
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	250	257	221	203	198
Number of Pedestrian Fatalities	172	172	160	146	169
Core Behavior Measure					
Observed Belt Use by Passenger Vehicle Drivers & Right Front Seat Occupants	88.5%	88.8%	89.8%	89.5%	89.7%
Activity Measures					
Seat Belt Citations Issued During Grant-Funded Enforcement Activities	42,084	57,421	50,704	49,495	44,700
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	11,362	15,303	15,789	16,145	16,096
Speeding Citations Issued During Grant-Funded Enforcement Activities	116,023	184,969	175,603	176,100	174,250

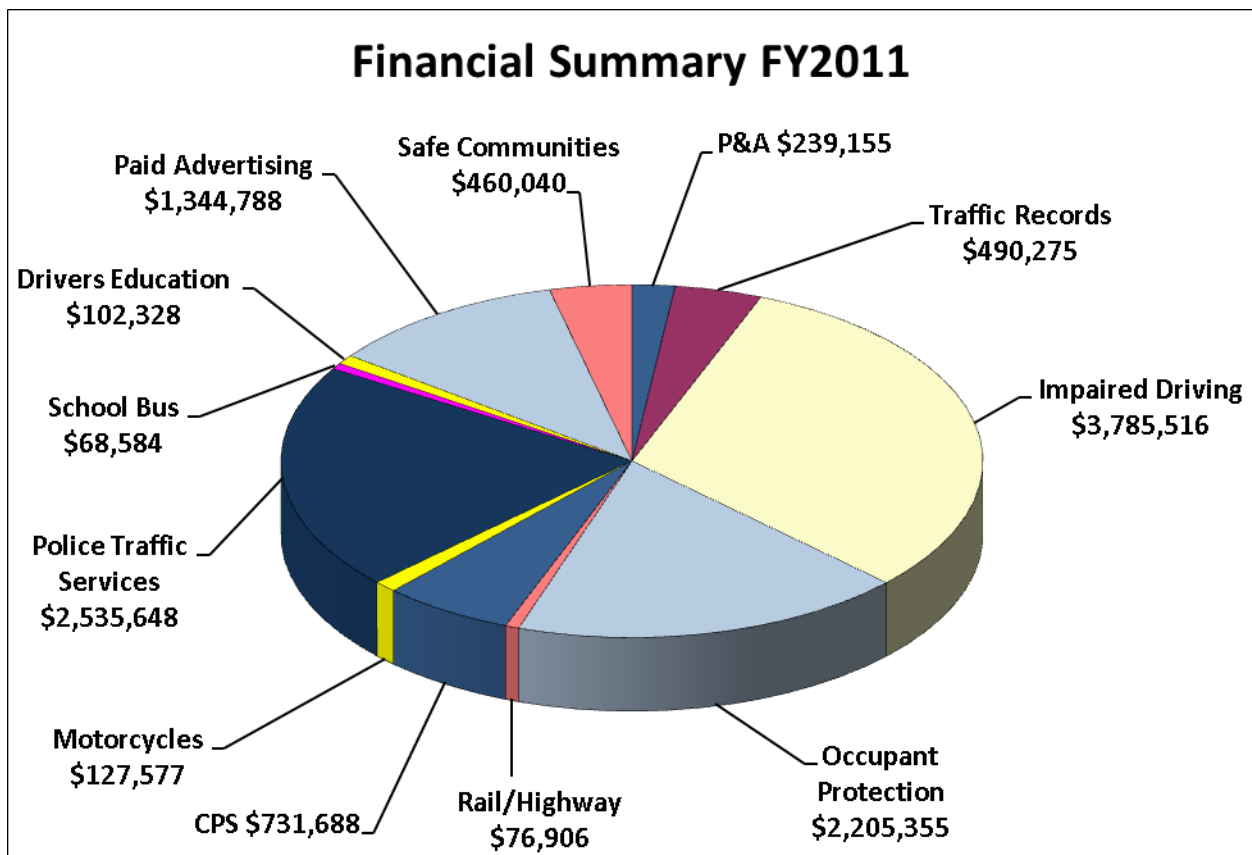
Note: Because FARS data from 2010 were not available, 2010 data come from the North Carolina State Crash Data file.



Financial Summary FY2011

The North Carolina Governor’s Highway Safety Program is designated by the Governor to receive federal traffic safety funds and to coordinate the State’s highway safety program. Each year, GHSP develops a Highway Safety Plan identifying the key highway safety problems in the State and the most effective countermeasures to address those problems. GHSP then solicits proposals statewide, and funds are allocated to agencies to implement traffic safety programs. GHSP supports existing traffic safety efforts and also provides “seed” money for new and innovative programs.

This section of the Annual Report describes how funds were distributed during FY2011. A financial summary is shown in the figure below. The figure includes both 402 funding as well as various incentive programs.



The following page provides more detailed information about how funds were distributed during FY2011.



Financial Summary for FY2011											
	402	405	410	408	154	406	2010	2011	164	2003b	Total
P&A	\$239,155										\$239,155
Traffic Records	\$104,717			\$385,558							\$490,275
Impaired Driving	\$42,959		\$3,742,557								\$3,785,516
Occupant Protection	\$283,520					\$1,921,835					\$2,205,355
Bicycle/Pedestrians	\$0										\$0
Rail/Highway	\$76,906										\$76,906
CPS	\$221,594							\$510,094			\$731,688
Motorcycles	\$65,364						\$62,213				\$127,577
Police Traffic Services	\$2,535,648										\$2,535,648
School Bus	\$68,584										\$68,584
Drivers Education	\$102,328										\$102,328
Paid Advertising	\$699,226	\$325,562									\$1,344,788
Safe Communities	\$460,040										\$460,040
Total	\$4,900,041	\$325,562	\$3,742,557	\$385,558	\$0	\$1,921,835	\$62,213	\$510,094	\$0	\$0	\$12,167,860



ALCOHOL-IMPAIRED DRIVING

Background and Noteworthy Programs

North Carolina is very aggressive in the fight to remove impaired drivers from our roadways. More than 15 years ago the GHSP developed “Booze It & Lose It,” a program modeled after “Click It or Ticket” that was also developed in North Carolina. The “Booze It & Lose It” program focuses on highly visible nighttime impaired driving checkpoints. Checkpoints have been proven through extensive research by NHTSA and others to be extremely effective in curbing impaired driving and are supported by an overwhelming percentage of the population. This program operates year round, utilizing six mobile breath alcohol testing units, or “BAT Mobiles” that allow law enforcement to provide enforcement tools for DWI checkpoints any day of the year.

The BAT Mobile program is administered by the Forensic Tests for Alcohol Branch. Five full-time BAT Mobile operators are scheduled for checkpoints and educational events throughout the state. Each BAT Mobile Unit is equipped with three breath testing instruments, checkpoint signs and cones, lights, DWI processing forms, cell phone, gun/evidence lockers, traffic vests, flashlights, officer work stations, and an office for the Magistrate. The BAT Mobiles are fully functional DWI processing centers. They have been in operation since 1996 and since their inception have resulted in almost 2,300 checkpoints and netted over 12,000 DWI arrests.

The most intense periods of enforcement activities for the BAT Mobiles are during the GHSP’s annual “Booze It & Lose It” campaigns. Typically, these campaigns run during the weeks surrounding the July Fourth holiday and the Thanksgiving to New Year time period. During 2010, in an effort to coordinate with the National Impaired Driving Campaigns, additional “Booze It and Lose It” campaigns were conducted during St. Patrick’s Day, Labor Day and Halloween weekends.

GHSP is also implementing an initiative to establish DWI Enforcement Teams in counties that are overrepresented in alcohol-related crashes, injuries, and fatalities. GHSP crafted the initiative to encourage law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers are most likely to be on the roadways – typically Thursday, Friday, and



Saturday nights between 10pm and 6am the following morning. GHSP will encourage more communities to become involved in the DWI Enforcement Team approach and will provide county maps to these communities to communicate the location of impaired driving crashes, injuries and fatalities, as well as the time of day and day of week that these are occurring.

GHSP is dedicated to the continued prosecution of impaired drivers. In recent years, the Governor's Highway Safety Program has worked with the North Carolina Conference of District Attorneys to encourage the County District Attorney's offices to create DWI Courts. These DWI Courts are set up and run according to the guidelines set by the National Association of Drug Court Professionals. North Carolina currently has four such courts in operation that are certified by the NADCP and several additional locations being studied. Additionally, the GHSP provided funding assistance in eight Judicial Districts for assistance in handling DWI case backlogs. These DWI processing courts result in quicker disposition of DWI cases and significantly higher conviction rates.

Programs Results

Booze It & Lose It. During FY 2011, law enforcement agencies in North Carolina conducted five waves of the "Booze It & Lose It" campaign:

- Halloween Booze It & Lose It (October 29-31, 2010)
- Holiday Booze It & Lose It (December 3, 2010 – January 2, 2011)
- St. Patrick's Day Booze It & Lose It (March 11-17, 2011)
- Booze It & Lose It, Operation Firecracker (June 27 – July 4, 2011)
- Labor Day Booze It and Lose It (August 19 – September 5, 2011)

During this period, law enforcement officers conducted 30,450 checkpoints and saturation patrols. These enforcement efforts yielded 9,809 DWI arrests and over 252,633 total traffic violations. Additionally, the officers arrested 4,220 fugitives, recovered 398 stolen vehicles, discovered 7,020 drug violations, and made a total of 32,919 criminal arrests. Detailed results from Booze It & Lose It activities in FY2011 are presented below.

***BOOZE IT
& LOSE IT.***



Results of "Booze It & Lose It" Activities During FY2011						
	Halloween <i>Booze It & Lose It</i>	Holiday <i>Booze It & Lose It</i>	St. Patrick's Day <i>Booze It & Lose It</i>	<i>Booze It & Lose It: Operation Firecracker</i>	Labor Day <i>Booze It & Lose It</i>	Totals
Checkpoints	583	1,333	662	877	2,122	5,577
Saturation patrols	1,805	12,302	1,956	2,851	5,959	24,873
Checkpoints and Saturation Patrols	2,388	13,365	2,618	3,728	8,081	30,450
Under 21 DWI charges	102	466	123	139	368	1,198
21 and over DWI charges	672	3,407	890	1,053	2,589	8,611
Total DWI charges	774	3,873	1,013	1,192	2,957	9,809
Safety belt violations	1,203	7,284	2,485	3,567	6,774	21,313
Child passenger safety	262	1,161	355	592	1,180	3,550
Total Occupant Restraint Charges	1,465	8,445	2,840	4,159	7,954	24,863
Drug violations	405	2,818	752	863	2,182	7,020
Stolen vehicles recovered	19	177	24	39	139	398
Fugitives arrested	242	1,721	490	414	1,353	4,220
Other criminal violations	1,136	8,838	1,965	2,644	6,698	20,933
Total Criminal Violations	1,802	13,554	3,231	3,960	10,372	32,919
Total Other Traffic Violations	14,458	109,280	24,339	32,266	72,290	252,633
Total Traffic and Criminal Violations	19,319	140,830	32,579	42,997	96,827	332,552

Note: Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.



BAT Mobile Units. North Carolina's mobile breath alcohol testing units, or "BAT Mobiles," are administered by the Forensic Tests for Alcohol Branch, and regularly participate in DWI checkpoints across the state. During 2010, the BAT Mobile Unit Program conducted 247 checkpoints resulting in 1,206 DWI's removed from North Carolina roadways. In addition, officers charged 7,577 persons with traffic violations and 1,487 criminal charges.

Another goal of the BAT Mobile Unit Program is to increase the visibility of the BAT units and educate the general public and young adults on the dangers of drinking and driving. During 2010, the BAT Program conducted 22 educational events reaching approximately 36,800 persons. During this grant year, the BAT Mobile Units attended:

- The Booze It & Lose It kickoffs in Wilmington, GHSP Tree of Life in Raleigh, and Tweetsie Railroad in Boone.
- GHSP Law Enforcement Summits in Charlotte and New Bern.
- Alcohol awareness events at five high schools across the state.
- Nine educational events on the dangers of drinking and driving held at Fort Bragg 82nd Airborne Division and Cherry Point Marine Corps Air Station Health and Safety Fairs.
- Alcohol Awareness events at twelve colleges.

The BAT Mobile Unit Program provided consultation and expertise to law enforcement and state prosecutors regarding DWI checkpoints, breath alcohol testing and proper procedures in



detecting and apprehending the impaired driver. Increasing the knowledge, skills and abilities of law enforcement officers enhances North Carolina's capacity to remove impaired drivers from our roadways. The BAT Program efforts in reaching the general public and young adults through education events explaining the dangers of drinking alcohol and driving plays a major role in reducing death and injuries caused by the impaired driver.

