



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

PAT MCCRORY
GOVERNOR

ANTHONY J. TATA
SECRETARY

December 30, 2014

Dr. Elizabeth A. Baker, Regional Administrator
National Highway Traffic Safety Administration
10 S. Howard Street
Suite 6700
Baltimore, Maryland 21201

Dear Dr. Baker:

North Carolina is pleased to submit the following Annual Report for federal fiscal year 2014. The 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. Specifically, the Annual Report includes an assessment of progress in working toward highway safety performance targets, descriptions of projects and funded activities, and a report on paid media.

We greatly appreciate your review of the report. If you have questions or require additional information, please contact me at (919) 733-3083 or dnail@ncdot.gov.

As Director of GHSP, I am proud of the Governor's Highway Safety Program and their partners for the work they accomplished during FY2014, and I look forward to another productive year ahead.

Sincerely,

A handwritten signature in black ink that reads "Don Nail".

Don Nail, Director
North Carolina Governor's Highway Safety Program

MAILING ADDRESS:
NC DEPARTMENT OF TRANSPORTATION
GOVERNOR'S HIGHWAY SAFETY PROGRAM
1508 MAIL SERVICE CENTER
RALEIGH NC 27699-1508

TELEPHONE: 919-733-3083
FAX: 919-733-0604

WWW.NCDOT.ORG/PROGRAMS/GHSP/

LOCATION:
215 EAST LANE STREET
RALEIGH NC

North Carolina Governor's Highway Safety Program FY2014 Annual Report

GOVERNOR PAT MCCRORY
STATE OF NORTH CAROLINA

SECRETARY ANTHONY J. TATA
NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

DIRECTOR DON NAIL
GOVERNOR'S HIGHWAY SAFETY PROGRAM



Cover photo: Bodie Island Lighthouse, Nags Head, North Carolina

Table of Contents

Executive Summary	1
The North Carolina Governor's Highway Safety Program	3
Mission.....	3
Organizational Structure.....	3
GHSP Staff.....	4
Contact Information.....	4
Funded Projects And Activities	5
Performance Measures and Targets	7
Performance Measures.....	7
Traffic Fatalities.....	8
Fatality Rate per 100 Million VMT	9
Serious Injuries.....	10
Alcohol-Impaired Driving Fatalities.....	11
Unrestrained Passenger Vehicle Occupant Fatalities	12
Speeding-Related Fatalities	13
Motorcyclist Fatalities.....	14
Unhelmeted Motorcyclist Fatalities.....	15
Drivers Age 20 or Younger Involved in a Fatal Crash.....	16
Pedestrian Fatalities.....	17
Pedalcyclist Fatalities	18
Seat Belt Use Rate.....	19
Summary of North Carolina Traffic Safety Performance Measures	20
Alcohol-Impaired Driving	21
Background And Noteworthy Programs.....	21
Program Results.....	24
Future Strategies.....	25
Funded Projects And Activities	26
Occupant Protection	39
Background And Noteworthy Programs.....	39
Program Results.....	41
Future Strategies.....	44

TABLE OF CONTENTS

Funded Projects And Activities	45
Police Traffic Services	51
Background And Noteworthy Programs	51
Program Results	52
Future Strategies.....	53
Funded Projects And Activities	53
Young Drivers	73
Background And Noteworthy Programs	73
Program Results	74
Future Strategies.....	75
Funded Projects And Activities	76
Motorcycle Safety	79
Background And Noteworthy Programs	79
Program Results	80
Future Strategies.....	80
Funded Projects And Activities	81
Traffic Records	85
Background And Noteworthy Programs	85
Future Strategies.....	88
Funded Projects and Activities.....	88
Other Highway Safety Priorities	91
Hispanic/Latino Population.....	91
Older Drivers	91
Railroad Grade Crossings	92
School Bus Safety	92
Funded Projects And Activities	92
Paid Media Plan	95
NBA Basketball	95
NHL Hockey	95
NFL Football	96
Minor League Baseball.....	97
College Athletics.....	99
NASCAR	104
Huddle High-School Sporting Events	104
Other Components of the Media Plan	105

TABLE OF CONTENTS

Funded Projects And Activities	105
Legislative Update	107
House Bill 109 - Require Safety Helmets/18 And Under	107
Senate Bill 744 – Funding For Driver Education.....	107
House Bill 1025 – Ramp Meters.....	107
House Bill 1133 – Mobile Phone Use By Commercial Vehicle Operators/Commercial Driver’s Learner’s Permit.....	108
House Bill 1145 – Moped Registration	108
House Bill 272- Modification Of Site Of Division Of Motor Vehicles (DMV) Hearing Considering Alleged Ignition Interlock Violation	108
House Bill 369- Remote Video Testimony By Forensic And Chemical Analysts.....	108
Senate Bill 744- 2014 Appropriations Act.....	109
Other Budgetary Items	109
Statewide Traffic Survey	111
Federal Funds Spent On Each Project	113

EXECUTIVE SUMMARY

This Annual Report describes the accomplishments and challenges experienced by the North Carolina Governor's Highway Safety Program (GHSP) during FY2014 (October 1, 2013 – September 30, 2014). GHSP funded a total of 157 projects for State and local agencies with the goal of reducing motor vehicle crashes and the resulting injuries and fatalities. These projects addressed a number of problem areas including alcohol-impaired driving, occupant protection, speeding, young drivers, motorcycle safety, traffic records, Hispanic drivers, older drivers, and school bus safety.

The federal grant funds administered during this fiscal year included Section 402 (State and Community Highway Safety Grant Program), Sections 405 and 405(b) (Occupant Protection Incentive Grants), Sections 408 and 405(c) (State Traffic Safety Information System Improvement Grants), Sections 410 and 405(d) (Alcohol-Impaired Driving Countermeasure Incentive Grants), Sections 2010 and 405(f) (Motorcyclist Safety Grants), Section 2011 (Child Safety and Child Booster Seat Incentive Grants), and Section 154 (Open Container Transfer Program).

This Annual Report documents:

- North Carolina's success in meeting the targets set for reductions in overall fatalities and other performance measures.
- Projects and activities funded during FY2014 to help meet these targets.
- A description of paid media expenditures.
- A legislative update.

North Carolina made considerable progress toward achieving its long-term targets. However, as noted in this Annual Report, the State met or exceeded its FY2014 targets in only one area:

- Drivers age 20 or younger involved in a fatal crash: The number of young drivers involved in fatal crashes was 153 in 2013, a 27 percent decrease from the 2007-2011 annual average of 209.

Although North Carolina was very close to achieving FY2014 goals in several performance measures, we failed to meet targets in ten areas: total traffic fatalities, serious injuries, the fatality rate per 100 million VMT, alcohol-impaired driving fatalities, unrestrained passenger vehicle occupant fatalities, speeding-related fatalities, motorcyclist fatalities, unhelmeted motorcyclist fatalities, pedestrian fatalities, and the seat belt use rate. During 2012, there was an increase in total traffic fatalities in North Carolina, reversing a downward trend that had been in place since 2007. Total traffic fatalities declined slightly in 2013, but not enough to offset the setback seen in 2012. GHSP remains committed to further reducing fatalities in our state. GHSP supports a variety of enforcement and educational efforts to decrease motor vehicle crashes and the resulting injuries and fatalities, as demonstrated in subsequent sections of the Annual Report.

GHSP is very aggressive in the fight to remove impaired drivers from our roadways. Although the number of alcohol-impaired driving fatalities in North Carolina has generally declined markedly between 2012 and 2013, the target for 2014 was not reached. GHSP supports proven programs such as Booze It & Lose It to further deter drinking and driving. During FY2013, GHSP worked with the office of Governor Pat McCrory to establish a Statewide Impaired Driving Task Force. The Task Force was convened in

August 2013 and has continued to meet to discuss the impaired driving issues in the State and to develop an Impaired Driving Plan for the State of North Carolina.

Despite dedicated efforts to increase seat belt use in North Carolina, observed seat belt use had changed little before 2014. Observed seat belt use among passenger vehicle drivers and right front seat occupants had remained just under 90 percent for the past eight years. North Carolina's overall seatbelt rate increased two percent from 88.6 percent to 90.6 percent between 2013 and 2014. Increasing seat belt use continues to be one of GHSP's highest priorities. GHSP hosted a NHTSA facilitated assessment of NC occupant protection programs from July 7-12, 2013. One major recommendation was the formation of a statewide occupant protection task force. In May of 2014, the inaugural meeting of the North Carolina Occupant Protection (OP) Task Force was held. Members of the OP Task Force represent a number of state agencies, university research centers, law enforcement and healthcare professionals. During the first two meetings, the OP Task Force reviewed the Occupant Protection Assessment and finalized a Strategic Occupant Protection Plan for North Carolina. The Strategic Occupant Protection Plan provides data on occupant protection related issues in North Carolina, documents ongoing initiatives to address various aspects of the problem, and presents potential strategies for progress.

North Carolina has experienced a surge in motorcyclist fatalities in recent years, largely due to the growing popularity of motorcycle riding. During 2012, North Carolina reached near-record levels of motorcyclist fatalities (just shy of the 201 fatalities recorded in 2007). Fortunately, in 2013 the number of fatalities decreased to 189 rather than increasing further. There was also a decrease in unhelmeted motorcyclist fatalities during 2013. GHSP continues to strongly support the use of motorcycle helmets as well as training to help motorcyclists become safe riders.

Despite dealing with a number of challenges, GHSP will continue to serve as a leader for improving traffic safety in North Carolina, funding evidence-based results-oriented innovative programs to help us accomplish our vision of saving lives. The achievements to date have been the result of a wide range of educational, enforcement and other safety initiatives in our State, and can be credited to the hard work and dedication of many agencies and individuals including law enforcement officers, prosecutors, judges, educators, researchers, community groups and safety advocates. We are confident that FY2015 and beyond will continue to be productive years for improving the safety of all North Carolinians on our streets and highways.

THE NORTH CAROLINA GOVERNOR'S HIGHWAY SAFETY PROGRAM

MISSION

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.

ORGANIZATIONAL STRUCTURE

The North Carolina Governor's Highway Safety Program (GHSP) is housed within the North Carolina Department of Transportation (DOT), but 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 North Carolina's highway safety program and is also designated as the Governor's Representative for Highway Safety.



The NC GHSP is currently staffed with ten professionals and three support personnel. Administration of the program is the responsibility of the Director. The Director delegates the day-to-day office operations and functions of the agency to the Assistant Director. The Assistant Director directly oversees and/or influences GHSP's 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 identified as a result of an evidence-based analysis of crash, citation and other empirical data. The Planning, Programs and Evaluation section is currently staffed with six Highway Safety Specialists (HSS). One specialist coordinates and oversees the law enforcement liaison system. 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
3. Occupant Protection
4. Youth and Multi-Cultural
5. Motorcycle Safety

FINANCE AND ADMINISTRATION SECTION

The function of the Finance and Administration section is to manage and coordinate the financial operations and administrative support needs of the GHSP. The Finance and Administration section is currently staffed with a Finance Officer, administrative assistant clerk/receptionist and a contracted materials and points system administrator.

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 two Public Information Officers and is jointly supported by the NC DOT Communications Office.