The BAT Program continues to enhance officer training through training classes. The BAT Program personnel conducted 52 classes in SFST, ASTD, and assisted the DRE Program and SHP training center personnel by conducting drinking exercises on volunteers to increase officers' abilities to detect impaired drivers.

Forsyth County DWI Task Force. In October, 2010, a DWI Task Force was created including four officers from the Winston-Salem Police Department, one deputy from the Forsyth County Sheriff's Office, and one officer from the Kernersville Police Department. Equipment was purchased for the DWI Task Force including vehicles, alco-sensors and radar equipment. The Task Force began DWI enforcement in November 2010, conducting DWI checkpoints several times a month at various locations throughout Forsyth County, as well as periodic aggressive patrol campaigns that target high DWI traffic corridors. The results of these activities during FY2011 included the following arrests, citations and seizures:

- DWI – 718
- Open Container – 80
- Seat Belt – 25
- Speeding – 79
- DWLR – 275
- Uninsured Drivers – 35
- Reckless Driving – 30
- Other Traffic – 784
- Misc. Drugs – 63
- Felony Drugs – 10
- Vehicles Seized – 81 (valued at \$449,200)
- Guns Seized – 6
- Marijuana Seized – 35 grams
- Cocaine Seized – 7.4 grams
- Other Drugs value - \$2,006
- Currency Seized - \$2,354

In February, 2011, the DWI Task Force expanded its goals to incorporate an education program focusing on teen drivers and alcohol. An agreement was established with the Winston-Salem/Forsyth County School system to instruct all state sponsored Driver's Education programs. In total, 56 classes were held with 1,790 students during FY2011.



DWI Prosecutor – Forsyth County. A dedicated DWI prosecutor was established in Forsyth County to facilitate the consistent and effective prosecution of DWI cases and to reduce backlog. During FY2011, the DWI prosecutor aggressively prosecuted impaired driving cases, and was involved in reviewing and calendaring pending DWI cases, identifying and calendaring cases more than 365 days old, identifying habitual offenders, identifying witnesses to be subpoenaed, and issuance of subpoenas. In addition, the DWI prosecutor provided officers with reviews of recent Appellate Court decisions regarding DWIs and made officers aware of issues that may impact their arrests and subsequent prosecution.

Support staff has created and maintains a DWI database which provides the defendant's name, case number, date of offense, disposition and date of disposition. Support staff also extracts data on DWI cases from the CCIS-DA program provided by the Administrative Office of the Courts (AOC). Statistics from the fourth quarter reflect:

- 530 new DWI filings
- 502 DWI cases disposed; 412 (82%) of which were either found Guilty or pled guilty

According to data provided by AOC reflecting DWI filings for the 6 month period before the grant and the 6 month period after the grant began, there was an increase of 216% in the number of Habitual Impaired Driving charges in Forsyth.

The dedicated DWI prosecutor, along with the DWI taskforce, which is also funded through GHSP, has allowed the Forsyth County District Attorney's office to concentrate directly on drunk drivers. DWI filings and Guilty pleas/verdicts have increased dramatically. Concentrated focus has been placed on the identification and prosecution of the habitual drunk driver as well. Continued aggressive prosecution is needed to make our communities safer.

NC Conference of District Attorneys. The first goal of this project was to provide training for prosecutors, law enforcement officers, magistrates, and judges on basic and advanced traffic safety topics. During FY2011, three regional DWI training programs and two GHSP Traffic Safety Summits were conducted. Additionally, training was provided at over 21 conferences and local law enforcement officers (LEO) stations. Through these trainings and other conferences and speaking engagements, along with the quarterly "For the Record" newsletter and technical assistance requests that were answered on the NC Traffic Law forum and by other means, prosecutors' knowledge and readiness to handle DWI cases were increased. Prosecutors were provided legal briefs for use in court cases, and case summaries of relevant appellate decisions and legislative changes were provided to all members of the forum. The Traffic Safety Resource Prosecutor (TSRP) provided instruction for new prosecutors. Also, the Highway Safety Czar (HSC) conducted a summit for prosecutors on the new laws that were passed this year.

The second goal of the project was to provide technical assistance and recommendations to prosecutors, law enforcement agencies, and traffic safety professionals through publications and technical support. More than 1,500 emails, telephone or in person technical assistance requests were fielded by the TSRP, HSC and the Chief Resource Prosecutor (CRP). The Traffic



Law Forum, which currently has more than 700 members comprised of LEO's and prosecutors, yielded more than 1,000 requests for technical assistance that have been answered. Over 722 prosecutors, 22 judges, 93 magistrates and 1,182 LEO's were trained this year. "For the Record" highway safety newsletter was distributed to over 1,200 prosecutors, district court judges and LEOs; briefs, case summaries, brochures, and legal forms have been developed and distributed to all law enforcement agencies and prosecutors. Finally, a new edition of the DWI Primer was developed and published for prosecutors, as well as a new edition of the DWI Manual (encyclopedia). Two new publications were also developed and published: a DWI Primer for magistrates and a DWI Manual for LEOs.

Future Strategies

North Carolina will continue to operate "Booze It & Lose It" campaigns in FY 2012 and beyond. During FY 2012, five statewide campaigns are scheduled. The first will be a short campaign during the weekend of Halloween. This will be followed by the traditional holiday campaign which will run from December 3, 2011 through January 2, 2012. Additionally, another short campaign will run over the St. Patrick's Day weekend in March. North Carolina will run Operation Firecracker from June 29 through July 8, 2012. Finally, there will be a "Booze It & Lose It" campaign coinciding with the National Enforcement Crackdown August 17 through September 3, 2012.

North Carolina's Blood Alcohol Testing (BAT) program provides BAT Mobile Units for DWI activities across the state. The state currently has five of these mobile testing units and will be purchasing an additional unit this year. GHSP will also be funding a BAT coordinator. The expansion of the BAT program will enhance our ability to assist law enforcement agencies across the state in their efforts to remove DWI drivers from the highways by conducting checkpoints upon request from law enforcement agencies.

GHSP is dedicated to the continued prosecution of impaired drivers and will support the North Carolina Conference of District Attorneys' (CDA) efforts to train more prosecutors and law enforcement officers statewide. GHSP supports several DWI Processing Courts and plans to establish and implement more DWI Courts in the state to address the recurring problem of repeat offenders that have chemical dependence issues that are not addressed by the DWI Processing Courts.

GHSP will continue partnerships with the Atlantic Coast Conference (ACC) teams in North Carolina, East Carolina University (ECU), and Appalachian State University (ASU) to address tailgating prior to football games that often includes alcohol and often leads to impaired driving. GHSP will promote the "Booze It & Lose It" efforts at these stadiums and partner with local law enforcement in each of the towns and cities these institutions are located to address the impaired driving issues surrounding tailgating.



GHSP also plans to continue the partnership with the National Football League (NFL) Carolina Panthers to address impaired driving associated with tailgating and game attendance at Carolina Panther events. This will consist of venue signage and possibly utilizing radio advertising.

Additional advertising will be done at select movie theaters, gas stations, and in both radio and television markets throughout the state during campaign periods. GHSP will focus the paid media in these outlets during the Holiday, Operation Firecracker, and Labor Day campaigns.

Did you know?

- On average someone is killed by a drunk driver every 45 minutes.
- Car crashes are the leading cause of death for teens and one out of three of those are alcohol related.

Booze It & Lose It

All fees are subject to change based on legislation. Visit <http://www.ncga.state.nc.us/> for up-to-date law and statute information.

For additional copies of this brochure, contact:

North Carolina Governor's Highway Safety Program
 215 East Lane Street
 Raleigh, North Carolina 27601

Phone: (919) 733-3083
 Fax: (919) 733-0604

<http://www.ncdot.gov/programs/GHSP>

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What is DWI?
 The acronym DWI stands for Driving While Impaired. Drivers are guilty of driving while impaired if:

- Their alcohol concentration meets or exceeds 0.08, or
- They are under the influence of, or affected by, alcohol and/or other drugs.

North Carolina's Law:

- Imposes a \$4,000 maximum fine for DWI offenses.
- Creates a "zero tolerance law" for underage drinkers and drivers of commercial vehicles, school buses and day care vehicles.
- Imposes a 30-day administrative driver license revocation for persons who refuse to take the Intoximeter breath alcohol test, or who have 0.08 blood alcohol concentration, or 0.01 BAC if underage.
- Allows vehicle seizure and forfeiture for a driver who is impaired and whose license is revoked for DWI, or who is impaired and has no license and no insurance.

What happens if you are stopped for being suspected of DWI?

- You may be required to display your driver license and registration card.
- You may be required to get out of your vehicle.
- You may be required to perform a preliminary sobriety test and a preliminary breath test.
- You could be arrested, searched, handcuffed, restrained in a patrol vehicle and transported to a law enforcement facility for a breath or blood test, or both.
- If you refuse to take a breath or blood test, you could lose your driver license for one year.
- If test results are 0.08 or higher at the time you are tested, your driver license will be revoked immediately for at least 30 days.
- If you refuse to be tested when asked, your license will be revoked immediately for at least 30 days, plus the charging officer can require you to provide a blood sample for testing and there is no right to refuse.
- If you refused to be tested when asked, DMV will revoke your license for one year, in addition to the immediate 30-day pretrial revocation even if the officer required you to submit to a blood test.
- You may be booked into jail, a mug shot taken and your mug shot published for everyone to see.
- If charged with DWI, you will be required to appear in court and enter a plea to a criminal offense.

NORTH CAROLINA GOVERNOR'S HIGHWAY SAFETY PROGRAM



OCCUPANT PROTECTION

Background and Noteworthy Programs

In 2010, there were 1,323 fatalities in motor vehicle crashes in North Carolina. Of these, 429 (45%) were reported to be unrestrained. Since 2001, there has been a general downward trend in unrestrained passenger vehicle occupant fatalities. This decrease has been especially notable since 2007. In addition, North Carolina's observed belt use rate for drivers and front seat occupants now stands at 89.7 percent. North Carolina's observed belt use rate has been consistently above the national average.

North Carolina's goal is to attain a belt use rate of 92 percent by December 31, 2013. To achieve this goal, the state has implemented a number of important safety programs. North Carolina entered its 18th year of "Click It or Ticket" during 2011. The state pioneered Click It or Ticket in 1993 as a statewide safety belt enforcement effort and the program is now active in most states across the nation. During FY2011, North Carolina continued to press forward with "Click It or Ticket," which is still strongly supported by law enforcement.

"Click It or Ticket, Securing Your Future" is in its sixth year operating as a partnership between the Governor's Highway Safety Program and North Carolina high schools. The program was created to reduce the number of teenage injuries and fatalities on our roadways by promote safety belt use among teenage drivers. The program requires all drivers and passengers to buckle their safety belts before leaving school parking lots or risk losing parking privileges at school. At the present time the program is serving over 90,000 student drivers. The future goal is to have the program in every high school in the state.





North Carolina is also very active in the field of child passenger safety. The NC Child Passenger Safety law (G.S. 20-137.1) requires occupants age 15 and younger to be appropriately restrained in all vehicles required to have seat belts and requires an age and size appropriate child restraint or booster seat for children who are younger than age 8 and who weigh less than 80 pounds. Additionally, children who are younger than age 5 and who weigh less than 40 pounds must be in the rear seat in vehicles with active front passenger airbags.

A law enforcement guide with enforcement guidelines for both the Child Passenger Safety Law and the Seat Belt Law has been produced and distributed to law enforcement agencies throughout the state. This guide is designed to provide law enforcement officers, particularly those with little to no training in child passenger safety, a clear outline of how to enforce the law.

A pilot program was started in 3 North Carolina Counties (Nash, Watauga, and Rockingham) and one military base (Ft. Bragg, Cumberland County) in FY 2010 to increase enforcement of the child passenger safety law and to provide optional education to drivers who violate the law. North Carolina law states that a person shall not be convicted of a child passenger safety law violation if they show proof satisfactory to the court that an appropriate child restraint has been acquired for the vehicle in which the child is most frequently transported. In these pilot communities, drivers will be required to visit a permanent checking station with their child restraint to receive education and installation help by a certified child passenger safety technician on staff. Once the technician is comfortable with the driver's understanding on how to properly use their child restraint, they give the driver a form which can then be taken to the District Attorney's office to have the ticket dismissed. The goal of this program, which has been monitored during FY2011, is to encourage law enforcement officers to be proactive in identifying and writing tickets for child passenger safety violations and also to provide education and installation assistance to drivers convicted of child passenger safety violations with the ultimate goal of increasing the number of children who are riding properly restrained in an age and size appropriate restraint.