GHSP STAFF

Don Nail.....	Director
Mark Scaringelli.....	Assistant Director
Joshua DeFisher	HSS-Occupant Protection Coordinator
Frank Hackney.....	HSS-Traffic Records Coordinator
Vacant	HSS-Youth/Multi-Cultural Coordinator
David Williams.....	HSS-Impaired Driving Coordinator
Craig Moss.....	HSS-Motorcycle Safety Coordinator
Bob Stevens.....	Law Enforcement Liaison
Shannon Bullock.....	Finance Officer
Heather Jeffreys (DOT).....	Public Information Officer
Vacant (GHSP)	Public Information Officer
Deidra Joyner	Administrative Assistant
Teresa Hinton.....	Office Assistant
Dean Toler.....	Office Assistant

CONTACT INFORMATION

Name: Don Nail, 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

FUNDED PROJECTS AND ACTIVITIES

The following project helped to support planning and administration activities by GHSP under the FY2014 Highway Safety Plan:

Project Number(s):	PA-14-00-01
Agency:	NC GHSP Planning and Administration
Project Description:	Provided funding for the planning and administration of the GHSP.
Contribution to Meeting Targets:	Supported salaries and associated costs of four administrative employees. Supports the State's financial system and membership to GHSA.

PERFORMANCE MEASURES AND TARGETS

PERFORMANCE MEASURES

NHTSA and the Governor's Highway Safety Association (GHSA) 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. As has been done in previous years, North Carolina's performance measures and targets 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 targets established for the performance measures required by NHTSA and GHSA. Beginning with FY2015, there is an additional outcome performance measure, pedalcyclist fatalities, that must be addressed and reported by the States. NC GHSP added a pedalcyclist performance measure and target for the FY2014 North Carolina Highway Safety Plan and therefore this topic has been addressed in this report.

The eleven 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
- Pedalcyclist fatalities

Core behavior measure

- Seat belt use rate

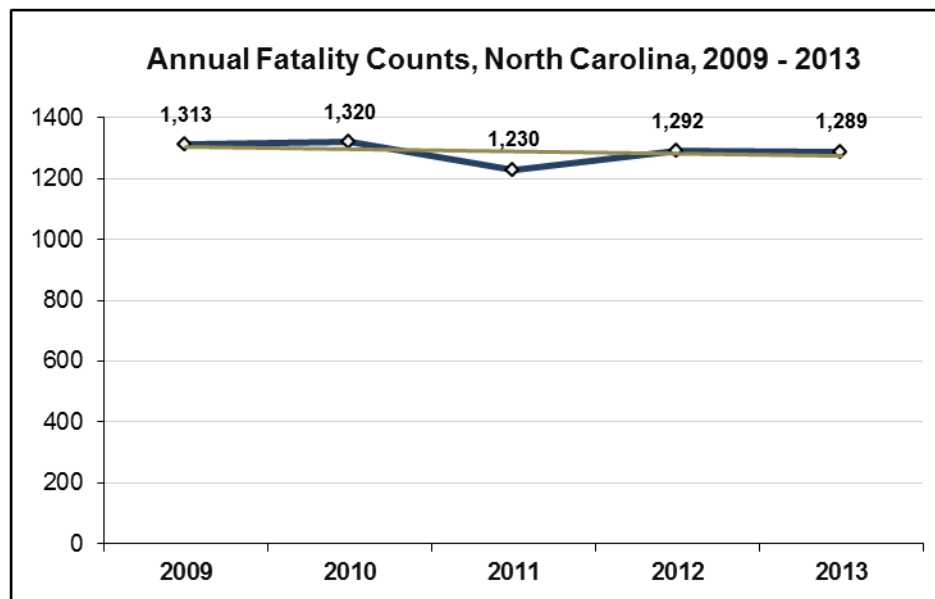
For the ten performance measures related to fatalities, the primary source is the federal Fatality Analysis Reporting System (FARS). The remaining outcome measure is serious injuries; the source for this measure is the North Carolina State Crash Data file. The source for the one core behavior measure, observed seat belt use, is North Carolina's annual seat belt observation survey. A summary of North Carolina traffic safety core performance and outcome measures and activity measures is presented in a table following the individual performance measures.

For each of the performance measures, we first present targets for 2014 and indicate whether these targets have been achieved as of the end of 2013. We then provide figures showing five years of trends

in each performance measure. This is followed by a brief discussion of North Carolina's overall progress in addressing each performance measure.

TRAFFIC FATALITIES

- Target: Reduce traffic-related fatalities by 20 percent from the 2007-2011 average of 1,393 to 1,114 by 2014.
- Outcome: **Target not yet achieved.** There were 1,289 traffic fatalities in 2013, a seven percent decrease from the 2007-2011 average of 1,393.

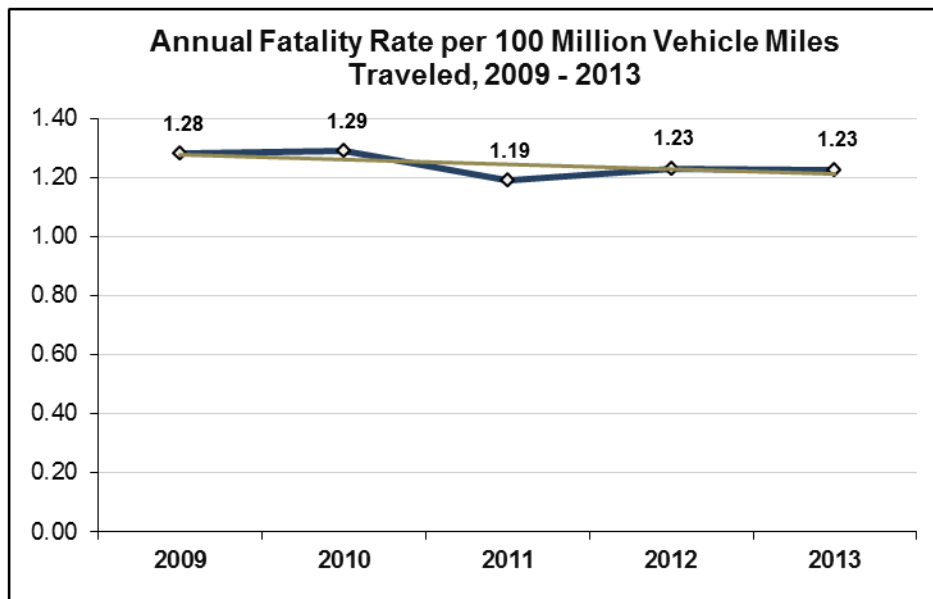


During 2012, traffic fatalities increased in North Carolina, but the number of fatalities decreased slightly during 2013. This small decrease was not enough to meet the target for 2014. Consequently, the target was not attained. Although disappointing, the long-term trend continues to show a gradual decrease in fatalities.

GHSP remains committed to further reducing fatalities in our state. GHSP supports a variety of enforcement and educational efforts to decrease motor vehicle crashes and the resulting injuries and fatalities, as described in subsequent sections of the Annual Report.

FATALITY RATE PER 100 MILLION VMT

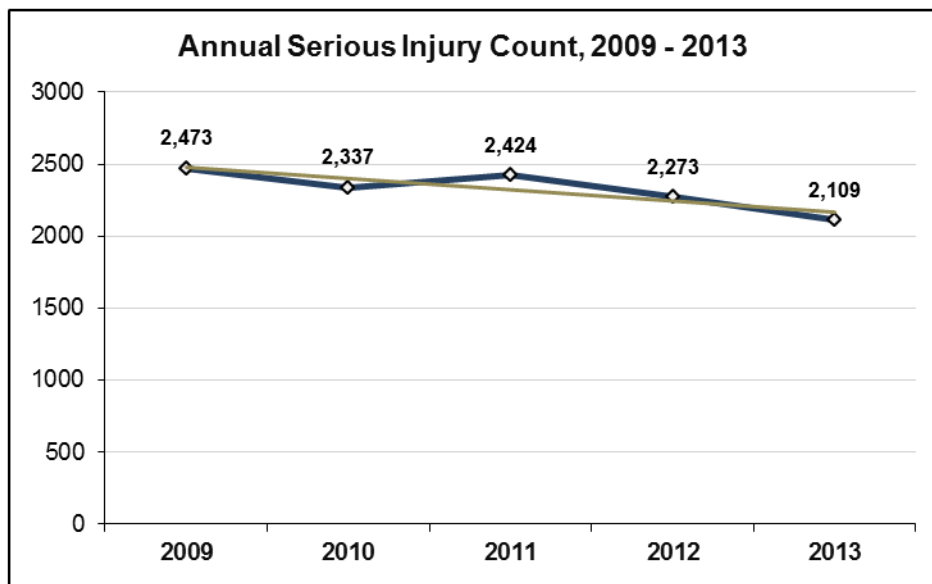
- Reduce the fatality rate per 100 million VMT by 20 percent from the 2007-2011 average of 1.35 to 1.08 by 2014.
- Outcome: **Target not yet achieved.** The fatality rate per 100 million VMT was 1.23 in 2013, the same rate as in 2012. This fatality rate per 100 million VMT was an eight percent decrease from the 2007 – 2011 annual average of 1.35.



Based on vehicle miles traveled (VMT) data available from FHWA (preliminary for 2013), North Carolina’s annual fatality rate per 100 million VMT was 1.23 in 2013. Therefore, North Carolina was short of its target of 1.08 by 2014.

SERIOUS INJURIES

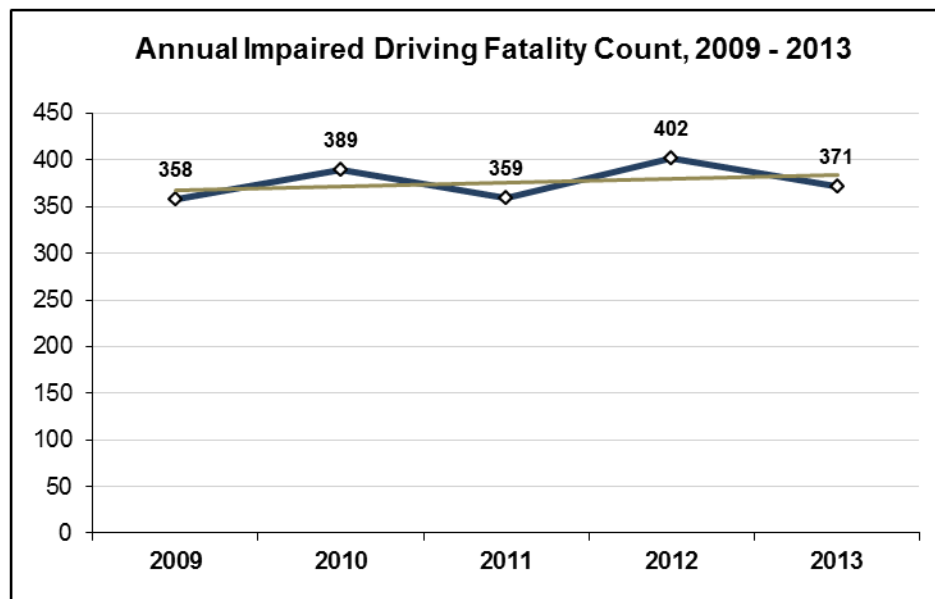
- Target: Reduce the number of “Disabling” (A) injuries 20 percent from the 2007-2011 average of 2,616 to 2,093 by 2014.
- Outcome: **Target almost achieved.** There were 2,109 serious injuries in 2013, a 19 percent decrease from the 2007 – 2011 annual average of 2,616.



North Carolina has experienced a substantial reduction in serious injuries resulting from motor vehicle crashes. The 2,109 “disabling” injuries in 2013 was a 19 percent decrease from the 2007 – 2011 annual average and are just 16 injuries away from the target for 2014. Moreover, serious injuries have dropped by more than half (51%) since 2002, and are down nearly two-thirds (65%) since 2000.

ALCOHOL-IMPAIRED DRIVING FATALITIES

- Target: Decrease the number of fatalities involving drivers with a BAC of .08 or above by 20 percent from the 2007-2011 average of 405 to 324 by 2014.
- Outcome: **Target not yet achieved.** The number of fatalities involving drivers with a BAC of .08 or above was 371 in 2013, an eight percent decrease from the 2007 – 2011 annual average of 405.

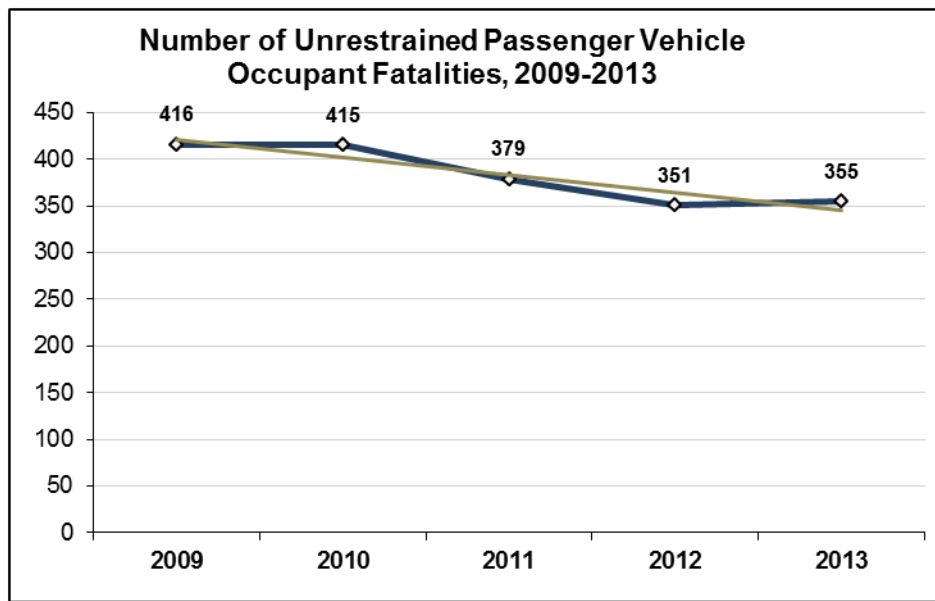


Despite the sizeable declines in traffic fatalities and injuries in recent years, alcohol-impaired driving fatalities have remained steady over the last five years in North Carolina. Consequently, the state has not achieved its target for 2014. Overall, alcohol-impaired fatalities have decreased just eight percent from the 2007 – 2011 annual average rather than decreasing 20 percent.

North Carolina is very aggressive in the fight to remove impaired drivers from our roadways. GHSP funds a variety of efforts to educate drivers and to enforce the state's impaired driving laws. See the section of the report on Alcohol-Impaired Driving for more details.

UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES

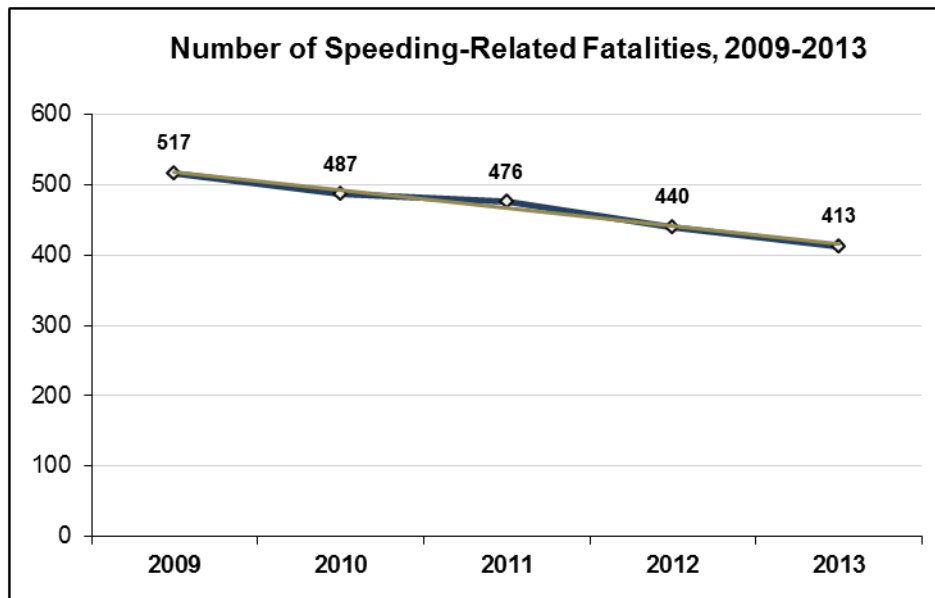
- Target: Decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions by 25 percent from the 2007-2011 average of 444 to 333 by 2014
- Outcome: **Target not yet achieved.** The number of unrestrained passenger vehicle occupant fatalities was 355 in 2013, a 20 percent decrease from the 2007 – 2011 annual average of 444.



The number of unrestrained passenger vehicle occupant fatalities has decreased substantially in North Carolina over the past decade. Since 2003, unrestrained fatalities have dropped by 37 percent from 560 to 355. The size of the decrease is somewhat remarkable, especially considering observed seat belt use among passenger vehicle drivers and right front seat occupants has changed little in recent years (see below).

SPEEDING-RELATED FATALITIES

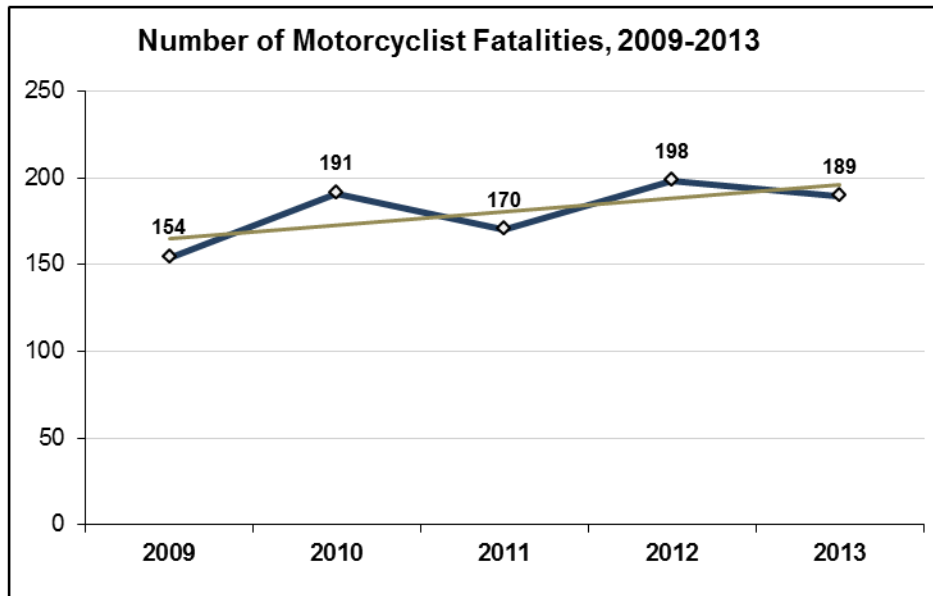
- Target: Reduce speed-related fatalities by 25 percent from the 2007-2011 average of 515 to 385 by 2014.
- Outcome: **Target not yet achieved.** The number of speeding-related fatalities was 413 in 2013, a 20 percent decrease from the 2007 – 2011 annual average of 515.



Speed-related fatalities have shown a steady decrease in North Carolina over the past several years. The state is close to meeting its target of reducing speed-related fatalities by 25 percent by 2014. GHSP continues to be committed to supporting proven countermeasures to reduce the frequency of speed-related crashes and fatalities. See the section of the report on Police Traffic Services for more details.

MOTORCYCLIST FATALITIES

- Target: Decrease motorcyclist fatalities by 20 percent from the 2007-2011 average of 177 to 141 by 2014.
- Outcome: **Target not achieved.** The number of motorcyclist fatalities was 189 in 2013, a seven percent increase from the 2007-2011 average of 177.

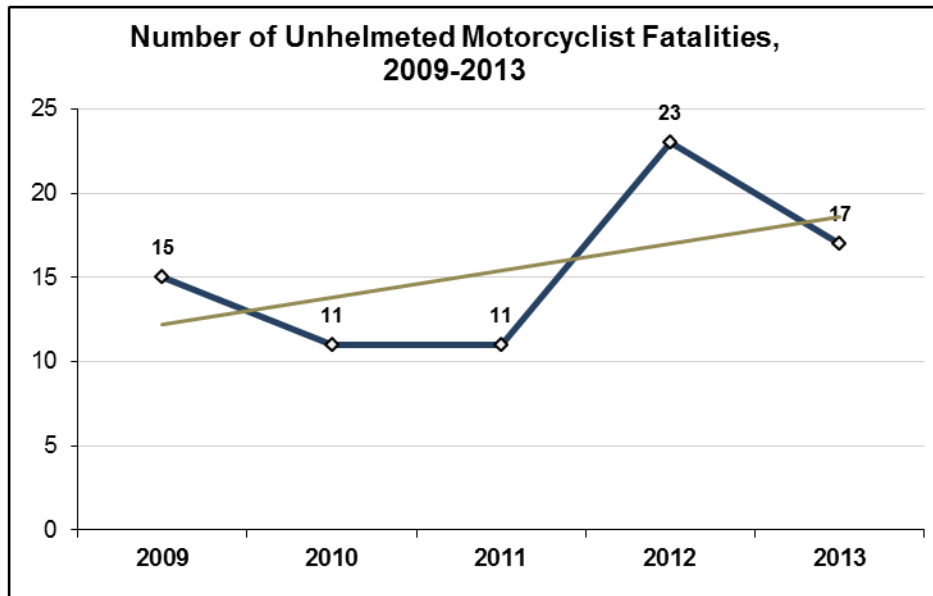


North Carolina has experienced an increase in motorcyclist fatalities in recent years. This is largely due to the growing popularity of motorcycle riding, with more riders traveling more miles resulting in more exposure of motorcyclists to other traffic and potentially dangerous conditions. This increase began more than a decade ago. During 2012, North Carolina reached near-record levels of motorcyclist fatalities (just shy of the 201 fatalities recorded in 2007). Fortunately, in 2013 the number of fatalities decreased to 189 rather than increasing further.

Motorcyclists comprise an increasing proportion of traffic fatalities in North Carolina, even as overall motor vehicle fatalities are declining. GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. See the section of the report on Motorcycle Safety for more details.

UNHELMETED MOTORCYCLIST FATALITIES

- Target: Keep unhelmeted motorcyclist fatalities below the low number of 15 fatalities in 2009.
- Outcome: **Target not yet achieved.** The number of motorcyclist fatalities was 17 in 2013, just above the 15 unhelmeted motorcyclist fatalities in 2009.

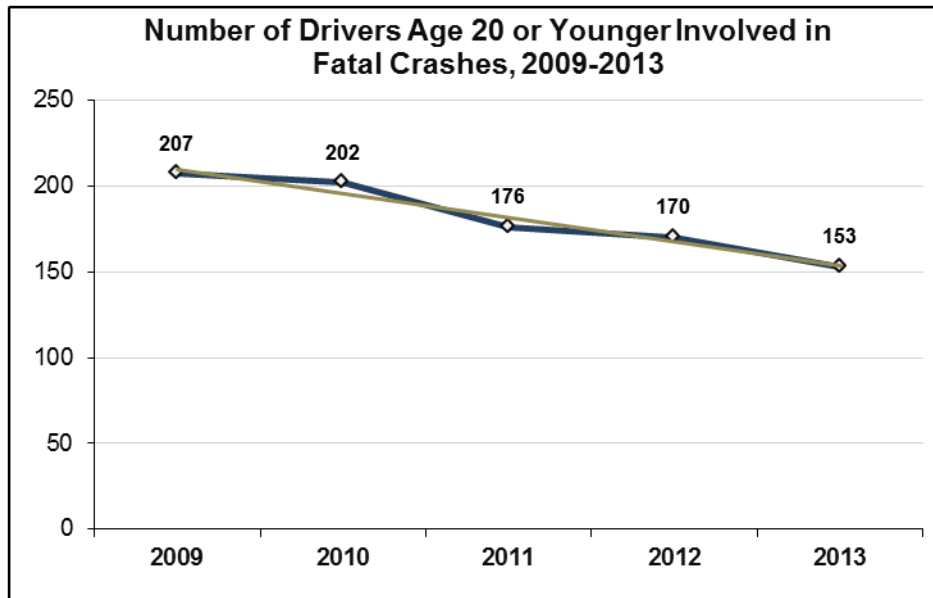


During 2013, there was a sizeable decrease in unhelmeted motorcyclist fatalities from the 23 seen during 2012 in North Carolina. The 2013 number is consistent with the very low number of unhelmeted fatalities over the past decade in North Carolina. (Before 2012, the highest number of unhelmeted fatalities during any given year was 15 in 2000 and again in 2009.)