The North Carolina Buckle Up (BUK) programs assist parents and other caregivers by providing a limited number of low-cost child restraints and education on their use to qualifying families. Only trained, qualified personnel are allowed to provide educational and installation assistance to parents/caregivers, including those receiving BUK seats. Child restraints distributed by BUK programs are purchased through funding from the North Carolina Governor's Highway Safety Program. Training and resources are also provided to insure that trained, qualified personnel are installing the child restraints. There are currently 85 Buckle Up Kids programs operating in 83 counties. Fort Bragg in Cumberland County and Seymour Johnson Air Force Base in Wayne County have set up and operate BUK programs for their bases.

In addition, North Carolina offers permanent checking stations (PCS). These are locations where parents/caregivers can receive information about child passenger safety (CPS) and have their child restraints and seat belts checked to be sure they are installed and used correctly. PCS locations provide education and installation assistance by nationally certified CPS Technicians. There are currently 101 Permanent Checking Station programs operating in 52 counties.

Finally, North Carolina has a number of Safe Kids coalitions. These coalitions are affiliated with Safe Kids Worldwide to combat the causes of deaths among children caused by unintentional injuries and focus on the major unintentional risk areas of traffic incidents, fire/burns, drowning, falls, poisonings, and choking/suffocation. Local Safe Kids coalitions conduct a number of child passenger safety clinics and educational events throughout the year. There are currently 32 Safe Kids coalitions operating in 32 counties.

Programs Results

Click It or Ticket. The FY2011 “Click it or Ticket” campaign was held from May 23 – June 5, 2011. Results from the mobilization were once again impressive. A total of 6,752 checkpoints and patrols were conducted, resulting in 11,043 safety belt citations and 1,180 child passenger safety violations. In addition to the occupant protection violations, 2,042 DWI arrests were made, 23,080 speeding citations issued, 59 stolen vehicles recovered, 1,478 drug charges and over 7,200 total criminal violations discovered. Detailed results from Click It or Ticket activities in FY2011 are presented below.



Results of "Click It or Ticket" Activities During FY2011	
	Totals
Checkpoints	1,487
Saturation patrols	5,265
Checkpoints and Saturation Patrols	6,752
Under 21 DWI charges	253
21 and over DWI charges	1,789
Total DWI charges	2,042
Safety belt violations	11,043
Child passenger safety	1,180
Total Occupant Restraint Charges	12,223
Drug violations	1,478
Stolen vehicles recovered	59
Fugitives arrested	849
Other criminal violations	4,819
Total Criminal Violations	7,205
Total Other Traffic Violations	60,537
Total Traffic and Criminal Violations	84,838

Note: Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

Buckle Up Kids. A total of 2,855 child restraints were distributed through the Buckle Up Kids program and reported through the buckleupnc.org Program Management system during FY2011. The majority of these seats were convertible seats (1,557) followed by combination seats (526), high back boosters (405), backless boosters (300), and Rear-facing only (infant) seats (156). Nearly all children served by the Buckle Up Kids program were between the ages of 0-5 (2,151 age 0-1; 2,616 age 1-5).

CPS Certification. In FY2011, a total of 24 NHTSA Child Passenger Safety Certification classes were held through which 514 individuals became certified as CPS Technicians. Five of the classes were completely sponsored through NC GHSP funding (State-Sponsored), twelve were co-sponsored classes, six were local classes, and one was an independent class. These courses were held in locations throughout the state. See Appendix A for a full listing of CPS certification classes held during FY2011.



Additionally, six renewal classes were scheduled and advertised to expired NC CPS technicians and conducted during the year. Two renewal classes were held in Raleigh (November 10, 2010 and August 16, 2011), one was held in Jacksonville (November 22, 2010), one was conducted in Mount Airy (March 31, 2011), and two were conducted in Asheville (October 25, 2010 and August 16, 2011). Seventy-one expired Technicians were recertified through these renewal courses.

As of the end of FY2011, North Carolina has 54 certified Instructors and 2,287 certified Technicians (2,341 total). There is at least one currently certified Technician in all but three of North Carolina's 100 counties. (Northhampton, Pamlico, and Tyrell are the exceptions.)

Child Restraint Inspection Stations. More than 9,350 child restraints were checked at permanent checking stations in FY2011. Nearly a third (60%) of these restraints were for children less than 2 years old. Most of the others (35%) were for 2-5 year olds.

There are currently 100 Permanent Checking Station programs operating in 52 counties. See Attachment B for more information on permanent checking station locations and clinic information.

Finally, refer to Attachment C for a listing of community events entered by local programs on the "NC CPS Events and Activities" calendar on the buckleupnc.org website. Among the programs listed were 100 car seat clinics that included 45 CPS Week 2011 clinics.

Future Strategies

The 2012 national annual "Click it or Ticket" campaign will be held from May 21, 2012 to June 3, 2012. GHSP will participate in this effort and will also conduct a second statewide Click It or Ticket campaign encompassing the 2012 Thanksgiving Holiday November 19-25, 2012.

In addition to the statewide mobilization efforts for Click It or Ticket, GHSP will conduct a mini-mobilization during April 2012 that will target survey counties below the 90 percent threshold. Those counties include Cabarrus (89.5%), Caldwell (89.2%), Columbus (74.1%), Franklin (89.8%), Guilford (87.8%), Mecklenburg (89.6%), Nash (86.0%), and Robeson (82.7%). GHSP will be exploring innovative approaches to ramping up efforts in these counties. GHSP will focus particularly attention to nighttime seat belt enforcement and will conduct meetings with all law enforcement agencies in each of these counties to communicate the importance of improving seat belt compliance rates and their role in reaching the goals set for each county.

GHSP will support all FY2012 seat belt mobilization efforts with earned and/or paid media to draw attention to each of the campaigns. North Carolina utilizes a variety of media modes to raise awareness for enforcement efforts in the state.



GHSP will continue partnerships with the Atlantic Coast Conference (ACC) basketball teams in North Carolina to address seat belt usage for all attendees to games. This effort will provide continued attention to the need for motorists to buckle up on each and every trip and will highlight the strong efforts of law enforcement to ticket motorists and passengers not wearing their seat belt. GHSP will promote the Click It or Ticket efforts at these arenas and partner with local law enforcement to address seat belt compliance. GHSP also plans to continue the partnership with the National Hockey League (NHL) Carolina Hurricanes to address seat belt use with their fan base. This will consist of venue signage that will be visible to all fans in attendance or watching on television.

Additional advertising will be done at select movie theaters, gas stations, and in both radio and television markets throughout the state during mobilization periods. GHSP will focus the paid media in these outlets during the Mini-Mobilization, Memorial Day, and Thanksgiving mobilization periods.

Finally, GHSP will work with the Traffic Safety Resource Prosecutor (TSRP) to identify and address any prosecution and adjudication issues concerning seat belt citations and the reduction or dismissal of charges. There does not seem to be a big problem with this occurring in North Carolina, but the issue does need to be looked at closer, especially in counties where the seat belt use is below 90 percent.



SPEEDING AND POLICE TRAFFIC SERVICES

Background and Noteworthy Programs

Although speeding-related fatalities have gradually declined in North Carolina in recent years, speeding continues to be a major cause of injury and fatality on North Carolina roadways. Driver speeding is a factor in more fatal crashes than alcohol and has claimed the lives of more than 400 North Carolinians in the past year alone. More than 25,000 speeding-related crashes cost North Carolina, its citizens and companies an average of more than \$1 billion each year in direct economic costs due to injuries and property damage. The social and individual tragedy of loss of life and health are incalculable.

States and cities that acknowledge, plan for, and adapt to the need for effective speed management policies and plans will improve their health, economic and environmental outcomes, and transportation options. GHSP is committed to supporting proven countermeasures to reduce the frequency of speed-related fatalities in North Carolina.

GHSP introduced the safety campaign, “No Need 2 Speed,” in June 2006 to encourage drivers to slow down and follow the speed limit. The initial pilot project was conducted in Robeson, Cumberland, Harnett and Johnston counties. Since that time, the effort has grown substantially and during 2010 there was a combined No Need 2 Speed/Operation Slowdown campaign. Implementation of the program has been dependent on overcoming several obstacles. A major challenge has been in the courts, after citations are issued.

Programs Results

No Need 2 Speed. During FY2011, law enforcement agencies in North Carolina conducted two waves of the “No Need 2 Speed” campaign: one in the fall of 2010 (November 15 – 28) and a second wave during the spring of 2011 (March 28 – April 3). Across both waves, 9,379 checkpoints and saturation patrols were conducted, resulting in 39,346 speeding citations. Additionally, the campaign produced 2,774 DWI arrests, 7,577 safety belt and child passenger violations, 2,011 drug arrests, and 1,314 fugitives captured. Detailed results from No Need 2 Speed activities in FY2011 are presented below.



Results of "No Need 2 Speed" Activities During FY2011			
	Fall No Need 2 Speed	Spring No Need to Speed	Totals
Checkpoints	1,147	547	1,694
Saturation patrols	5,958	2,227	8,185
Checkpoints and Saturation Patrols	7,105	2,774	9,879
Under 21 DWI charges	200	125	325
21 and over DWI charges	1,605	844	2,449
Total DWI charges	1,805	969	2,774
Safety belt violations	3,879	2,468	6,347
Child passenger safety	794	436	1,230
Total Occupant Restraint Charges	4,673	2,904	7,577
Drug violations	1,281	730	2,011
Stolen vehicles recovered	82	32	114
Fugitives arrested	873	441	1,314
Other criminal violations	4,218	1,923	6,141
Total Criminal Violations	6,454	3,126	9,580
Speeding	26,870	12,476	39,346
All other traffic violations	35,621	17,301	52,922
Total Other Traffic Violations	62,491	29,777	92,268
Total Traffic and Criminal Violations	78,229	38,104	116,333

Note: Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

Future Strategies

The FY 2012 annual "No Need 2 Speed" campaign will be held from April 3-8, 2012. It is the plan to continue this campaign and look for continued growth in future years. In addition, GHSP will focus law enforcement and media attention on the enforcement of speeding at night and will share county maps with agencies in counties that are overrepresented in speeding fatalities, showing the locations of these crashes and the time of day they are occurring. GHSP will seek buy in from the agencies to address the problem locations and GHSP will offer incentives or funding as needed to enhance the enforcement efforts.



To help bring the issue of speed-related crashes and fatalities to the forefront – and to build on recent progress – the UNC Highway Safety Research Center, with support from the NC Department of Transportation and the NC Governor’s Highway Safety Program, will host the “North Carolina Speed and Safety Symposium” during FY2012. The event will bring together legislators, local and state government decision-makers, judicial experts, policy-makers, injury-prevention specialists, road planners and engineers, law enforcement, and other road safety stakeholders. The Symposium will address questions such as:

- What can be done to reduce speeding and improve safety in North Carolina?
- What are the main challenges to reducing unsafe travel speeds, serious crashes, and injuries?
- How have other jurisdictions overcome similar challenges to reduce fatalities and injuries?

The hope is that the Symposium will serve as a catalyst for this issue across the state and result in the development of workable solutions.



YOUNG DRIVERS

Background and Noteworthy Programs

Motor vehicle crashes are the leading cause of death among teenagers in North Carolina. During 2010, there were 198 drivers 20 or younger involved in fatal crashes. Crashes and fatalities among young drivers have decreased substantially the past three years, partly because of the economic recession. Nonetheless, young drivers continue to be over-represented in crashes compared to adult drivers. For example, 16 to 20-year-olds comprised just 7% of the population of North Carolina in 2009, but they were involved in 16% of all crashes and 11% of fatal crashes. North Carolina is committed to further reducing young driver crashes and the injuries and costs associated with these crashes.

Almost half of teens killed in a crash in North Carolina during 2009 were unrestrained. To address this problem, the Governor's Highway Safety Program developed "Click It or Ticket, Securing Your Future" to encourage safety belt use among teenage drivers. Click It or Ticket, Securing Your Future began in 53 high schools in 16 counties in the fall of 2005. The program requires drivers and passengers at participating schools to buckle their seat belts before leaving school property or risk losing on campus parking privileges. Participating schools are provided exit signs, a citation booklet, brochures that have parent/student agreements, and promotional items to use as incentives for students who are buckled. As of September 2010, 303 high schools in over 90 counties in North Carolina were participating in the program.



GHSP also provides funding for "StreetSafe," a program fashioned after the Emergency Vehicle Operations course used in training law enforcement and fire personnel. StreetSafe is a hands-on driving program for young drivers designed to change the driving behaviors that cause moving violations, crashes, DWI's, injuries and death. During the program, young drivers witness and experience the consequences of improper motor vehicle operation, particularly in dangerous situations, but in a controlled environment. As a result, they gain the experience and information they need to appreciate driving safely and strive to become better drivers. StreetSafe focuses on such behaviors as speeding, distractions, following too closely, seatbelt use and the use of alcohol/drugs and driving, emphasizing the decision making process. StreetSafe is a non-profit, charitable initiative taught by police officers, highway patrolmen, firemen, judges, insurance executives and driver education professionals. Although the program is available to all families in North Carolina who wish to participate, it operates as an alternative to infractions in several districts.



Another important safety program aimed at young drivers is “VIP for a VIP” (Vehicle Injury Prevention for a Very Important Person). The objective of the program is to educate teenage drivers about the dangers of driving impaired or distracted. The VIP for a VIP program was conceived in 1998 when two off-duty firefighters came upon a vehicle accident



that had just occurred involving two teens who had decided to skip school that day. The driver lost control of the vehicle and struck a bridge column, ejecting her from the vehicle, which came to rest on top of her taking her life. In the days following the accident, the firefighters struggled with this senseless loss and purposed to develop a program to educate teens by bringing the reality of what they saw that day to high school students in North Carolina.

The mission of the program is to bring the sight, sounds, and smell of a fatal vehicle accident to high school students in a dramatic way in hopes of embedding the consequences of these often senseless events into the minds of teenage drivers. The vision is that, at the end of the day, students will have a realistic picture of what can happen as a result of one moment of inattention. The program is delivered by volunteers from local Fire, EMS, Police, and State Highway Patrol agencies. There is no cost to the hosting school. Programs are usually scheduled in the spring and fall near prom and homecoming events. Since 1998, 71,727 students have experienced the VIP for a VIP program.

During 2010, GHSP hired and designated one Highway Safety Specialist (HSS) as the State Youth Coordinator. This employee has an education background and understands the issues of communicating effectively with youth. The HSS will oversee all teen and youth traffic safety efforts of GHSP and funded by GHSP. GHSP is also funding a Driver Education Consultant with the Department of Public Instruction. This employee works closely with all driver education groups in the state. He has been tasked with the implementation of a statewide standardized curriculum for driver education and will develop a strategic plan for driver education in North Carolina.



Programs Results

StreetSafe Teen Driving Program. StreetSafe was able to increase the number of sessions being taught in North Carolina as a result of a grant from GHSP during FY2011. Each of the regional StreetSafe groups – Triad, Triangle and Southeast – now conducts 1-2 sessions per month, providing the StreetSafe program to 60-70 students in each program. These students get to experience the dangers of speed, distractions and following too closely, while learning the importance of wearing their seatbelt, not drinking and driving, and valuable information about driving near tractor trailers. Accompanying parents learn the financial liabilities of having a young driver on their insurance policy and are encouraged by a district court judge to better monitor their young drivers.



Exit surveys and post-session polling show students are positively affected by their StreetSafe experience and encouraged to drive more safely. Students enthusiastically report changes to their driving behavior, with some describing StreetSafe’s impact on them two and three years later. District Attorneys regularly offer anecdotal evidence of the positive comments they receive in their communities about StreetSafe.

StreetSafe continues to gain wide recognition in many communities, receiving requests to provide open teen driver sessions in Wake County, Mecklenburg County, New Hanover County, Brunswick County, Carteret County, Wilson County and more. Holly Springs High School has recently asked that StreetSafe return for the third year in a row to do an open teen driver session for its PTSA and students. The president of the PTSA called StreetSafe “the best event we’ve ever had here at Holly Springs.” StreetSafe, through the support of

GHSP, works to fulfill every request.

VIP for a VIP. With the help of funding from GHSP, training was provided for a second delivery team. Consequently, 64% more programs were conducted during FY2011 than the previous year. In total, 33 “VIP to a VIP” programs were delivered across North Carolina, reaching 22,960 young drivers with a strong message about safe driving.

To measure success and solicit feedback, schools administered pre- and post-event questionnaires to students attending the program. Results from the questionnaires show that



34% of the students indicated a negative to positive behavior, 54% maintained a positive behavior, 9% maintained a negative behavior, and 3% showed a positive to negative behavior. Often, however, the biggest indicator of the effect of the program is watching large groups of teens brought to silence, some crying, during the program – everyone focused on the message being delivered. After the program, teens often come by to look at the crash car and express personal thanks to the staff. Many letters from students, teachers and parents are received complimenting the program's effectiveness. The program's Facebook page has engaged over 8,000 fans who, in their comments, further testify to the program's impact on students.

Future Strategies

GHSP is committed to exploring and evaluating innovative approaches to training young drivers. GHSP will continue to fund educational presentation activities and hands on driver training. Both approaches utilize law enforcement and rescue personnel in delivering the training. GHSP is interested in determining the impact of these educational and training efforts on teen driving crashes.

GHSP will utilize earned media attention for youth and teen driving safety programs. The media is much attuned with youth issues and media is very responsive at this time to all efforts to better educate and train the state's young drivers.



MOTORCYCLE SAFETY

Background and Noteworthy Programs

Motorcycles are an increasingly popular form of transportation in North Carolina. From 2000 to 2009, motorcycle registrations per capita increased by 73%. Not surprisingly, the total number of motorcyclist fatalities increased during that period as well. In 2010, there were 169 motorcyclist fatalities in North Carolina, with motorcyclists accounting for 13 percent of all traffic fatalities (169 of 1,323). Unfortunately motorcyclists have comprised an increasing proportion of traffic fatalities, even as overall motor vehicle fatalities have declined in North Carolina.

One positive finding is the majority of fatally or seriously injured motorcyclists were wearing a helmet when they crashed. In 2010, only 11 fatally injured motorcycle riders were not wearing a helmet. The Centers for Disease Control (CDC) has named North Carolina as number 1 in the nation for lives saved due to motorcycle helmet use, and number 2 in the nation for money saved due to helmet use.

Many of the counties with the highest number of motorcyclist crashes are also highly populated areas. However, many of the counties with the highest crash rates *per registered motorcycle* are located in the less populated mountainous western part of the state. In particular, Graham County has a dramatically higher crash rate than any other county in North Carolina. This is likely due to Graham County's reputation as a popular tourist destination for motorcyclists. In fact, since 2000, nearly 94% of motorcycle crashes in Graham County have occurred on 3 roads known in the motorcycling community for their scenery and challenging curves. In total, 8 of the top 10 counties with the highest rates of motorcycles involved in crashes per registered motorcycles are in the western part of the state.

One key safety initiative to reduce motorcyclist crashes and fatalities is "BikeSafe North Carolina." Sponsored by the State Highway Patrol and Governor's Highway Safety Program, the program offers training in riding techniques and discusses safety topics. The training is conducted by law enforcement motor officers in a

non-threatening, non-enforcement environment. Students are typically experienced riders that are interested in improving their riding skills. The training takes place in the classroom and on the streets. Once on the road, students are paired with a motor officer that observes their riding techniques. The motor officer provides feedback on the riding techniques that were observed on the ride and offers instruction on how the rider can improve his/her techniques to



become a safer rider. The on-street assessment is repeated and feedback and instruction are provided a second time.

Programs Results

BikeSafe North Carolina. During FY2011, the NC State Highway Patrol provided 16 BikeSafe NC sessions with 183 participants. Also, an additional 21 assessors were trained. There are currently seven agencies throughout the state of North Carolina performing BikeSafe assessments and more are being trained.

Based on the recommendation of GHSP, the BikeSafe NC web site has been enhanced. Participants can receive information and sign up for sessions through the site.



Motorcycle Crashes in Graham County. To address the high rate of motorcycle crashes in the western part of North Carolina – and Graham County in particular – a study was conducted to determine what factors may be contributing to the problem. There were four primary sources of data collection in the study:



- During the late summer/early fall – when riding is popular among motorcyclists – observations were conducted on several roadways in western North Carolina that experience a high rate of motorcyclist crashes per mile. Observers recorded motorcycle volume, motorcycle type, vehicle license state, and several observable rider characteristics. In total, 1,155 motorcyclists were observed during this period.
- Motorcyclists were interviewed to obtain important information (e.g., age, riding experience, and gender) that could not be gathered reliably by observation. A total of 159 interviews were conducted with motorcyclists in western North Carolina. The average age of interviewed motorcyclists was 46.7 (range 19 – 80). On average, motorcyclists had more than 20 years experience riding a motorcycle. Most were from states other than North Carolina.
- Speed data were collected using LIDAR and by placing pneumatic tubes in three locations. These tubes also collected traffic volume counts, vehicle class, direction of travel, and time of day.
- Motorcycle crash data were analyzed for 2005-2009, comparing 7 western counties and Graham County especially to determine differences in (1) crash types/characteristics (e.g., first & most harmful events; roadway surface condition), (2) crash “causes” (e.g., driver maneuver, driver “contributing circumstances” such as speeding), (3) vehicles involved (single, collision with other motorcycle, collision with larger vehicle), (4) operator characteristics (age, motorcycle license status, driving record, state of residence), (5) rider helmet use, (6) rider alcohol use, (7) time of day/week/year, and (8) roadway and milepost location (to identify whether there are particularly dangerous sections of roads).

Based on the findings from the problem identification process, recommendations will be made for interventions or countermeasures that are most likely to effectively address the problem of motorcycle crashes in western North Carolina. This will include a review of “best practices” for identifying interventions best suited to the particular problem, assessing the cost and feasibility of relevant countermeasures, and determining an appropriate methodology for evaluating the intervention(s) to be deployed. The intervention(s) selected will be conducted during FY2012.



Motorcycle Safety Summits. GHSP conducted two Motorcycle Safety Summits for law enforcement officers statewide during FY 2011. These summits focused on motorcycle specific laws, issues, and enforcement efforts. The summits were attended by over 200 law enforcement officers. GHSP plans to continue these summits every other year.

Future Strategies

BikeSafe North Carolina has become extremely popular. In 2011, GHSP established three Regional Bike Safe Coordinators in addition to the Statewide Coordinator. The long range goal is to have the program available to all riders in North Carolina.

GHSP will conduct a kickoff event for Motorcycle Safety Awareness month in May 2012. GHSP will seek earned media attention that will be gained from partnerships with NC DOT Communications Office, SHP, local law enforcement, rider groups, Camp Lejune Military Base, etc. Typically, the kickoff event will feature the GHSP Director, state law enforcement, local law enforcement, and Camp Lejune's Marine General. Bike Safe will conduct a training in conjunction with the event. Additional advertising will be done at select movie theaters, gas stations, and in both radio and television markets throughout the state during Motorcycle Safety Awareness month.

GHSP will continue a partnership with Bike Fest held in Raleigh. The event draws approximately 75,000 attendees. A majority of the attendees are riders or are interested in becoming riders. GHSP will promote rider safety and the various rider education and training opportunities available to riders in North Carolina.

As mentioned, a project was undertaken in FY2011 to collect a variety of information needed to identify the underlying cause(s) of the unusually high motorcycle crash rate in western North Carolina. During the upcoming year, researchers will recommend interventions that are most likely to reduce these motorcycle crashes, and design and implement an evaluation plan to measure the effects of the countermeasure(s) implemented.



Statewide Traffic Survey

The *NHTSA-GHSA* statewide telephone survey, conducted by the Governor's Highway Safety Program of the North Carolina Department of Transportation, was administered by telephone to a randomly selected sample of North Carolina households with a working landline telephone as well as to a randomly selected sample of cell phone numbers. The survey was conducted between November 3 and November 16, 2011 using a random digit dialing call procedure. The use of random digit dialing provides each household possessing a working landline telephone an approximately equal chance of being selected. Use of random cell phone numbers improves the coverage of telephone data collection by including cell-only households. Non-household entities that were called during the survey were eliminated as non-eligible members of the sample.

To maintain the randomness of the respondent selection process, a *within household random selection procedure* was further used to choose a person within the selected household to participate in the survey. This individual needed to meet the screening requirements of age (15 ½ +), residency (full-time resident of North Carolina) and driving habits (drives a motor vehicle as either a licensed driver, a driver with a learner's permit, or a driver not currently licensed to drive in North Carolina due to issues such as suspension or revocation).

The survey was conducted in 14 field sessions over the 14-day period of November 3 to November 16, 2011. Calls were placed during various day-parts throughout the week and on weekends to maximize a cross-section of respondent attributes. Multiple calls were placed to households until an interview was completed or a final disposition code was assigned. The average length of the telephone interview was 12 minutes.

The survey resulted in 606 interviews, yielding a response rate of 34.7% using the American Association for Public Opinion Research's COOP1 equation for calculating cooperation rates. For a sample of this size, the margin of error attributable to sampling is plus or minus four percentage points at the 95% level of confidence. This means in 95 out of 100 samples among the same target population, the results should differ by no more than four percentage points. The margin of error for survey sub-groups is higher due to the fact that the results for these sub-groups are derived from a smaller number of respondents.

Survey Summary

In this second statewide telephone survey conducted among drivers in North Carolina, the results reveal attitudes and behaviors that are generally consistent with the findings of the first survey conducted in 2010. A strong majority of North Carolina drivers wears their seat belts while operating and riding in a vehicle, though the 2011 survey shows a slight decrease in the proportion who say they wear their safety belt "all the time." Close to one-half of the survey



respondents once again indicate that during the past 30 days they have had at least one alcoholic drink, with nearly eight in ten once more saying that they have not driven a motor vehicle within two hours after having a drink. And while drivers profess to sometimes operating their vehicles faster than the posted speed as they did in 2010, this year's findings show that the state's drivers are somewhat more likely to drive faster than they acknowledged a year ago.