A bill to repeal North Carolina’s universal helmet law was introduced during 2012. The bill was referred to a subcommittee for further study. See the section of the report entitled “Legislative Update” for more details.

DRIVERS AGE 20 OR YOUNGER INVOLVED IN A FATAL CRASH

- Target: Reduce the number of young drivers involved in fatal crashes by 25 percent from the 2007-2011 average of 209 to 157 by 2014.
- Outcome: **Target achieved.** The number of young drivers involved in fatal crashes was 153 in 2013, a 27 percent decrease from the 2007-2011 annual average of 209.

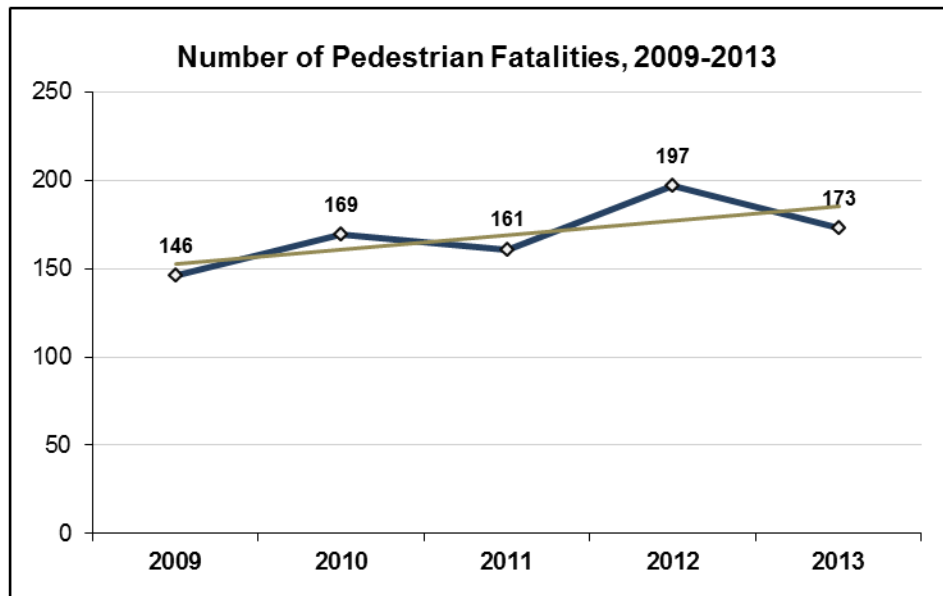


In North Carolina, fatal crashes involving drivers age 20 or younger have decreased every year since 2007 (when there were 270 fatal crashes). Consequently, the state had already exceeded its target of reducing fatal crashes involving young drivers by 25 percent by 2014.

Motor vehicle crashes are the leading cause of death among teenagers in North Carolina. GHSP is supporting and evaluating several innovative approaches to improving young driver safety. See the section of the report on Young Drivers for more details.

PEDESTRIAN FATALITIES

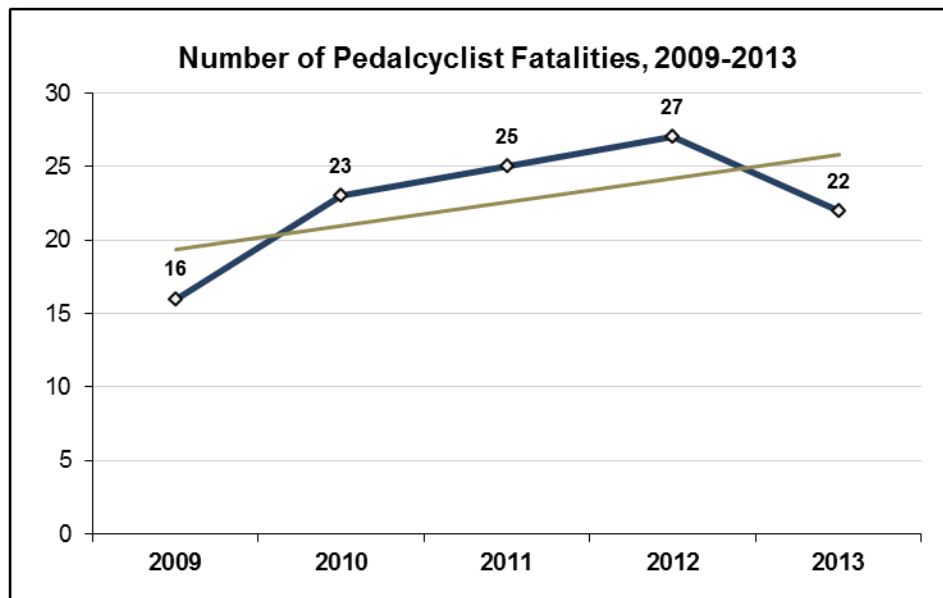
- Target: Reduce the number of pedestrian fatalities by 15 percent from the 2007-2011 average of 161 to 137 by 2014.
- Outcome: **Target not yet achieved.** The number of pedestrian fatalities was 173 in 2013, a seven percent *increase* from the 2007 – 2011 annual average of 161.



Pedestrian fatalities increased sharply in North Carolina during 2012 then declined in 2013. In fact, the number of pedestrian fatalities during 2012 was higher than in any year since 1998 when there were 199 fatalities. The reason for the sudden increase in pedestrian fatalities during 2012 is not clear, but the 12 percent decrease from 197 pedestrians killed in 2012 to 173 in 2013 is encouraging. We believe further reductions in pedestrian fatalities are possible. See the section of the report on Other Highway Safety Priorities for more details.

PEDALCYCLIST FATALITIES

- Target: Reduce pedalcyclist fatalities by 15 percent from the 2007-2011 average of 23 to 20 by 2014
- Outcome: **Target not yet achieved.** The number of pedalcyclist fatalities was 22 in 2013, just above the targeted decrease to 20 by 2014.

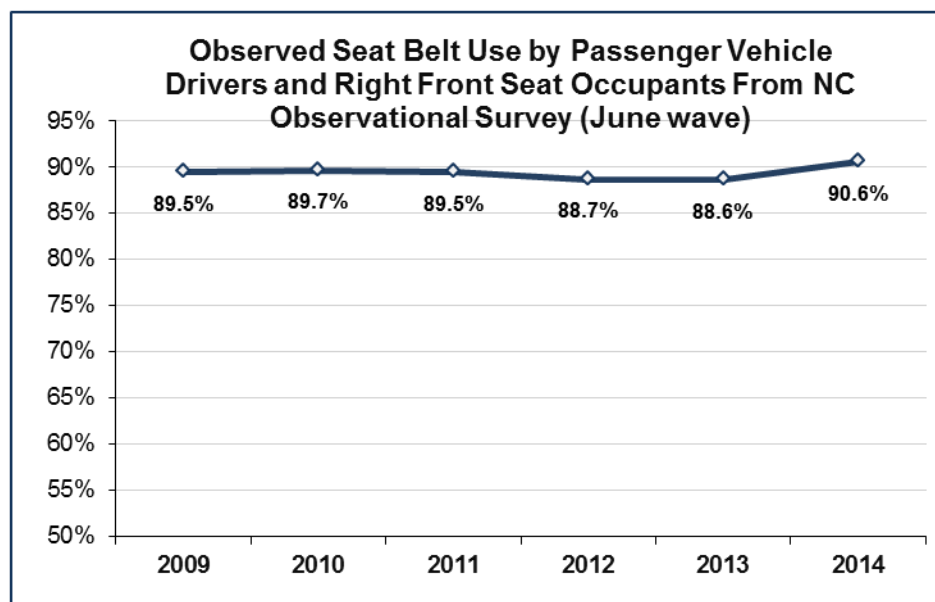


The number of pedalcyclist fatalities in North Carolina is less than the number of fatalities involving pedestrians, motorcyclists and other types of road users. However, pedalcyclist fatalities still present a serious problem. Moreover, the trend suggests a gradual increase in pedalcyclist fatalities in recent years. In 2013, there were 22 pedalcyclists killed in fatal crashes in North Carolina. This was a decrease from 25 pedalcyclists killed in crashes in 2011 and 27 killed in 2012, but this is still below our targeted decrease.

We believe reductions in pedalcyclist fatalities are possible. See the section of the report on Other Highway Safety Priorities for more details.

SEAT BELT USE RATE

- Target: Increase observed seat belt use by drivers and right front occupants from the 2007-2011 average of 89.5% to 92% by 2014.
- Outcome: **Target not achieved.** The observed seat belt use rate was 88.6% in June 2013 and finally achieved the 90% threshold in 2014 when belt use was measured at 90.6%. Observed seat belt use for 2014 exceeded the 2007-2011 average of 89.5%, but fell short of the goal of 92% by 2014.



Despite dedicated efforts to increase seat belt use in North Carolina, observed seat belt use had changed little before 2014. Observed seat belt use among passenger vehicle drivers and right front seat occupants had remained just under 90 percent for the past 8 years. North Carolina’s overall seatbelt rate increased 2 percent from 88.6 percent to 90.6 percent between 2013 and 2014. NC GHSP and their partners focused the 2014 public awareness campaign and enforcement efforts on passengers rather than drivers. Seat belt use for passengers increased 4.8 percent to 89.7 percent, and driver usage increased 1.3 percent to 90.9 percent with a weighted combined use rate of 90.6 percent.

Increasing seat belt use continues to be one of GHSP’s highest priorities. Current GHSP-funded activities are focused on nighttime belt enforcement and child passenger safety. See the section of the report on Occupant Protection for more details.

SUMMARY OF NORTH CAROLINA TRAFFIC SAFETY PERFORMANCE MEASURES

SUMMARY OF NORTH CAROLINA TRAFFIC SAFETY PERFORMANCE MEASURES					
	Calendar Year				
Core Outcome Measures	2009	2010	2011	2012	2013
Fatalities	1,313	1,320	1,230	1,292	1,289
Fatality Rate/100 million VMT	1.28	1.29	1.19	1.23	1.23
Number of "Disabling" (A) Injuries ¹	2,473	2,337	2,424	2,273	2,109
Number of Fatalities Involving Driver or MC Operator w/ > .08 BAC	358	389	359	402	371
Number of Unrestrained Passenger Vehicle Occupant Fatalities	416	415	379	351	355
Number of Speeding-Related Fatalities	517	487	476	440	413
Number of Motorcyclist Fatalities	154	191	170	198	189
Number of Unhelmeted Motorcyclist Fatalities	15	11	11	23	17
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	207	202	176	170	153
Number of Pedestrian Fatalities	146	169	161	197	173
Number of Pedalcyclist Fatalities	16	23	25	27	22
	Calendar Year				
Core Behavior Measure²	2010	2011	2012	2013	2014
Observed Belt Use by Passenger Vehicle Drivers & Right Front Seat Occupants	89.7%	89.5%	88.7%	88.6%	90.6%
	Fiscal/Project Year				
Activity Measures³	2010	2011	2012	2013	2014
Seat Belt Citations Issued During Grant-Funded Enforcement Activities	44,700	38,099	38,494	46,453	46,237
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	16,096	13,833	13,142	12,899	13,237
Speeding Citations Issued During Grant-Funded Enforcement Activities	174,250	147,045	140,844	133,940	141,126

¹ 2013 serious injury data are from the North Carolina State Crash Data files.

² June 2014 observational survey.

³ Activity measures as reported from law enforcement agencies.

ALCOHOL-IMPAIRED DRIVING

BACKGROUND AND NOTEWORTHY PROGRAMS

During 2012, the number of alcohol-impaired driving fatalities in North Carolina rose to 402. Despite this setback, the overall trend during the past 5 years has been a gradual decrease in alcohol-impaired fatalities. Since 2007, alcohol-impaired fatalities have decreased in North Carolina by 19%. Thirty percent (30%) of traffic fatalities in North Carolina involve a driver with a BAC of .08 or higher. Alcohol-involvement is more common in crashes involving males, drivers ages 21 to 34, and motorcycle riders.

IMPAIRED DRIVING TASK FORCE

GHSP worked with the office of Governor Pat McCrory to establish a Statewide Impaired Driving Task Force. The Task Force was convened in August 2013 to discuss the impaired driving issues in the State, the challenges that need to be addressed, ongoing and planned initiatives, and potential new strategies for further consideration. Additionally, the Task Force developed an initial Impaired Driving Plan for the State of North Carolina. The purpose of the impaired driving plan is to provide a comprehensive strategy for preventing and reducing impaired driving. The impaired driving plan describes North Carolina's current and future initiatives regarding enforcement, media and outreach, adjudication, and treatment and rehabilitation. The Task Force continues to meet regularly and during 2014 developed a revised Impaired Driving Plan.

HIGH VISIBILITY ENFORCEMENT

North Carolina has developed a comprehensive program to combat impaired driving and to maximize the likelihood of detecting, investigating, arresting, and convicting impaired drivers. The State has implemented the "Booze It & Lose It" campaign every year since 1994. This is a statewide campaign stressing enforcement and media coverage. There are approximately 500 law enforcement agencies in the state and during any given campaign period at least 80 – 90% of all agencies participate. GHSP has initiated an online reporting system for law enforcement agencies. This system allows each department to enter their activity each week during any campaign and have their numbers immediately included in the statewide totals. GHSP uses a network of 11 Regional Law Enforcement Liaisons (LEL) working with 100 county coordinators (LEC) to ensure full participation throughout the state. Through this network, all participating agencies are required to conduct at least four impaired driving checkpoints and/or saturation patrols at night during the National Impaired Driving Campaign. Additionally, GHSP has a condition in its contract with all grant-funded law enforcement agencies that they are required to participate in a minimum of one DWI checkpoint each month.



Law enforcement officers in North Carolina use five mobile breath-alcohol testing units, better known as BAT Mobiles, to increase the efficiency of on-site DWI processing. The BAT Mobiles are fully functional DWI processing centers. Each BAT Mobile is equipped with evidentiary breath test instruments, cellular telephones, computers, officers' workstations, magistrates' work area, lavatory, DWI checkpoint signs, traffic cones, traffic vests, search batons,

screening test devices and all other necessary equipment and supplies for processing DWI suspects. Since its inception in 1996, the BAT Mobile program has participated in more than 3,100 checkpoints and netted over 16,000 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. Since 2010, in an effort to coordinate with the National Impaired Driving Campaigns, additional "Booze It & Lose It" campaigns have been conducted during St. Patrick's Day, Labor Day, and Halloween weekends.

GHSP continues 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 10 p.m. and 6 a.m. GHSP provided Section 154 transfer and Section 410 funds to support DWI Enforcement Teams in a number of jurisdictions during FY2014 including Brunswick, Buncombe, Columbus, Forsyth, Guilford, New Hanover, Robeson, Mecklenburg, and Wake Counties. These agencies have set goals to reduce the number of alcohol-related crashes and fatalities, increase the number of officers trained to use breath testing equipment and administer field sobriety tests, and educate the public about the dangers of driving while impaired.

THE GHSP funded a North Carolina State Highway Patrol overtime enforcement grant. The grant provided funding to the NCSHP for overtime enforcement of driving while impaired offenses. During the "Booze It & Lose It" sponsored campaigns in FY14 the NCSHP placed Troopers in the top 10 counties identified by the GHSP for impaired driving fatalities. They focused on driving while impaired enforcement during the peak night time hours and on the weekends.

ADJUDICATION, DEDICATED DWI COURTS, DWI TREATMENT COURTS, ALCOHOL BLOOD TESTING LABS, AND IGNITION INTERLOCKS

GHSP is dedicated to the successful prosecution of impaired drivers. North Carolina has continued to fund a Traffic Safety Resource Prosecutor (TSRP) and Highway Safety Czar with the N. C. Conference of District Attorneys. These positions act as a liaison with NHTSA, NAPC, GHSP, North Carolina State Highway Patrol and other agencies, and provide both general and specific technical assistance to prosecutors, law enforcement, judges and other highway safety professionals. Some of their activities during 2014 include:

- Publishing an updated DWI resource manual for prosecutors.
- Developing and publishing four issues of "For the Record," a traffic safety newsletter distributed to every prosecutor and district court judge in North Carolina, as well as many magistrates, law enforcement officers and other traffic safety professionals throughout NC and the country. The newsletter serves as a resource providing case law, hot traffic safety topics, and procedural updates on highway safety issues.
- Managing a listserv known as the NC Traffic Law Forum which has over 700 participating law enforcement officers, prosecutors, judges and other traffic safety professionals throughout North Carolina. The NC Traffic Law Forum allows officers, prosecutors and judges the ability to obtain legal advice at any time and to track defense arguments that are being used throughout the State.

- Maintaining a webpage for Highway Safety issues that includes a training calendar for prosecutors, judges, magistrates, and law enforcement officers as well as information about publications and contact information for the TSRP.
- Providing highway safety training courses for prosecutors, law enforcement officers, magistrates, and judges. These courses include: “Lethal Weapon Vehicular Homicide”, “Legal Update Courses”, “Prosecuting the Drugged Driver”, “New Prosecutors School-DWI/Highway Safety”; “Transition to Superior Court”; “Train the Trainer”; regional multi-disciplinary highway safety trainings; and various topics involving impaired driving issues at both the Summer and Fall Association Meetings for District Attorneys.
- Presenting at numerous conferences for law enforcement, prosecutors, magistrates, judicial officials, victim advocates, and other highway safety professionals. These include regional Motorcycle Safety Summits; the annual Traffic Safety Symposium; regional magistrate trainings; GCCI (Operation Lifesaver) regional trainings; ARIDE, SFST and DRE Schools; and local trainings for law enforcement and service organizations when invited.

Additionally, GHSP continued working with the North Carolina Conference of District Attorneys to create dedicated DWI courts. During FY2014, GHSP used Section 154 transfer and Section 410 funding to support dedicated DWI courts in Buncombe, Forsyth, and Wake counties. Research shows that dedicated DWI courts result in quicker disposition of DWI cases, significantly higher conviction rates, and lower rates of offender recidivism.

GHSP established two DWI treatment courts in Cumberland and Buncombe counties. These DWI treatment courts are designed and operated according to the guidelines set by the National Association of Drug Court Professionals. The DWI treatment court identifies the most serious habitual DWI offenders for participation in the program. The overall goal of the DWI treatment court is to reduce the recidivism rate for the habitual DWI offenders.

GHSP established one blood alcohol testing lab in Pitt County and expanded an existing lab in New Hanover County. Due to a recent court decision that requires the right to confront you accuser, the length between when a blood analysis request is submitted to the state to the time it takes for the technician to testify in court is up to 18 months. Because of the increased time many of these cases were dismissed in court before they could come to trial. With the establishment of the regional blood alcohol testing labs, the turnaround time for a blood analysis is less than 30 days in these counties.

Finally, for the past several years GHSP has funded the NCDMV to properly train their Administrative Hearing Officers. The hearing types include those held for driving privilege restorations after convictions for driving while impaired, driving while license revoked, and licensees required to drive with ignition interlock devices. At present, there are over 10,000 drivers in the ignition interlock program. The Division's hearing officers are expected to conduct administrative hearings, make evidentiary findings, draft findings of facts and reach and draft conclusions of law. The findings of fact and conclusions of law made by the hearing officers are subject to judicial review. It is imperative to the success of the Administrative Hearings Section that the hearing officers receive training on conducting fair and impartial administrative hearings and drafting orders that will withstand judicial scrutiny. The National Judicial College (NJC) offers certification in the following specialized areas: Administrative Law Adjudication Skills, Dispute Resolution Skills, General Jurisdiction Trial Skills, and Special Court Trial Skills. The certification program is typically completed over the course of a two-week period on-site at the NJC campus. Tuition for the program is over \$1,900 per participant and does not include the costs associated with travel, lodging, or food. The NCDMV proposed that instead of sending all their hearing officers to

the NJC located in Reno, Nevada, as an alternative, they instead had the NJC send instructors to their area to teach the courses. In addition to the training and instruction provided by the NJC, they also trained their officers on legislative changes, policy and procedure changes, and recent judicial decisions pertinent to their work. The NCDMV found that it was more effective to deliver this message to all officers simultaneously. As a result 70 hearings officers received training.

HIGHWAY SAFETY SYMPOSIUM

GHSP partners with Mothers Against Drunk Driving (MADD), FTA and the North Carolina Conference of District Attorneys (CDA) to hold the Highway Safety Symposium once each year. The symposium attracts 600 judges, magistrates, district attorneys and law enforcement officers to one location for three days of plenary and breakout sessions on new technology, law changes and proven programs to take back and implement in their communities. Several of the 30 plus breakout sessions are directly related to the impaired driving problems in North Carolina. At the 2014 Symposium, the Advanced Roadside Impaired Driving Enforcement (ARIDE) training was delivered. At the planned 2015 Symposium, approximately 20 participants from across the State will receive training in the Standardized Field Sobriety Test (SFST) Refresher course.

20TH ANNIVERSARY "BOOZE IT & LOSE IT"

The GHSP celebrated the 20th Anniversary of the "Booze It & Lose It" initiative with a kickoff event in Charlotte. The event was attended by over 400 law enforcement officers and highway safety professionals. The kickoff event was held at the NASCAR Hall Of Fame with a luncheon honoring the specially invited guests following the kickoff.



PROGRAM RESULTS

BOOZE IT & LOSE IT

During FY 2014, law enforcement agencies in North Carolina conducted five waves of the "Booze It & Lose It" campaign:

- Halloween Booze It & Lose It (October 25-31, 2013)
- Holiday Booze It & Lose It (December 13, 2013 – January 5, 2014)
- St. Patrick's Day Booze It & Lose It (March 14-17, 2014)
- Booze It & Lose It, Operation Firecracker (June 27 – July 6, 2014)
- Labor Day Booze It & Lose It (August 15 – September 1, 2014)

During these five waves, law enforcement officers conducted 44,400 checkpoints and saturation patrols. The Booze It & Lose It campaign yielded 9,507 DWI arrests and almost 240,000 other traffic violations. Additionally, officers arrested 9,194 fugitives, recovered 588 stolen vehicles, discovered 10,748 drug violations, and made a total of 53,793 criminal arrests. Detailed results from Booze It & Lose It activities in FY2014 are presented below.