The awareness to campaigns and public service announcements regarding seat belt usage and the risks associated with drinking and driving and driving too fast has slipped from one year ago. The proportion of North Carolina drivers familiar with seat belt enforcement campaigns has dropped seven percentage points, while familiarity with speed enforcement messages declined four points and awareness to impaired driving campaigns fell by two percentage points. Some of this may be attributed to the timing in which the surveys have been conducted in relation to when particular safety campaigns are underway.

In spite of the declines in campaign and message recall, drivers believe that the chances of getting caught not wearing a safety belt, speeding, and driving while impaired are better today than they were one year ago. Drinking and driving is regarded as the most likely of the three where drivers will be caught if they ignore the law, with one in two respondents believing that it is "very likely" a driver who has been drinking will be arrested, up eight percentage points from 2010.

Drivers' attitudes remained generally stable with regard to penalties used to enforce the use of seat belts as well as measures taken to reduce the number of speeders and drunk drivers on the state's roadways. Survey respondents continue to oppose points being placed on their driver's license for not wearing their seat belt. They are even more opposed than they were in 2010 for points against their insurance for noncompliance with safety belt laws. Once again, however, drivers in 2011 favor increasing fines for not wearing seat belts. Respondents strongly favor four out of five penalties tested for driving while impaired, with each of the four garnering a minimum of seven in ten supporters. These include increasing fines, lengthening both the suspension and revocation periods, and installing breath testing devices on vehicles. The lone measure that is opposed by drivers is lowering the blood alcohol level to be considered impaired. Slightly more support is present in 2011 for the use of automated speed enforcement efforts, such as red light cameras and speed cameras, to slow down speeding drivers.

As was the case in the 2010 survey, the 2011 version included a series of driver safety programs and campaigns that were presented to respondents to test their level of familiarity. *Click It or Ticket* is the most widely recognized seat belt usage campaign among North Carolinians, followed at some distance by *Buckle Up for Safety*. These results are consistent with the previous survey findings. *Friends Don't Let Friends Drive Drunk* and *Booze It and Lose It* are the two most familiar impaired driving campaigns in North Carolina, again repeating the results of the 2010 study. Two impaired driving campaigns were added to the 2011 survey – *Sober or Slammer* and *Drive Sober or Get Pulled Over*. In both instances, the survey panel has a limited degree of familiarity with these programs.



Some North Carolina drivers have had experience driving through daytime and nighttime checkpoints during the past twelve months. These are checkpoints used by law enforcement to catch drivers who do not use their seat belts or who drive while impaired, among other offenses. Three in ten survey respondents have driven through a daytime checkpoint in the past year, while one in four has driven through a nighttime checkpoint during the same period.

The survey resulted in 606 randomly selected participants. These individuals represent a diverse and representative mix of the North Carolina population. A total of 91 of North Carolina’s 100 counties are represented which include large, medium, small, and rural locations. Gender and age were monitored throughout the data collection phase of the study and closely mirror U.S. Census Bureau statistics for North Carolina. The survey sample consisted of some over-representation of white respondents and under-representation of Blacks and Hispanics. Respondents represent a good cross-section of the state’s population with respect to household income, educational achievement, and driving habits.

Survey Results

Safety Belts

Nine out of ten survey respondents (90%) indicate that they wear their seat belt “all of the time.” Seven percent say they wear it “most of the time.” The proportion of drivers who always wear their safety belt is down slightly from one year ago (93%).

During the 60-day period preceding the telephone survey, 34% of survey participants recall having seen, heard or read information about seat belt law enforcement campaigns and programs in North Carolina. This figure is down seven percentage points from the 2010 survey.

More than four in ten respondents believe that drivers who do not wear their safety belt (42%) are “very likely” to be stopped by law enforcement officials. This represents an increase of six points over the past year. Thirty-six percent of respondents say it is “somewhat likely” a driver will be issued a ticket for a seat belt violation.

Chance of Receiving a Ticket for Not Buckling Up

	<u>2011</u>	<u>2010</u>
Very likely	42%	36%
Somewhat likely	36%	40%
Not very likely	18%	20%
Don’t know/Not sure	3%	4%



Four safety belt campaign programs were presented to respondents to rate based on their level of familiarity with each one. *Click It or Ticket* is once again the most prominent of the four programs, as 91% of the survey panel is “very familiar” with this campaign. Fifty-three percent of respondents are “very familiar” with *Buckle Up for Safety*.” The two remaining programs – *Buckle Up America* and *RU Buckled* – are considerably less well known by North Carolinians (“very familiar” ratings of 28% and 12%, respectively). The order of familiarity with these programs and, to a degree, the general proportion of responses within categories has not changed since the 2010 survey.

	Buckle Up America		RU Buckled		Click It Or Ticket		Buckle Up For Safety	
	2011	2010	2011	2010	2011	2010	2011	2010
Very familiar	28%	19%	12%	15%	91%	90%	53%	55%
Somewhat familiar	25%	24%	12%	12%	6%	8%	29%	28%
Not very familiar	11%	14%	11%	13%	1%	1%	4%	6%
Not at all familiar	35%	41%	62%	58%	2%	2%	14%	12%
Don't know/Not sure	1%	2%	2%	3%	0%	0%	0%	0%

Survey respondents continue to support an increase of the \$25 fine for not wearing a seat belt. The percentage of drivers favoring this penalty remained at 64% from the 2010 survey. Respondents are less favorable to the other two measures presented. Sixty percent oppose points on a driver’s insurance for non-seat belt use (up from 54%), while 53% oppose points on one’s driving record (down from 54%).

	Increase Fine		Points on License		Points on Insurance	
	2011	2010	2011	2010	2011	2010
Favor	64%	64%	44%	44%	38%	42%
Oppose	35%	34%	53%	54%	60%	54%
Don't know/Not sure	1%	2%	3%	2%	1%	3%



Three in ten drivers participating in the survey (30%) say they have driven through a daytime checkpoint during the previous 12 months. This represents a slight decline from 2010 in which 33% reported experience with daytime checkpoints during the prior year.

Driving While Impaired

Forty-three percent of survey respondents say that during the previous 30 days they have consumed at least one alcoholic drink, consistent with the 2010 reporting of 45%. Within this group, 78% say they have not operated a vehicle within two hours after drinking alcohol (again, consistent with the 2010 report of 77%). Still, however, 15% acknowledge that they have driven a vehicle within two hours after consuming alcohol on one to two days during the month. Four percent have driven on three to five days within two hours after drinking alcohol. *(Note: Due to the fact that drinking and driving is a socially unacceptable behavior, there may be some under-reporting of the number of days in which respondents drove after consuming alcohol. The proportion of respondents reporting that they have not driven a vehicle within two hours of drinking, as well as those who admit that they have, may actually be higher than what has been reported.)*

Number of Days Driving Within 2 Hours after Drinking
(Among those reporting having a drink in the past 30 days)

	<u>2011</u>	<u>2010</u>
None	78%	77%
1 to 2 days	15%	14%
3 to 5 days	4%	4%
6 to 10 days	2%	1%
11 to 20 days	0%	0%
21 to 30 days	0%	1%
Don't know/Not sure	1%	1%

Six out of ten survey respondents (60%) have seen, read or heard messages and related information during the prior 60 days regarding the risks of drinking and driving. This compares to 62% in the 2010 telephone survey.

One in two respondents (50%) believes the chances of being arrested for drinking and driving in North Carolina are “very likely,” while 43% think the chances are “somewhat likely.” There has been a noticeable shift from the “somewhat likely” category to the “very likely” category since the 2010 survey (42% “very likely” and 48% “somewhat likely”).



Chance of Being Arrested for Drinking and Driving

	<u>2011</u>	<u>2010</u>
Very likely	50%	42%
Somewhat likely	43%	48%
Not very likely	6%	8%
Don't know/Not sure	1%	2%

The survey presented respondents with six impaired driving campaigns to rate based on the level of familiarity drivers have with each one. *Friends Don't Let Friends Drive Drunk* and *Booze It and Lose It* are clearly the most recognizable impaired driving programs in North Carolina, rated as "very familiar" by 91% and 81%, respectively. These figures are five percentage points higher than in 2010. *Over the Limit, Under Arrest* (23% "very familiar") and *Checkpoint Strikeforce* (13% "very familiar") poll slightly higher in the 2011 survey. Two other campaigns – *Sober or Slammer* and *Drive Sober or Get Pulled Over* – were introduced for the first time in the 2011 study, with each resulting in a "very familiar" rating of 13%.

Familiarity with Impaired Driving Messages

	Friends Don't Let Friends Drive Drunk		Sober or Slammer		Check-point Strike-force		Booze It and Lose It		Drive Sober or Get Pulled Over		Over the Limit, Under Arrest	
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
Very familiar	91%	86%	13%	-	13%	10%	81%	76%	13%	-	23%	21%
Somewhat familiar	6%	11%	14%	-	16%	18%	12%	15%	17%	-	17%	20%
Not very familiar	0%	1%	13%	-	10%	11%	2%	3%	10%	-	7%	12%
Not at all familiar	2%	2%	59%	-	59%	60%	5%	6%	58%	-	51%	46%
Don't know/Not sure	0%	0%	2%	-	2%	1%	0%	0%	2%	-	2%	1%

Survey participants are strongly in favor of four of the five potential penalties that may be imposed on drivers who choose to drink and drive. Eighty-six percent favor increasing the fine for drunk driving, while nearly as many support lengthening the revocation period for convicted offenders (81%) and lengthening the suspension of a driver's license (80%). In each of these cases, the proportion of respondents who favored these measures in 2010 is nearly identical. Attaching a breath testing device on an offender's vehicle – a new item in the 2011 survey – is



also strongly supported by 70% of respondents. The only penalty not favored by a majority of respondents is a lowering of the blood alcohol level to be considered driving under the influence, which is favored by 38% of respondents.

Support for Stronger Impaired Driving Penalties

	Increase Fine		Longer Suspension of License		Longer Revocation of License		Lower Blood Alcohol Level		Attach Breath Testing Device	
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
	Favor	86%	85%	80%	79%	81%	78%	38%	39%	70%
Oppose	10%	12%	17%	17%	16%	18%	56%	55%	29%	-
Don't know/Not sure	4%	3%	3%	4%	3%	4%	6%	6%	1%	-

One in four drivers surveyed (26%) has driven through a nighttime checkpoint during the prior 12 months that had been set up by law enforcement officials to catch drivers who elect to drink and drive. This proportion is unchanged from the 2010 survey.

Speeding

North Carolina drivers are driving faster in slower speed zones than they were in 2010. While the proportion of drivers who say they drive more than five miles per hour over the posted speed limit in a 30 MPH zone at least occasionally has remained constant over the past year, a larger subgroup (26%) admits to driving five miles per hour faster over the posted speed “most of the time.” This figure compares to just 22% from the 2010 survey. Seventeen percent say they exceed the posted speed by at least five miles per hour “about half the time,” while 41% indicate they speed occasionally. Sixteen percent say they “never” drive more than five miles per hour over the posted speed.

**Frequency of Driving More than 5 MPH over the Limit
in a 30 MPH Zone**

	<u>2011</u>	<u>2010</u>
Most of the time	26%	22%
About half the time	17%	17%
Occasionally	41%	46%
Never	16%	15%
Don't know/Not sure	0%	1%



This survey also suggests that North Carolina drivers are driving faster in higher speed zones. While the proportion of drivers who say they “never” drive more than five miles per hour faster than the posted speed of 65 MPH, as well as those who say they only occasionally do so, has remained essentially unchanged since 2010, the percentage of drivers who acknowledge exceeding the 65 MPH limit by more than five miles per hour “most of the time” has increased from 14% in 2010 to 17% in the current survey.

**Frequency of Driving More than 5 MPH over the Limit
in a 65 MPH Zone**

	<u>2011</u>	<u>2010</u>
Most of the time	17%	14%
About half the time	13%	17%
Occasionally	39%	38%
Never	30%	31%
Don't know/Not sure	0%	0%

A larger segment of respondents in 2011 (59%) states that it has not read, seen, or heard speed related messages or information from police and law enforcement agencies concerning speed enforcement programs over what was reported in 2010 (55%).

Eighty-eight percent of North Carolina drivers surveyed believe there is some chance that exceeding the posted speed will result in being pulled over and issued a citation. Forty-two percent believe the chances of receiving a ticket are “very likely,” while 46% say the chances are “somewhat likely.” One in ten drivers, however, does not think the likelihood of being caught speeding is very likely (10%).