RESULTS OF “BOOZE IT & LOSE IT” ACTIVITIES DURING FY2014

	Campaign					Totals
	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>	
Checkpoints	607	1,672	507	1,137	1,654	5,757
Saturation patrols	3,733	16,769	3,452	6,701	7,988	38,643
Total Checkpoints and Saturation Patrols	4,340	18,441	3,959	8,018	9,642	44,400
Under 21 DWI charges	89	346	102	228	286	1,051
21 and over DWI charges	753	2,818	713	1,701	2,471	8,456
Total DWI Charges	842	3,164	815	1,929	2,757	9,507
Safety belt violations	2,137	6,285	1,685	4,666	6,722	31,945
Child passenger safety	360	1,086	282	849	1,083	3,660
Total Occupant Restraint Charges	2,497	7,371	1,967	5,515	7,805	25,155
Drug violations	971	4,042	729	1,869	3,137	10,748
Stolen vehicles recovered	52	190	21	108	217	588
Fugitives arrested	911	3,232	612	1,565	2,874	9,194
Felony arrests	676	2,326	351	941	2,000	6,294
Other criminal violations	3,000	9,893	1,600	4,695	7,781	26,969
Total Criminal Violations	5,610	19,683	3,313	9,178	16,009	53,793
Total Other Traffic Violations†	23,168	81,770	16,784	45,666	71,885	239,563
Total Traffic and Criminal Violations	33,472	116,423	23,867	64,626	102,209	363,255

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

†Total Other Traffic Violations include speeding, DWLR, GDL, work zone violations and other traffic violations.

FUTURE STRATEGIES

North Carolina will continue to operate “Booze It & Lose It” campaigns in FY2015 and beyond. During FY2015, five statewide campaigns are scheduled:

- Halloween Booze It & Lose It (October 31 - November 2, 2014)
- Holiday Booze It & Lose It (December 12, 2014 - January 4, 2015)
- St. Patrick’s Day Booze It & Lose It (March 13-17, 2015)
- Booze It & Lose It, Operation Firecracker (June 26 - July 5, 2015)
- Labor Day Booze It & Lose It (August 21 - September 7, 2015)

ALCOHOL IMPAIRED DRIVING

North Carolina's Blood Alcohol Testing (BAT) program provides BAT Mobile Units for DWI activities across the state. The state currently has six of these mobile testing units with plans to expand the fleet during FY2015. Upon request from law enforcement agencies the BAT program has the ability to assist law enforcement agencies across the state in their efforts to remove DWI drivers from the highways by conducting checkpoints.



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 dedicated DWI 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 dedicated DWI 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 may lead to impaired driving. GHSP will promote the "Booze It & Lose It" efforts at these stadiums and partner with local law enforcement in the towns and cities to address the impaired driving issues surrounding tailgating.

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

Additional advertising is planned 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.

FUNDED PROJECTS AND ACTIVITIES

The following alcohol-impaired driving related projects and activities were funded by GHSP under the FY2014 Highway Safety Plan:

Project Number(s):	154AL-14-18-01
Agency:	Brunswick County Sheriff's Office
Project Description:	The four members of the Brunswick County Sheriff's Office DWI Team will be deployed during the peak night time hours when impaired drivers are known to be on the road. Along with their enforcement efforts, the Sheriff's Office will continue to educate the public by going out into the community and speaking with civic groups, students and other citizens around the county.
Contribution to Meeting Targets:	The Brunswick County Sheriff's Office arrested a total of 595 DWI violators and reduced alcohol-related fatalities in the county from the 2009-2011 average of nine per year to one during FY2014.

Project Number(s): K8-14-02-05/K2-14-07-02
Agency: Brunswick County Sheriff's Office
Project Description: The two members of the Brunswick County Sheriff's Office DWI Team will be deployed during the peak night time hours when impaired drivers are known to be on the road. Along with their enforcement efforts, the Sheriff's Office will continue to educate the public by going out into the community and speaking with civic groups, students and other citizens around the county.
Contribution to Meeting Targets: The Brunswick County Sheriff's Office arrested a total of 595 DWI violators and reduced alcohol-related fatalities in the county from the 2009-2011 average of nine per year to one during FY2014.

Project Number(s): K8-14-02-12
Agency: Buncombe County Courts
Project Description: Buncombe County is the 7th most populated County in NC, however they have a higher conviction rate for Habitual DWI offenders than other counties which have a larger population. Buncombe County has stepped forward to aggressively fight repeat offenders with a DWI Treatment Court, which has followed in similar fashion, their Drug Treatment Court. Part of the overall process is identifying Level 1 and Level 2 offenders whom may partake in the program. The Victim Witness Assistant has been responsible in contacting these individuals, as well working along with personnel from the companion application with Buncombe County.
Contribution to Meeting Targets: The DWI Court Team was assembled and went to drug treatment court training in Georgia in December 2013. The court has received 58 referrals over the past year, and have 19 active DWI court participants currently in the program. 85% of the participants in the program have remained sober while participating in the court program.

Project Number(s): 154AL-14-18-03
Agency: Charlotte Mecklenburg Police Department
Project Description: This is a grant for Impaired Driving enforcement. The first year of funding included the salary and equipment for seven officers. The goal of the Charlotte-Mecklenburg Police Department is to reduce the number of alcohol related fatalities and serious injuries. They formed a Driving While Impaired Task Force which consists of six officers and a Sergeant.
Contribution to Meeting Targets: The CMPD DWI Task force issued 1,222 driving while impaired charges during the grant year. In addition to the DWI charges, the Task Force issued 6,761 citations for other traffic charges. These included 534 for set belt violations. The Task Force made a combined 8,127 traffic stops during the grant year. CMPD experienced a 20% decrease in alcohol related traffic crash fatalities from the previous year and a 27% decrease in overall alcohol related traffic crashes.

Project Number(s): 154AL-14-18-08
Agency: City of Asheville Police Department
Project Description: This is a grant for Impaired Driving enforcement. This was the first year of funding and included the salary and equipment for six officers. The goal of the Buncombe County Task force is to reduce the number of alcohol related fatalities and serious injuries. They did this by forming a Driving While Impaired Task Force which consisted of four officers from the Asheville Police Department, including a Sergeant to supervise the team and two deputies from the Buncombe County Sheriff's Office.
Contribution to Meeting Targets: The Asheville Police Department saw a dramatic decrease in their personnel and could not start the Task Force until their personnel numbers were near normal. The Task Force started in May with only two officers and was not fully operational until August 2014. Yet the Task force still managed to issue 108 DWI citations during their limited time.

Project Number(s): 154AL-14-18-04
Agency: City of Durham Police Department
Project Description: The current wait time for Durham County to receive results for the analysis of blood cases for impaired driving offense cases is approximately 13-15 months. A local BAC lab will provide the convenience for court without travel expenses and reduce the turnaround from 13-15 months to around two weeks. This will also improve the overall process of prosecution of cases. This BAC lab will also serve those smaller counties needing the services of this regional BAC lab.
Contribution to Meeting Targets: The grant was not implemented during the grant year. The grantee withdrew their application due to funding issues within their agency.

Project Number(s): K2-14-07-03/K8-14-02-13
Agency: City of Durham Police Department
Project Description: This grant was to purchase light towers and checkpoint equipment by the Durham Police Department. The City of Durham is home to Duke University, North Carolina Central University, Durham Technical Community College and numerous high schools. Over the past three years, the number of traffic accidents, DWI violations and alcohol related crashes has increased. There is a high density of pedestrians, bicyclists, and motorists on roadways not designed for the amount of volume, which has resulted in daily traffic crashes.
Contribution to Meeting Targets: The purchase of light towers and checkpoint equipment allowed the Durham PD to increase substantially their efforts in dealing with their traffic problems through weekly enforcement activities at night for seatbelts and DWI.

Project Number(s): K8-14-02-01
Agency: City of Hickory Police Department
Project Description: This is an equipment grant for twenty in-car video cameras. The in-car video camera technology is a valuable tool which will help to assist the Hickory Police

Contribution to Meeting Targets:	<p>in DWI cases. The evidence captured by the in-car video cameras helps to prosecute and convict suspects of driving while impaired.</p> <p>The in-car video cameras were installed and are currently being used by the Hickory Police Department in their DWI arrests. The Hickory Police Department saw an increase in their DWI arrests by 3% over the past year.</p>
Project Number(s):	154AL-14-18-05
Agency:	City of Raleigh Police Department
Project Description:	This is the first year of funding for the City of Raleigh Police Department. The DWI squad's sole purpose this year was to capture DWI offenders which will help with the overall goal of decreasing impaired driving in Raleigh. The Raleigh DWI Squad included five officers dedicated to impaired driving enforcement at peak times of impaired driving offenses and impaired driving crashes.
Contribution to Meeting Targets:	The Raleigh Police Department arrested 684 impaired drivers this past year. They did not get started with their DWI team until December. The City of Raleigh experienced a significant decrease in alcohol related fatalities this past year from 15 to only four. The Raleigh Police Department made nine presentations to 700 area High School students on impaired and distracted driving prevention.
Project Number(s):	AL-14-01-04
Agency:	City of Statesville Police Department
Project Description:	This is an equipment grant that purchased four in-car video cameras and four mobile data terminals. The in-car video camera and mobile data terminal technology is a valuable tool which helped to assist the Statesville Police in DWI cases. The evidence captured by the in-car video camera helps to prosecute and convict suspects of driving while impaired. The mobile data terminals has given the Statesville Police the most updated and recent technology that is available to law enforcement. This technology also helped to expedite and streamline the communications process with other law enforcement agencies in their county
Contribution to Meeting Targets:	The equipment was purchased and installed. The Statesville Police Department saw a slight decrease in total traffic crashes (5%) over the past year. They also saw a 13% decrease in alcohol related crashes.
Project Number(s):	154AL-14-18-13
Agency:	City of Wilmington
Project Description:	This is a project for blood alcohol analysis. The North Carolina State Bureau of Investigation (SBI) laboratory does the blood alcohol testing for the majority of law enforcement agencies in our state. Because of a recent court decision that requires the right to confront you accuser, the length between when a blood analysis is submitted to the time it takes for the technician to testify in court is up to 18 months. Valuable time is being spent traveling between counties statewide to testify on the analysis procedures and the results. Currently, the Wilmington blood laboratory has a turnaround time for the blood alcohol testing results of less than 10 days.

Contribution to Meeting Targets: The Wilmington Blood Lab was not approved until March 2014. Because of the late approval and start up date, the blood lab was not able to meet many of their goals. They did increase their coverage from 16 agencies to now include 21 agencies in the five county region (New Hanover, Pender, Brunswick, Duplin and Onslow counties).

Project Number(s): K8-14-02-34/M2HVE-14-19-01
Agency: City of Winston Salem Police Department
Project Description: This is the fourth year of a four year plan for a DWI Task Force to address alcohol problems and seatbelt problems in Forsyth County. They will be continuing their enforcement activities in DWI enforcement, daytime and nighttime seatbelt enforcement and educational activities.

Contribution to Meeting Targets: The task force continued its effectiveness in enforcing traffic laws with a primary focus on impaired drivers and seat belt enforcement. They arrested 678 DWI offenders. They issued 125 seatbelt, 362 speeding, 270 revoked license and 26 uninsured driver charges in the 2013-2014 grant year.

Project Number(s): K8-14-02-07/K2-14-07-04
Agency: Columbus County Sheriff's Office
Project Description: This project provided two Deputies that specifically targeted DWI's and occupant restraint violations. The unit was deployed during the peak night time and weekend hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies also focused on unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours.

Contribution to Meeting Targets: During FY2014, the Columbus County Sheriff's Office issued 404 occupant restraint and 982 speeding citations. The Sheriff's Office was also able to arrest 63 DWI offenders and participate in 12 educational events. The seat belt usage rate in Columbus County reached an all time high of 91.7% in 2014.

Project Number(s): K8-14-02-35
Agency: Cumberland County Courts
Project Description: Cumberland County has one of the highest per capita arrest rates for DWI charges in North Carolina. Cumberland County has stepped forward and is aggressively fighting repeat offenders with a DWI Treatment Court. Part of the overall process is identifying Level 1 and Level 2 offenders whom may partake in the program. The Sobriety Court Coordinator has been responsible for contacting these individuals, as well as working with personnel from the other agencies and stakeholders to make sure that these offenders are partaking in the program.

Contribution to Meeting Targets: The Cumberland County Sobriety Court has had a total of 22 participants in their treatment court program this fiscal year. Out of the total number of participants in the treatment program eight have graduated from the Sobriety Court program this past fiscal year.

Project Number(s):	K8-14-02-14/M5HVE-14-21-01
Agency:	Department of Health and Human Services, Forensic Tests for Alcohol Branch
Project Description:	This grant provided and maintained all the breath alcohol testing instruments for law enforcement officers statewide. The grant also provided all the training for law enforcement officers on these instruments. The goal of the Science grant is to maintain a minimum of 6,000 law enforcement officers in North Carolina trained and certified to conduct tests using the Intox EC/IR II by providing statewide training in the initial operation and biennial recertification. The goal of the Science grant is to train an additional 1,200 law enforcement officers statewide on the EC/IR II instrument.
Contribution to Meeting Targets:	The Forensic Tests for Alcohol Branch Science grant made available repair and service free of charge on more than 5,000 ASTD's used in DWI enforcement. The FTA-Science maintained 203 test sites in North Carolina housing 264 intox EC/IR II breath testing instruments. The FTA-Science grant completed the following training in the state: 50 EC/IR II Operator Training Classes with 832 officers trained, 318 EC/IR Operator Recertification Classes with 4,602 officers trained, and 41 ASTD Basic School with 451 officers trained.

Project Number(s):	K8-14-02-17
Agency:	Department of Health and Human Services, Forensic Tests for Alcohol Branch
Project Description:	This grant included the salary for the Department of Health and Human Services Drug Recognition Experts (DRE) coordinator. The DRE coordinator scheduled training across the state to help officers detect impaired suspects under the influence of drugs. The DRE coordinator also provided training for DRE's and DRE instructors to ensure state of the art training for all certified DRE personnel in North Carolina. The goal of the DRE grant is to conduct at least 12 Advanced Roadside Impaired Driving Enforcement (ARIDE) training classes throughout the state.
Contribution to Meeting Targets:	The Forensic Tests for Alcohol Branch DRE grant trained 24 new DRE's for the state this past fiscal year. The DRE grant conducted 36 Advanced Roadside Impaired Driving Enforcement (ARIDE) classes training 379 officers. The DRE grant also conducted one Drug Impairment Training for Educational Professionals (DITEP) and assisted with Prosecuting the Drugged Driver and Lethal Weapon training with the North Carolina District Attorney's Association.

Project Number(s):	K8-14-02-18
Agency:	Department of Health and Human Services, Forensic Tests for Alcohol Branch
Project Description:	This grant provided training to law enforcement officers for Standardized Field Sobriety Testing (SFST) and Alcohol Screening Test Devices (ASTD) across the state. The goal of the SFST grant is to increase the number of SFST trained law enforcement officers across the state and to provide continuing education for SFST instructors and practitioners.
Contribution to Meeting Targets:	The Forensic Tests for Alcohol Branch SFST grant held 77 basic SFST practitioner courses training 1,099 officers in SFST. The grant held 61 SFST refresher courses training 636 officers. The FTA-SFST grant held one initial SFST instructor training

course and trained 18 new SFST instructors. The grant also held 2 SFST instructor refresher courses training 10 instructors for recertification.

Project Number(s): K8-14-02-31/K2-14-07-09
Agency: Guilford County Sheriff's Office
Project Description: This is the second year for a DWI Task Force for Guilford County. The Task Force will have officers from Guilford County Sheriff's Office, High Point Police Department, Greensboro Police Department and UNC-Greensboro Police Department participating in a concentrated effort to address the alcohol problems in the county and to address the seatbelt problems through daytime and nighttime enforcement activities.
Contribution to Meeting Targets: Guilford County did lower the motor vehicle related and unrestrained fatalities in Guilford County in 2013-2014 through the combined efforts of the DWI Taskforce. The seat belt usage rates in Guilford County increased during this grant period through various aggressive campaigns.

Project Number(s): K8-14-02-08
Agency: MADD North Carolina
Project Description: This is an ongoing continuation project with MADD North Carolina which trains and educates families, youth and their peers on the dangers of underage drinking and destructive decisions. The grant continued to cover the Program Specialist and materials, promotional items and events. The project aimed to continue seeing a significant reduction in alcohol related fatalities and/or injuries, DWI occurrences, continuance of educating the youth on highway safety issues and making positive choices/decisions.
Contribution to Meeting Targets: The MADD grant continued to expand their Power of The Parent program by training eight new facilitators. MADD added two chapters in the state this past year. MADD held four regional law enforcement recognition events and a state event to recognize officers from across the state.

Project Number(s): AL-14-01-03
Agency: NC Department of Crime Control and Public Safety, Alcohol Law Enforcement Branch
Project Description: This is an ongoing continuation project that allowed the North Carolina Alcohol Law Enforcement (ALE) Agents to travel the State in order to conduct their Keys to Life Programs and Mobile Enforcement Operations.
Contribution to Meeting Targets: The NCALE presented 50 public information programs in 2014. The NCALE presented 15 Keys to Life programs for underage youth in 2014. The NCALE held 15 Mobile Enforcement Team Operations in 2014.

Project Number(s): 154AL-14-18-14
Agency: NC Department of Crime Control and Public Safety, NC State Highway Patrol
Project Description: This grant provided funding to the NC State Highway Patrol (NCSHP) for overtime enforcement of driving while impaired offenses. The goal of the State Highway

<p>Contribution to Meeting Targets:</p>	<p>Patrol is to reduce the number of alcohol related fatalities and serious injuries. The NCSHP strategically placed Troopers in the top 10 counties for impaired driving fatalities during the “Booze It & Lose It” sponsored campaigns in FY14. They focused on driving while impaired suspects during the peak night time hours and on the weekends.</p> <p>The NCSHP worked overtime enforcement in six counties (Catawba, Cumberland, Columbus, Johnston, Onslow and Robeson). The project resulted in the following DWI arrests: St. Patrick’s Day weekend (2 nights) 63 arrests, July Fourth campaign (two weekend periods - 4 nights) 147 arrests, Labor Day campaign (a three weekend period - 6 nights) 205 arrests.</p>
<p>Project Number(s): Agency: Project Description:</p>	<p>154AL-14-18-07 NC Department of Health and Human Services The NC Department of Health and Human Services Blood Alcohol Testing (BAT) program provides BAT Mobile Units across the state. The state currently has five of these mobile testing units and requested an additional four BAT units this year. This grant also included the salary for an existing BAT coordinator, plus an additional three BAT coordinators. This project has enhanced 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.</p>
<p>Contribution to Meeting Targets:</p>	<p>The BAT grant met all of the goals but did not purchase the additional BAT units. The BAT Mobiles are all on order but they have not been delivered yet. Because of the state purchasing requirements this has delayed the purchasing of the BAT Mobiles. They will be purchased and put in use in the next grant funding cycle.</p>
<p>Project Number(s): Agency: Project Description:</p>	<p>M5HVE-14-21-02 NC Department of Transportation, Division of Motor Vehicles This grant provided funding for training hearing officers on the skills required to conduct professional and thorough hearings that balance an individual’s privilege to drive with highway safety concerns. The hearing officers were also educated on any and all law changes (case law and statues) to ensure that they conduct and hold hearings in accordance with all applicable laws.</p>
<p>Contribution to Meeting Targets:</p>	<p>The NCDMV has over 70,000 hearings every year and the Hearing Officers were trained on how to conduct professional and through hearings. They were also given a legal update on all the applicable laws for driving while impaired.</p>
<p>Project Number(s): Agency: Project Description:</p>	<p>AL-14-01-01 NC GHSP Booze It & Lose It Program Provide funding to bring awareness to the dangers of driving after drinking and the Booze It & Lose It Program.</p>
<p>Contribution to Meeting Targets:</p>	<p>GHSP purchased promotional items and brochures to promote the Booze It & Lose It campaign. Provided support to the Task Force on Driving While Impaired meetings and the DWI Court Training. In addition, GHSP supported the annual Tree of Life event, MADD’s annual awards ceremony and held the 20th Anniversary Booze It & Lose It Luncheon.</p>

Project Number(s):	K8-14-02-09
Agency:	NC Judicial Department
Project Description:	Buncombe County is the 7th most populated County in NC, however they have a higher conviction rate for Habitual DWI offenders than other counties which have a larger population. Buncombe County has stepped forward to aggressively fight repeat offenders with a DWI Treatment Court, which has followed in similar fashion, their Drug Treatment Court. Part of the overall process is identifying Level 1 and Level 2 offenders whom may partake in the program. The Victim Witness Assistant has been responsible in contacting these individuals, as well working along with personnel from the companion application with Buncombe County.
Contribution to Meeting Targets:	The DWI Court Team was assembled and went to drug treatment court training in Georgia in December 2013. There are currently 19 active DWI Court participants in the program. An additional 15 candidates have been screened for entry into the program. So far, only one participant has been removed from the program for non-compliance.

Project Number(s):	K8-14-02-25
Agency:	NC Judicial Department
Project Description:	This is an ongoing project to conduct trainings, provide information, technical support and education to law enforcement personnel, prosecutors, magistrates and judges as it pertains to basic and advanced traffic related safety topics and their daily job duties/responsibilities.
Contribution to Meeting Targets:	The North Carolina Conference of District Attorneys grant for the Traffic Safety Resource Prosecutor conducted training courses for Prosecutors, Law Enforcement, Magistrates, Judges, and other traffic safety professionals. These course included Prosecuting the Drugged Driver, Legal Updates, Evidence training, New Prosecutors School, NCSHP training academy, DRE school, LEL meetings and Lifesavers National Conference. The Traffic Safety Resource Prosecutor (TSRP) responded to 201 direct requests for technical assistance, including 16 briefs.

Project Number(s):	154AL-14-18-09
Agency:	NC Judicial Department - Wake County
Project Description:	Wake County's population reached one million at the end of 2013, with this population growth; DWI cases compose about 10% of all motor vehicle crashes. Wake County Special DWI Court operates five days a week to dispose of backlogged DWI cases. During FY11/FY12, 4,564 new DWI cases were filed in Special DWI Court and 1,234 cases were resolved. There are specific goals and objectives which AOC Wake County continued to pursue in FY14.
Contribution to Meeting Targets:	The Special DWI court had over 1900 DWI cases set either for trial or pre-trial hearings this past year. They were able to process and dispose of 1680 DWI cases this past year. The DWI conviction rate was over 81% this past year.

Project Number(s): 154AL-14-18-10
Agency: NC Judicial Department - Forsyth County
Project Description: Forsyth County's population will soon reach 450,000 by 2015, with this population growth; DWI cases compose about 18% of all motor vehicle crashes. Forsyth County DWI Court anticipated an increase in DWI's due to the creation of the DWI Law Enforcement Task Force of 2010, their presence within the County will increase the filings within the court system. The goal for this court is to operate five days a week to dispose of backlogged DWI cases and work on specific goals and objectives in FY14.
Contribution to Meeting Targets: The DWI court in Forsyth County disposed over 1,600 DWI cases this past year. Of these cases, 547 or 34.2% were over 365 days old. The conviction rate for the DWI cases in Forsyth County was 81.3% this past year.