Chance of Receiving a Ticket for Speeding

	<u>2011</u>	<u>2010</u>
Very likely	42%	37%
Somewhat likely	46%	52%
Not very likely	10%	10%
Don't know/Not sure	1%	1%



The results of the 2011 version of the survey reveal a statistical split between North Carolina drivers who favor the use of automated traffic enforcement efforts like speed cameras and red light cameras, and drivers who oppose these efforts. There has been a decrease in the percentage of drivers in favor of these types of measures during the past year. Today, 19% of respondents “strongly favor” automated enforcement efforts and 30% “somewhat favor” them, while 21% “somewhat oppose” these actions and 27% “strongly oppose” them. Three percent are undecided.

Support for Automated Traffic Enforcement Efforts

	<u>2011</u>	<u>2010</u>
Strongly favor	19%	25%
Somewhat favor	30%	28%
Somewhat oppose	21%	18%
Strongly oppose	27%	26%
Don't know/Not sure	3%	3%

Demographics

The survey results represent the attitudes and behaviors of North Carolina citizens from 91 of the state’s 100 counties. These counties and their locales depict a cross-section of the characteristics and geography that make up North Carolina as illustrated in the following tables. Females account for 53% of the sample, and respondents are closely aligned by age group with the current age statistics of the state.

Respondent Age Distribution

15 to 17	3%
18 to 21	6%
22 to 29	14%
30 to 39	17%
40 to 49	19%
50 to 59	18%
60 to 69	13%
70 or over	10%



The survey results do, however, represent some over-sampling of white respondents and under-sampling of Blacks and Hispanics. The distribution of respondents by educational attainment, household income, and weekly miles driven indicates good diversity among the sample.

Respondent Race Distribution

White/Caucasian	79%
Black/African-American	17%
Hispanic/Latino	2%
Asian/Pacific Islander	1%
Indian/Native American	1%
Other/Mixed race	1%

Respondent Education Distribution

Less than high school	8%
High school diploma	20%
Some school beyond high school	30%
Associate degree or equivalent	10%
Bachelor's degree	18%
Master's degree	8%
Doctorate or professional degree	4%

Household Income Distribution

Less than \$24,000	15%
\$24,001 to \$36,000	18%
\$36,001 to \$50,000	13%
\$50,001 to \$75,000	19%
\$75,001 to \$100,000	15%
\$100,001 to \$150,000	11%
\$150,001 or above	8%



Weekly Miles Driven

10 miles or less	4%
11 to 25 miles	12%
26 to 50 miles	17%
51 to 100 miles	27%
101 to 250 miles	23%
251 to 500 miles	9%
More than 500 miles	6%
Don't know/Not sure	2%



Paid Media Plan

The GHSP participated in a number of media partnerships in FY2011. These are described in detail below.

NHL Hockey (\$110,000)

Carolina Hurricanes. The GHSP continued its partnership with the Carolina Hurricanes and the RBC Center in Raleigh, which has over 1.5 million visitors each year. The Carolina Hurricanes will provide the GHSP with the following elements during the 2010-2011 hockey season, which occurs from September-March at the RBC Center in Raleigh and includes 41 home hockey games:

- One in-ice logo on center ice, which will be one of only four logos with an average of 8 to 10 minutes of visibility during televised games.
- Sponsorship of a team poster giveaway night, which includes 15,000 posters with the Click It or Ticket logo.
- Posting of 20 signs located on the stop signs around the parking lots to encourage motorists to buckle up as they enter and exit the venue.

Minor League Baseball (\$46,900)

Carolina Mudcats. The Carolina Mudcats will provide the GHSP with the following elements during the 2011 season:

- Sponsorship of "Click It or Ticket" night. On this night, anyone showing a badge at the box office will receive free admission to the game. That night would include a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP would also have public service announcements during the game.
- Grandstand sign measuring 10' x 20'.
- Muddy's (mascot) entrance during each home game. Every home game during the season Muddy makes a grand entrance during the first inning. Muddy rides around the warning track on his four-wheeler and stops in front of the fans to giveaway T-shirts with his very own T-shirt shooter. Public Service announcement mentions and the "Click It or Ticket" logo will appear on the video board during Muddy's entrance.



Charlotte Knights. The Asheville Tourists will provide the GHSP with the following elements during the 2011 season:

- Sponsorship of “Click It or Ticket” night. On this night, anyone showing a badge at the box office will receive half price admission to the game. That night would include a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP would also have public service announcements during the game.
- Grandstand sign at Knight’s Stadium. The dimensions of the sign are 8’ x 20’ and will be visible to all through the ballpark.

Durham Bulls. The Durham Bulls will provide the GHSP with the following elements during the 2011 season:

- Sponsorship of “Click It or Ticket” night. On this night, anyone showing a badge at the box office will receive half price admission to the game. That night would include a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP would also have public service announcements during the game.
- Grandstand sign.
- Exit signs in the concourse.
- Public service announcements throughout each game.

Greensboro Grasshoppers. The Greensboro Grasshoppers will provide the GHSP with the following elements during the 2011 season:

- Sponsorship of “Click It or Ticket” night. On this night, anyone showing a badge at the box office will receive half price admission to the game (first 200 in free). That night would include a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP would also have public service announcements during the game.
- Grandstand sign at NewBridge Park Field. The dimensions of the sign are 8’ x 20’ and is visible to all throughout the ballpark.
- A promotional spot every Friday and Saturday night during home games throughout the season. Prior to the fireworks show, GHSP would have a public service announcement that would appear on the scoreboard to a very captive audience.



Hickory Crawdads. The Kinston Indians will provide the GHSP with the following elements during the 2011 season:

- Sponsorship of “Click It or Ticket” night. On this night, anyone showing a badge at the box office will receive free admission to the game. That night would include a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP would also have public service announcements during the game.
- Grandstand sign measuring 8’ x 20’.
- Nightly public service announcements.



College Athletics (\$181,148)

During FY2011, GHSP partnered with the following college teams: Duke University, North Carolina State University, University of North Carolina at Chapel Hill, Wake Forest University, Appalachian University and East Carolina University. “Click It or Ticket” and “Booze It & Lose It” radio public service announcements were aired during each game. On average two million people a month tune into these radio networks and listen to the games, most of who match our 18-44 target demographic. Other elements included advertising during tailgating and on the transportation passes to games.



ISP. ISP, America's Home for College Sports will provide the GHSP with the following elements during the 2011-2012 football and basketball seasons, which occurs from August-March:

- During Appalachian's football season, GHSP will receive two (2) :30 spots during the pre and post-game radio broadcast along with a PA announcement during the home games. GHSP will also be the sponsor of a tee shirt toss at each home game.
- During Duke University's football season, GHSP will receive two (2) :30 spots during the pre- and post-game radio broadcast along with a PA announcement during home games. GHSP will also receive an ad for "Booze It & Lose It" on the scoreboard screen. GHSP will sponsor the Duke versus Georgia Tech football game, partnering with Forensic Tests for Alcohol, the Durham Police Department, and the Duke University Police Department to educate game attendees on impaired driving. During the Duke basketball season, GHSP will receive one (1) :30 radio spot, a PA announcement during the home games and a web banner on goduke.com.
- During East Carolina University's football season, GHSP will receive two (2) :30 spots during the pre and post-game radio broadcast along with a PA announcement during the home games.
- During Wake Forest University's football season, GHSP will receive two (2) :30 spots during the pre- and post-game radio broadcast along with a PA announcement during home games. GHSP will also receive an ad for "Booze It & Lose It" on the scoreboard screen.

N.C. State. N.C. State will provide the GHSP with the following elements during the 2011-2012 football and basketball seasons, which occurs from August-March:

- Sponsorship of "Drive the Game" feature during each (12) football games radio broadcast, one (1) :30 second commercials during all 28 regular season basketball games. In addition, GHSP will be a supporting partner for the WITH (Wolfpack In the House) program, who promote safety before the football games in the Fan Zone. This partnership includes signage in the Fan Zone, GHSP logo placement on golf carts used by the WITH team and inclusion on the video board messages as a supporting partner of WITH. GHSP will also receive a replay sponsorship during the 4th quarter of each home football game that will include a visual on the message boards in the stadium.
- For N.C. State basketball, GHSP will receive one (1) :30 video board PSA during the second half of all 16 home games, which also includes a live read announcement as well. During all home football and basketball games GHSP will receive logo placement on signage as fans enter and exit Carter-Finley and the RBC center which will include both the "Click It or Ticket" and "Booze It & Lose It" messaging.

UNC Chapel Hill. Tar Heel Sports Marketing will provide the GHSP with the following elements during the 2011-2012 UNC-Chapel Hill basketball and football seasons, which occurs from August-March:

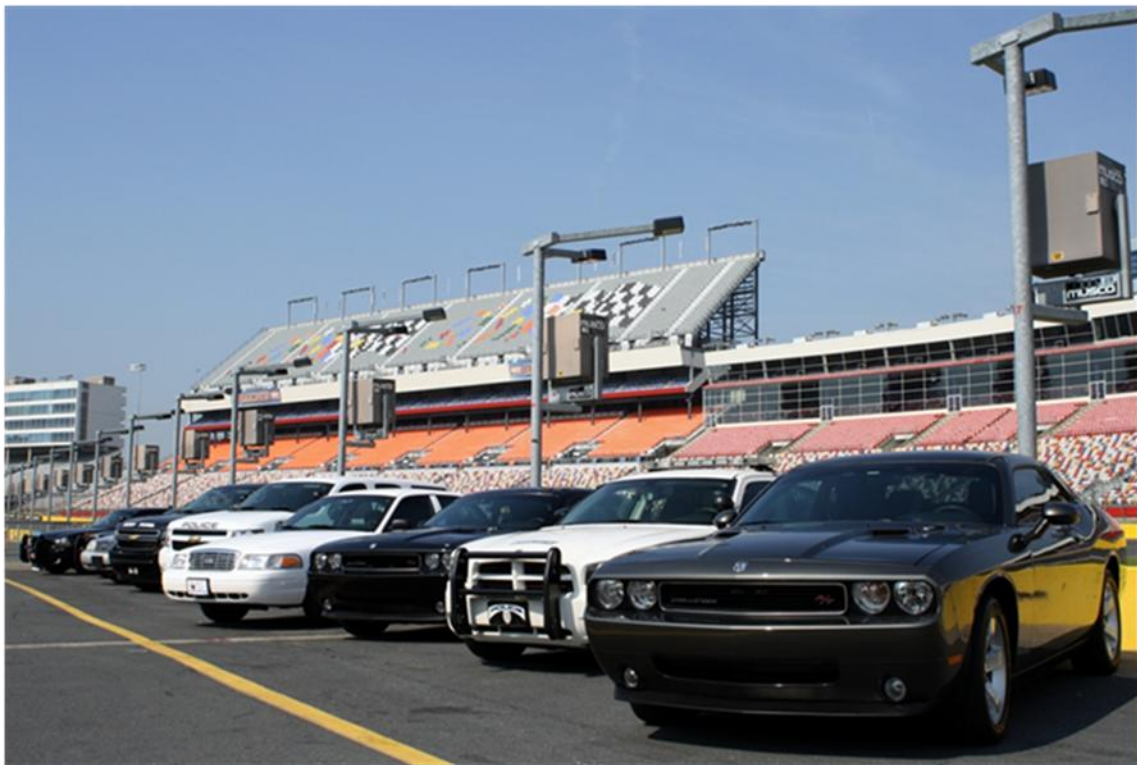


- Two (2) :30 second commercials during all 12 football games and one (1) :30 second commercial during all 32 basketball games. In addition, one Public Address Announcement at each basketball and football home game will be aired. This year GHSP is adding a new element to the partnership. During the football and basketball season over 100,000 fans attend games via the Park and Ride buses which transport fans from various locations. Each person receives a wrist band, which they wear and serves as their return ticket. GHSP will sponsor the Park and Ride passes and will have the “Booze It & Lose It” logo on all the wristbands.

NASCAR (\$95,000)

GHSP continued its partnership with Charlotte Motor Speedway in Charlotte. On average one million people visit the track each year. The venue will provide the GHSP with the following elements during the 2011 NASCAR season, which occurs from May-October at CMS:

- Public service announcement on all jumbo-trons and 125 close circuit TVs prior to and after driver introductions at no cost.
- Public address announcements throughout event weekends, and “Click It or Ticket” signage around the track.
- CMS provided GHSP with 50 tickets to all CMS NASCAR events to use for law enforcement promotional purposes.



Other Components of the Media Plan

In the area of occupant protection, North Carolina will participate in the national “Click It or Ticket” mobilization in FY 2012. A primary focus of media efforts will be counties and demographic groups which demonstrate low seat belt usage as indicated in the Occupant Protection section of the Highway Safety Plan. Paid media spots will convey an enforcement message to compliment the national media placement. In addition to paid public service announcements on television and radio, the spot will be strategically placed in movie theaters across the state airing prior to the feature presentation. The GHSP will also use gas station advertising in low seat belt usage counties to promote the Click It or Ticket message. Finally, earned media will be conducted statewide with planned campaign kickoffs and approximately 1,500 checkpoints planned for the mobilization.

The GHSP produced a “Click It or Ticket” public service announcement that featured citizens shocked to learn the cost of a seat belt ticket to be \$125. The citizens talked about what they would prefer to spend their \$125 on, rather than a seat belt ticket.

North Carolina will also participate in all national impaired driving mobilizations. A state specific public service announcement will be placed across the state during the holiday campaign (Dec 2011 – Jan 2012). In addition, the spot will be strategically placed in movie theaters across the state airing prior to the feature presentation. The GHSP will also use gas station advertising in high alcohol-related crash areas to promote the “Booze It & Lose It” message during each impaired driving mobilization. Earned media will be gained from kickoff events as well as high visibility checkpoints throughout the campaigns.

North Carolina will continue to implement the “Click It or Ticket, Securing your Future” initiative, which targets high school age drivers. This program was launched in the fall of 2005 in 53 high schools across the state and is now in more than 260 schools, reaching more than 85,000 student drivers. North Carolina’s goal is to eventually have this initiative in every high school in North Carolina.

For the fourth year in row the GHSP also published a Law Enforcement Calendar which featured a different law enforcement agency each month. The calendar included all campaign and GHSP event dates. This is very popular calendar that allows for our messages and schedule of activities to reach those who need the information.



Looking to the Future

GHSP will continue to serve as a leader for emerging traffic safety issues, funding results-oriented and innovative programs to help us accomplish our vision of saving lives. GHSP is receptive to new ideas. We encourage our current grantees, and those organizations with which we have not worked in the past, to bring us their best ideas for solving traffic safety challenges in their communities.

Although considerable progress has been made in recent years toward achieving North Carolina's short and long-term term goals for reducing fatalities, there are a number of challenges facing the state in the coming years:

- After several years of reductions in vehicle miles traveled (VMT) – largely as a consequence of the economic downturn – VMT has begun to rise once again in North Carolina. It will be a challenge to further reduce crashes and fatalities as travel increases.
- Safety belt usage above 90 percent is difficult to achieve. To attain this goal, North Carolina must encourage greater belt use among high-risk groups including:
 - occupants of pickup trucks;
 - drivers and passengers at nighttime; and
 - persons living in counties with the highest number of unrestrained fatalities.Additionally, teenage drivers and passengers continue to buckle up below the statewide average.
- GHSP is committed to helping develop a comprehensive approach to reducing speed-related crashes in North Carolina. A growing body of research suggests limited automated speed enforcement can play an important role in reducing both driver speeds and crashes. Presently, 49% of North Carolinians say they approve of automated traffic enforcement, while 48% oppose. Legislative leadership changed in 2011, and it appears the current legislative climate may be less favorable to automated enforcement. Nonetheless, GHSP will fully support the recommendations that emerge from the “North Carolina Speed and Safety Symposium” during FY2012.
- Motorcycle riding has been growing in popularity in North Carolina over the past 10 years. Consequently, there has been a rise in motorcycle crashes and fatalities. This is particularly true in the western (mountainous) region of the state, where motorcycle tourism is popular. GHSP is funding a study to examine reasons why motorcycle crashes are occurring in western North Carolina, and to develop an appropriate combination of countermeasures to address the problem.



- Although motorcycle helmet usage continues to be high in North Carolina, there is growing pressure from motorcycle groups both within and outside North Carolina to repeal the mandatory helmet law. North Carolina needs assistance from the federal level to educate legislators about the effectiveness of motorcycle helmets and the negative impact that other states have experienced as a result of a repeal, or downgrade of a mandatory helmet usage law.
- The Hispanic/Latino population has been growing in North Carolina. Previous research has found differences in highway safety behavior (e.g., seat belt use, driving after drinking) for different Hispanic subpopulations. Accordingly, it is important to address highway safety issues that are specific to the Hispanic community. GHSP has consolidated all Hispanic focused grants into one statewide coalition for better coordination. The group is known as the Governor's Hispanic Highway Safety Program, or Nuestra Seguridad. In addition, GHSP is currently funding a study to identify and describe highway safety issues characteristic of the Hispanic population in North Carolina, and to identify opportunities to improve the safety of Hispanic road users.



- Even though young driver fatalities have decreased substantially in recent years, young drivers continue to be overrepresented in crashes and fatalities. North Carolina has several innovative programs to address this issue, including “StreetSafe” and “VIP for a VIP.” GHSP is planning to evaluate the effectiveness of these programs in the near future.
- North Carolina needs assistance from the federal level to continue its efforts to upgrade its traffic records. This would include improvements in providing complete data to the general population as well as those who need the data for their decision making.





Appendix A

Child Passenger Safety Certification classes held during FY2011

Class Type, Date, and Location (City/County)	Total Registered	Passed
State-Sponsored Classes ^[1]		
December 7, 2010 (Kinston/Lenoir)	23	21
December 13, 2010 (Blowing Rock/ Watauga)	23	23
March 21, 2011 (Jacksonville/Onslow)	23	22
August 16, 2011 (Shelby/Cleveland)	25	23
August 22, 2011 (Apex/Wake)	29	26
Total #	123	115
Co-Sponsored Classes ^[2]		
November 2, 2010 (Selma/Johnston)	21	20
November 29, 2010 (Louisburg/Franklin)	26	26
February 15, 2011 (Knightdale/Wake)	21	21
March 21, 2011 (Burlington/Alamance)	27	24
April 4, 2011 (Asheboro/Randolph)	22	21
April 25, 2011 (Carthage/Moore)	23	21
May 10, 2011 (Pope Air Force Base/Cumberland)	21	20
May 16, 2011 (Wentworth/Rockingham)	22	18
May 24, 2011 (Albemarle/Stanly)	28	25
June 20, 2011 (Wilmington/New Hanover)	28	27
June 27, 2011 (Seymour Johnson Air Force Base/Wayne)	25	25
July 12, 2011 (Lumberton/Robeson)	27	18
Total #	291	266
Local Classes ^[3]		
October 4, 2010 (Indian Trail/Union)	25	25
October 11, 2010 (Rocky Mount/Nash)	12	11
November 15, 2010 (Gastonia/Gaston)	21	20
February 15, 2011 (Durham/ Durham)	23	21
April 5, 2011 (Winterville/Pitt)	20	20
April 18, 2011 (Rocky Mount/Nash)	18	15
Total #	119	112
Independent Classes ^[4]		
October 26, 2010 (Weaverville/Buncombe)	21	21
Total #	21	21



Class Type, Date, and Location (City/County)	Total Registered	Passed
NC Total #	554	514

- [1] State = Supported completely by GHSP/OSFM funds - primarily related to instructor expenses
- [2] Cosponsored = Supported in part by GHSP/OSFM funds and in part by local CC or other support - primarily related to instructor expenses
- [3] Local = No support by GHSP/OSFM funds other than possible use of a training trailer
- [4] Independent = No support whatsoever by GHSP/OSFM funds or equipment/supplies



Appendix B

North Carolina's Permanent Checking Stations

Program Name	Program County
Burlington Fire Department PCS	Alamance
Mebane Fire Department PCS	Alamance
Alexander County Partnership for Children PCS	Alexander
Alexander County Sheriff's Office PCS	Alexander
Alleghany Family Resource Center PCS	Alleghany
Anson County Partnership for Children PCS	Anson
Linville Fire Department PCS	Avery
Ocean Isle Beach Police Department PCS	Brunswick
Oak Island Fire & Rescue PCS	Brunswick
Southport Police Department PCS	Brunswick
Asheville Fire Department PCS	Buncombe
Reynolds Fire Department PCS	Buncombe
Riceville Fire Department PCS	Buncombe
Skyland Fire Department PCS	Buncombe
Weaverville Fire Department PCS	Buncombe
Enka Candler Fire Rescue PCS	Buncombe
Barnardsville Fire Department PCS	Buncombe
Leicester Fire Department PCS	Buncombe
Valdese Fire Department PCS	Burke
Burke County Health Department PCS	Burke
George Hildebran Fire Rescue PCS	Burke
Triple Community Fire Department PCS	Burke
Concord Fire/Life Safety PCS	Cabarrus
Caldwell County Fire Marshal's Office PCS	Caldwell
Western Carteret Fire and EMS PCS	Carteret
Hickory Fire Department PCS	Catawba
Catawba Valley Medical Center PCS	Catawba
Conover Fire Department PCS	Catawba
Claremont Fire Department PCS	Catawba
Pittsboro Fire Rescue Department PCS	Chatham



Program Name	Program County
North Chatham Volunteer Fire Department PCS	Chatham
Moncure Fire Department PCS	Chatham
The Chowan/Perquimans Smart Start Partnership PCS	Chowan
Columbus County Sheriff's Department PCS	Columbus
New Bern Fire Department PCS	Craven
Fayetteville Fire Department PCS	Cumberland
Fort Bragg Fire and Emergency Services/Cumberland County PCS	Cumberland
Stoney Point Fire Department PCS	Cumberland
Kitty Hawk Fire Department PCS	Dare
Davie County EMS PCS	Davie
Durham County EMS PCS	Durham
Parkwood Fire Department PCS	Durham
Tarboro Fire Department PCS	Edgecombe
Kernersville Fire Department PCS	Forsyth
Piney Grove Volunteer Fire and Rescue PCS	Forsyth
Downtown Health Plaza PCS	Forsyth
Louisburg Fire Department PCS	Franklin
Gastonia Fire Department PCS	Gaston
Guilford County Emergency Services PCS	Guilford
Oak Ridge Fire Department PCS	Guilford
Piedmont Triad Ambulance and Rescue PCS	Guilford
Greensboro Police Department PCS	Guilford
Pleasant Garden Fire Department PCS	Guilford
GTCC, Jamestown, PCS	Guilford
Greensboro Fire Department PCS	Guilford
Waynesville Fire Department PCS	Haywood
Mooresville Fire Department PCS	Iredell
Partnership for Children PCS	Johnston
Sanford Fire Department PCS	Lee
Lincoln County EMS PCS	Lincoln
Lincolnton Fire Department PCS	Lincoln
Boger City Fire Department PCS	Lincoln
Matthews Police Department PCS	Mecklenburg
Britax Child Safety, Inc. PCS	Mecklenburg



Program Name	Program County
Pinehurst Fire Department PCS	Moore
Southern Pines Buckle Up Kids	Moore
Nashville Fire Department PCS	Nash
Rocky Mount Fire Department PCS	Nash
New Hanover Fire/Rescue PCS	New Hanover
Wilmington Fire Department PCS	New Hanover
Jacksonville Fire Department PCS	Onslow
Carrboro Fire - Rescue Department PCS	Orange
Chapel Hill Fire Department PCS	Orange
UNC Highway Safety Research Center PCS	Orange
Eno Fire Department PCS	Orange
Roxboro Fire Department PCS	Person
Greenville Fire & Rescue PCS	Pitt
Randolph County Health Department PCS	Randolph
Randleman Police Department PCS	Randolph
Rockingham Fire Department PCS	Richmond
Hamlet Police Department PCS	Richmond
Lumberton Rescue and EMS PCS	Robeson
Eden Fire Department PCS	Rockingham
Reidsville Fire Department PCS	Rockingham
Salisbury Fire Department PCS	Rowan
Partnership for Children of Sampson County PCS	Sampson
Surry County EMS PCS	Surry
Brevard Fire Department PCS	Transylvania
Monroe Police Department PCS	Union
Town of Apex Fire Department PCS	Wake
Fuquay-Varina Fire Department PCS	Wake
Morrisville Fire-Rescue PCS	Wake
Wake Forest Police Department PCS	Wake
Holly Springs Police Department PCS	Wake
Wake County Human Services PCS	Wake
Blowing Rock Fire and Rescue PCS	Watauga
Boone Fire Department PCS	Watauga
Safe Kids Wayne County PCS	Wayne
Seymour Johnson Air Force Base PCS	Wayne



Program Name	Program County
Wilkesboro Police Department PCS	Wilkes
Yadkin County Emergency Services PCS	Yadkin



Appendix C

FY 2011 Events Listed on the buckleupnc.org Website

Date	Event Type	County	City	Sponsor
10/09/2010	Safety/Health Fair	Buncombe	Candler	Buncombe County Buckle Up Kids
10/09/2010	Car Seat Clinic	Iredell	Mooresville	Iredell County Buckle Up Kids
10/09/2010	Car Seat Clinic	Stokes	Sandy Ridge	Stokes County Buckle Up Kids
10/09/2010	Car Seat Clinic	Wake	Apex	Town of Apex Fire Department PCS
10/15/2010	Car Seat Clinic	Mecklenburg	Charlotte	Britax Child Safety, Inc. PCS
10/16/2010	Safety/Health Fair	Buncombe	Asheville	Buncombe County Buckle Up Kids
10/16/2010	Car Seat Clinic	Guilford	Summerfield	Safe Kids Guilford County
10/23/2010	Car Seat Clinic	Iredell	Mooresville	Iredell County Buckle Up Kids
10/27/2010	Car Seat Clinic	Yadkin	Yadkinville	Yadkin County Buckle Up Kids
11/13/2010	Car Seat Clinic	Harnett	Dunn	Harnett County Buckle Up Kids
11/17/2010	Parent Education Class	Wayne	SJAFB	Wayne County Buckle Up Kids
11/19/2010	Car Seat Clinic	Mecklenburg	Charlotte	Britax Child Safety, Inc. PCS
11/20/2010	Safety/Health Fair	Rockingham	Eden	Safe Kids Rockingham County
11/24/2010	Car Seat Clinic	Yadkin	Yadkinville	Yadkin County Buckle Up Kids
12/04/2010	Car Seat Clinic	Durham	Durham	Safe Kids Durham County
12/22/2010	Car Seat Clinic	Yadkin	Yadkinville	Yadkin County Buckle Up Kids
01/21/2011	Parent Education Class	Wayne	Goldsboro	Wayne County Buckle Up Kids
01/26/2011	Car Seat Clinic	Yadkin	Yadkinville	Yadkin County Buckle Up Kids
02/08/2011	Parent Education Class	Wayne	Goldsboro	Wayne County Buckle Up Kids
02/23/2011	Car Seat Clinic	Yadkin	Yadkinville	Yadkin County Buckle Up Kids
03/04/2011	Car Seat Clinic	Alexander	Taylorsville	Alexander County Buckle Up Kids
03/12/2011	Car Seat Clinic	Iredell	Troutman	Iredell County Buckle Up Kids
03/18/2011	Car Seat Clinic	Mecklenburg	Charlotte	Britax Child Safety, Inc. PCS
03/19/2011	Safety/Health Fair	Alamance	Burlington	Alamance County Buckle Up Kids
03/19/2011	Car Seat Clinic	Granville	Butner	Granville County Buckle Up Kids
03/23/2011	Car Seat Clinic	Yadkin	Yadkinville	Yadkin County Buckle Up Kids
03/24/2011	Car Seat Clinic	Alamance	Burlington	Alamance County Buckle Up Kids
03/26/2011	Car Seat Clinic	Iredell	Mooresville	Iredell County Buckle Up Kids
03/28/2011	Car Seat Clinic	Alamance	Graham	Alamance County Buckle Up Kids
04/02/2011	Car Seat Clinic	Duplin	Kenansville	Duplin County Buckle Up Kids
04/02/2011	Car Seat Clinic	Robeson	Lumberton	Robeson County Buckle Up Kids
04/09/2011	Car Seat Clinic	Mitchell	Spruce Pine	Mitchell County Buckle Up Kids



Date	Event Type	County	City	Sponsor
04/09/2011	Car Seat Clinic	Rockingham	Madison	Safe Kids Rockingham County
04/15/2011	Car Seat Clinic	Mecklenburg	Charlotte	Britax Child Safety, Inc. PCS
04/15/2011	Parent Education Class	Wayne	Goldsboro	Wayne County Buckle Up Kids
04/16/2011	Car Seat Clinic	Iredell	Statesville	Iredell County Buckle Up Kids
04/16/2011	Car Seat Clinic	Rockingham	Reidsville	Safe Kids Rockingham County
04/16/2011	Safety/Health Fair	Yadkin	Yadkinville	Yadkin County Buckle Up Kids
04/22/2011	Parent Education Class	Wayne	Goldsboro	Wayne County Buckle Up Kids
04/27/2011	Car Seat Clinic	Yadkin	Yadkinville	Yadkin County Buckle Up Kids
04/27/2011	Car Seat Clinic	Yadkin	Yadkinville	Yadkin County Buckle Up Kids
04/30/2011	Car Seat Clinic	Guilford	Greensboro	Safe Kids Guilford County
05/05/2011	Safety/Health Fair	Stanly	Albe03le	Stanly County Buckle Up Kids
05/14/2011	Car Seat Clinic	Johnston	Princeton	Johnston County Buckle Up Kids
05/14/2011	Safety/Health Fair	Johnston	Princeton	Safe Kids Johnston County
05/17/2011	Car Seat Clinic	Wake	Ralegh	Wake County Buckle Up Kids
05/19/2011	Car Seat Clinic	Rockingham	Wentworth	Safe Kids Rockingham County
05/20/2011	Car Seat Clinic	Mecklenburg	Charlotte	Britax Child Safety, Inc. PCS
05/28/2011	Car Seat Clinic	Iredell	Troutman	Iredell County Buckle Up Kids
06/04/2011	Car Seat Clinic	Lee	Sanford	Sanford Fire Department PCS
06/04/2011	Car Seat Clinic	Rockingham	REIDSVILLE	Rockingham County Buckle Up Kids
06/07/2011	Car Seat Clinic	Robeson	Lumberton	Robeson County Buckle Up Kids
06/07/2011	Parent Education Class	Wayne	Goldsboro	Wayne County Buckle Up Kids
06/09/2011	Car Seat Clinic	Wake	Raleigh	Wake County Buckle Up Kids
06/17/2011	Car Seat Clinic	Mecklenburg	Charlotte	Britax Child Safety, Inc. PCS
07/02/2011	Car Seat Clinic	Lincoln	Denver	Lincoln County Buckle Up Kids
07/15/2011	Car Seat Clinic	Mecklenburg	Charlotte	Britax Child Safety, Inc. PCS
07/21/2011	In and Around Cars Event	Wake	Raleigh	Wake County Human Services "Love Us and Buckle Us" PCS
07/22/2011	Car Seat Clinic	Wake	Raleigh	Wake County Buckle Up Kids
07/22/2011	Parent Education Class	Wayne	Goldsboro	Wayne County Buckle Up Kids
07/27/2011	Car Seat Clinic	Yadkin	Yadkinville	Yadkin County Buckle Up Kids
08/02/2011	Car Seat Clinic	Bertie	Windsor	Bertie County Buckle Up Kids
08/02/2011	Safety/Health Fair	Granville	Oxford	Granville County Buckle Up Kids
08/10/2011	Car Seat Clinic	Wake	Raleigh	Wake County Buckle Up Kids
08/19/2011	Car Seat Clinic	Mecklenburg	Charlotte	Britax Child Safety, Inc. PCS
08/24/2011	Car Seat Clinic	Yadkin	Yadkinville	Yadkin County Buckle Up Kids
09/08/2011	Car Seat Clinic	Lee	Sanford	Sanford Fire Department PCS
09/15/2011	Car Seat Clinic	Wake	Raleigh	Wake County Buckle Up Kids
09/17/2011	CPS Week Car Seat Clinic	Alamance	Burlington	Safe Kids Alamance County



Date	Event Type	County	City	Sponsor
09/17/2011	CPS Week Car Seat Clinic	Cabarrus	Concord	Safe Kids Cabarrus
09/17/2011	CPS Week Car Seat Clinic	Cumberland	Fayetteville	Safe Kids Cumberland County
09/17/2011	CPS Week Car Seat Clinic	Orange	Chapel Hill	Safe Kids Orange County
09/19/2011	CPS Week Car Seat Clinic	Anson	Wadesboro	Safe Kids Anson County
09/19/2011	In and Around Cars Event	Cleveland	Shelby	Safe Kids Cleveland County
09/20/2011	CPS Week Car Seat Clinic	Burke	Morganton	Safe Kids Burke County
09/20/2011	CPS Week Car Seat Clinic	Burke	Morganton	Safe Kids Burke County
09/20/2011	CPS Week Car Seat Clinic	Lenoir	Kinston	Safe Kids Eastern Carolina
09/20/2011	CPS Week Car Seat Clinic	Lenoir	Kinston	Lenoir County Buckle Up Kids
09/20/2011	Safety/Health Fair	Montgomery	Troy	Safe Kids Mid-Carolinas Region
09/20/2011	Safety/Health Fair	Orange	Chapel Hill	Safe Kids Orange County
09/21/2011	CPS Week Car Seat Clinic	Anson	Ansonville	Safe Kids Anson County
09/21/2011	CPS Week Car Seat Clinic	Buncombe	Swannanoa	Safe Kids Western North Carolina
09/21/2011	CPS Week Car Seat Clinic	Burke	Rutherford College	Safe Kids Burke County
09/21/2011	CPS Week Car Seat Clinic	Burke	Rutherford College	Safe Kids Burke County
09/21/2011	CPS Week Car Seat Clinic	Caldwell	Lenoir	Safe Kids Caldwell County
09/21/2011	CPS Week Car Seat Clinic	Forsyth	Winston-Salem	Safe Kids NW Piedmont
09/21/2011	CPS Week Car Seat Clinic	Mecklenburg	Matthews	Safe Kids Charlotte-Mecklenburg
09/21/2011	Safety/Health Fair	Orange	Chapel Hill	Safe Kids Orange County
09/21/2011	CPS Week Car Seat Clinic	Wilson	Wilson	Safe Kids Wilson County
09/22/2011	CPS Week Car Seat Clinic	Bertie	Windsor	Bertie County Buckle Up Kids
09/22/2011	CPS Week Car Seat Clinic	Mecklenburg	Mint Hill	Safe Kids Charlotte-Mecklenburg
09/22/2011	CPS Week Car Seat Clinic	Pitt	Fountain	Safe Kids Pitt County
09/22/2011	CPS Week Car Seat Clinic	Randolph	130 US Highway 158 W	Safe Kids Randolph County
09/22/2011	CPS Week Car Seat Clinic	Surry	Mt. Airy	Safe Kids NW Piedmont
09/22/2011	Car Seat Clinic	Wake	Raleigh	Wake County Buckle Up Kids
09/22/2011	CPS Week Car Seat Clinic	Wilkes	Wilkesboro	Safe Kids Wilkes County
09/23/2011	CPS Week Car Seat Clinic	Buncombe	Skyland	Safe Kids Western North Carolina
09/23/2011	CPS Week Car Seat Clinic	Gaston	Gastonia	Safe Kids Gaston County
09/23/2011	CPS Week Car Seat Clinic	Gates	Gatesville	Safe Kids Chowan County
09/23/2011	CPS Week Car Seat Clinic	Johnston	Selma	Safe Kids Johnston County
09/23/2011	CPS Week Car Seat Clinic	Union	03shallville	Safe Kids Central Carolinas
09/24/2011	CPS Week Car Seat Clinic	Anson	Wadesboro	Safe Kids Anson County
09/24/2011	CPS Week Car Seat Clinic	Ashe	Jefferson	Safe Kids Ashe/Alleghany Counties
09/24/2011	CPS Week Car Seat Clinic	Cabarrus	Kannapolis	Safe Kids Cabarrus



Date	Event Type	County	City	Sponsor
09/24/2011	CPS Week Car Seat Clinic	Catawba	Hickory	Safe Kids Catawba County
09/24/2011	CPS Week Car Seat Clinic	Cleveland	Shelby	Safe Kids Cleveland County
09/24/2011	CPS Week Car Seat Clinic	Guilford	Greensboro	Safe Kids Guilford County
09/24/2011	CPS Week Car Seat Clinic	Johnston	Selma	Safe Kids Johnston County
09/24/2011	CPS Week Car Seat Clinic	New Ha11er	Wilmington	Safe Kids Cape Fear Region
09/24/2011	CPS Week Car Seat Clinic	Randolph	Asheboro	Safe Kids Randolph County
09/24/2011	CPS Week Car Seat Clinic	Rockingham	Reidsville	Safe Kids Rockingham County
09/24/2011	CPS Week Car Seat Clinic	Rowan	Granite Quarry	Safe Kids Rowan County
09/24/2011	CPS Week Car Seat Clinic	Rutherford	Rutherfordton	Safe Kids Rutherford County
09/24/2011	CPS Week Car Seat Clinic	Stanly	Albe03le	Safe Kids Stanly County
09/24/2011	CPS Week Car Seat Clinic	Vance	Henderson	Safe Kids Henderson-Vance
09/24/2011	CPS Week Car Seat Clinic	Wake	Raleigh	Safe Kids Wake County
09/24/2011	CPS Week Car Seat Clinic	Watauga	Blowing Rock	Safe Kids Watauga County
09/24/2011	CPS Week Car Seat Clinic	Wayne	Goldsboro	Safe Kids Wayne County
09/28/2011	Car Seat Clinic	Harnett	Cameron	Fort Bragg Fire and EMS PCS
09/28/2011	Car Seat Clinic	Yadkin	Yadkinville	Yadkin County Buckle Up Kids