Project Number(s): K2-14-07-01/K8-14-02-04
Agency: New Hanover County Sheriff's Office
Project Description: In order to effectively enforce impaired driving laws and conduct night-time seat belt initiatives, the New Hanover County Sheriff's Office has continued a DWI/Seat Belt Enforcement Unit that consists of four deputies.
Contribution to Meeting Targets: The New Hanover County Sheriff's Office continued to work with law enforcement agencies throughout the region on enforcement efforts. They arrested 206 DWI offenders and issued 802 seat belt citations. Alcohol-related crashes in New Hanover County have been reduced by 10% during FY2014.

Project Number(s): 154AL-14-18-06
Agency: Pitt County Sheriff's Office
Project Description: This was a new project for blood alcohol/drug analysis. Currently, the North Carolina State Bureau of Investigation (SBI) is the only laboratory that is doing the blood alcohol/drug testing for the majority of law enforcement agencies in our state. Because of a recent court decision that requires the right to confront you accuser, the length between when a blood analysis is submitted to the time it takes for the technician to testify in court is up to 18 months. Valuable time is being spent traveling between counties statewide to testify on the analysis procedures and the results. The goal of the Pitt County Sheriff's Office is to provide a blood alcohol/drug testing facility for their county. This will expedite the process by offering the court system the immediate availability of the lab technician that performed the blood testing.
Contribution to Meeting Targets: The Pitt County Sheriff's Office did not receive approval for funding until late January 2014. Because of the delay, most of the equipment was not put into place until late August and early September. The grant was funded for a second year and we anticipate seeing a significant decrease in the time it takes for blood alcohol analysis the second year of funding.

Project Number(s): K8-14-02-06
Agency: Robeson County Sheriff's Office

ALCOHOL IMPAIRED DRIVING

Project Description: The Robeson County Sheriff's Office continued a two deputy unit that specifically targeted DWI's and seat belt violations. They also worked in conjunction with surrounding agencies by participating in the Robeson County Traffic Safety Task Force.

Contribution to Meeting Targets: The Robeson County Sheriff's Office arrested 137 DWI offenders and issued 742 seat belt citations during FY2014. Traffic fatalities during 2014 are down around 40% in Robeson County and the seat belt usage rate in Robeson County was raised by over seven percent.

Project Number(s): K8-14-02-38

Agency: Sampson County Sheriff's Office

Project Description: This project provided the Sampson County Sheriff's Office with the latest in-car video equipment to help in their DWI prosecution efforts. The Sheriff's Office currently has a five person traffic unit.

Contribution to Meeting Targets: During FY2014, there were many day-time and night-time checking stations conducted by the Sampson County Sheriff's Office. Unfortunately, the equipment was not able to be purchased until the end of the grant period.

Project Number(s): K2-14-07-05/K8-14-02-20

Agency: Town of Cary Police Department

Project Description: This is the 3rd year of funding for the Cary Police Department. Since the implementation of the grant, the DWI arrests have increased and the number of alcohol related crashes have decreased. There are other traffic related issues which the DWI enforcement team attempted to accomplish in FY14, as well as continuing a collaboration with the Wake County Traffic Task Force.

Contribution to Meeting Targets: The Cary Police Department had a total of 306 DWI arrests this past year. They investigated 93 alcohol related traffic crashes this year. That was a 11% decrease from last year. The Cary Police Department participated in 81 DWI and traffic related educational events and displays this past year.

Project Number(s): K8-14-02-23

Agency: Town of Garner Police Department

Project Description: This was the first year of funding for Garner Police Department for a DWI Enforcement Officer whose sole purpose is to capture DWI offenders to decrease impaired driving in the Town of Garner.

Contribution to Meeting Targets: The DWI officer with the Town of Garner has made 41 DWI arrests since the January 1st of this year. The Town of Garner has increased their DWI arrests from 117 to 136. The Garner Police Department has also seen a decrease in their alcohol related traffic crashes from 12 to six.

Project Number(s): 154AL-14-18-02

Agency: University of North Carolina at Chapel Hill

Project Description: This grant funded the first year of a three year project to study the current effectiveness and future effectiveness of "Booze it & Lose It" This is a

coordinated study between the Injury Prevention Resource Center, Forensic Testing for Alcohol (BAT Mobile) and HSRC that will address the physical use of equipment (BAT units) as well as media coverage. As the "Booze It & Lose It" campaign reached its 20th Anniversary in 2014 a thorough look at all phases of the campaign would be beneficial as we move forward over the next 20 years.

Contribution to Meeting Targets: The grant was not implemented during the grant year. The grantee was not able to provide sufficient supporting data to justify the grant goals and objectives.

Project Number(s): 154AL-14-18-12

Agency: Wake County Sheriff's Office

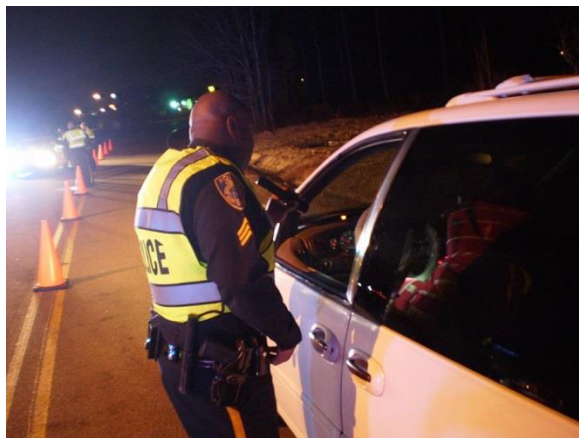
Project Description: This was the initial grant for funding for the Wake County Sheriff Office to create a DWI squad whose sole purpose is to capture DWI offenders to decrease impaired driving in Wake County. The DWI squad utilized high-visibility enforcement to address the problem. This project was intended to fund five deputies dedicated to impaired driving enforcement, working time periods and locations where impaired drivers are most prevalent. The Wake County Sheriff's Office worked in coordination with Cary and Garner Police Departments that have dedicated impaired driving units and with all other agencies in Wake County that participate in the Wake County Traffic Safety Task Force.

Contribution to Meeting Targets: The initial year saw this unit increasing the DWI arrests significantly as they worked as a unit and with the other agencies in the county.

OCCUPANT PROTECTION

BACKGROUND AND NOTEWORTHY PROGRAMS

In 2013, there were 1,289 motor vehicle crash fatalities in North Carolina. Of these, 871 were passenger vehicle drivers or occupants and 355 (41%) were reported to be unrestrained, a reduction of one percent from 2012. The number of unrestrained passenger vehicle occupant fatalities has decreased substantially in North Carolina during the past decade. Since 2008, there has been a 15% decrease (from 416 to 355) in unrestrained fatalities. The 2014 observed belt use rate for drivers and front seat occupants for North Carolina was 90.6 percent. North Carolina's belt usage rate has increased for the second year in a row and has been consistently above the national average.



North Carolina's target is to attain a belt use rate of 92 percent by December 31, 2014. During FY2014, a primary focus of both law enforcement and media attention has been on enforcement of the seat belt law. GHSP grantees are required to devote at least 50 percent of their enforcement efforts to nighttime enforcement. For agencies in counties that are overrepresented in unbelted fatalities, GHSP paid particular attention to nighttime seat belt enforcement and conducted 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 reducing

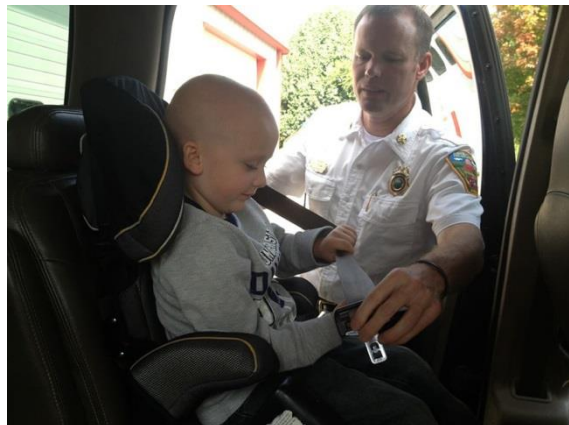
unrestrained fatalities and injuries in each county. A law enforcement guide with descriptions of both the Child Passenger Safety Law and the Seat Belt Law was produced and distributed to law enforcement agencies throughout the state. This guide is designed to provide law enforcement officers, particularly those with little to no training in child passenger safety, a clear outline of how to enforce the law. GHSP also used Section 402 and Section 405 funds to provide light towers and generators to aid communities in conducting nighttime seat belt enforcement activities.

In early May 2014, GHSP conducted a mini-mobilization targeting survey counties and counties with high unrestrained fatality numbers. Those counties included all 15 survey counties (Alamance, Cabarrus, Caldwell, Catawba, Columbus, Franklin, Guilford, Harnett, Johnston, Mecklenburg, Nash, Onslow, Robeson, Rowan, and Wake) and 10 of the highest unrestrained fatality counties (Brunswick, Buncombe, Cumberland, Davidson, Forsyth, Gaston, Rockingham, Sampson, Union, and Wayne).

In an effort to increase occupant protection enforcement and impact the fatality and seat belt usage rates in North Carolina, the GHSP partnered with the North Carolina State Highway Patrol to conduct Special Operation Projects in designated high-risk counties. Selected enforcement days and times reflected the data that showed when unrestrained fatalities were occurring. The Special Operation Projects were conducted for 5 weeks from late April through the month of May and occurred in Columbus, Guilford, Johnston, Mecklenburg, Robeson and Wake counties. These projects resulted in

19,905 occupant restraint and 31,330 speeding citations. There also were 2,390 DWI arrests made in addition to these efforts.

In FY2010, a pilot program to increase enforcement of the child passenger safety law and to provide optional education to drivers who violate the law was started in three counties and on one military base.



Since that pilot year the program has expanded rapidly and has been either implemented or initial planning meetings have taken place in over 80 counties. North Carolina law specifies 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 communities where this program is active, drivers who receive a ticket for violating the child passenger safety law are given the option to visit a designated 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 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 charged with child passenger safety violations. The ultimate goal is to increase the number of children who are riding properly restrained in an age and size appropriate restraint. Additional counties have continued to express interest in participating in this program and the ultimate goal is to expand the program statewide.

North Carolina remains very active in the field of child passenger safety education and assistance. North Carolina offers three county (or region) based programs to assist parents and other caregivers with child passenger safety needs: North Carolina Buckle Up Kids (BUK), Permanent Checking Stations (PCS) and Safe Kids coalitions. These programs all require that child passenger safety education is provided by Certified Child Passenger Safety Technicians.

The North Carolina Buckle Up Kids (BUK) programs provide a limited number of low-cost child restraints to qualifying families. Any family receiving a child restraint is given education and installation assistance by a Certified Child Passenger Safety Technician. Child restraints distributed by BUK programs were purchased through Section 2011 child seat incentive funds from GHSP. At the end of FY2014 there were 79 Buckle Up Kids programs operating in 79 counties. In addition, Fort Bragg in Cumberland County and Seymour Johnson Air Force Base in Wayne County have set up and operate BUK programs for their bases and the Eastern Band of Cherokee Indians has established a BUK program for tribe members.



North Carolina's Permanent Checking Stations (PCS) are locations where parents/caregivers can receive information about child passenger safety 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 Certified CPS Technicians. There are currently 190 Permanent Checking Station locations operating in 73 counties.

Finally, North Carolina has a number of Safe Kids coalitions supported, in part, through Section 402 funding. These coalitions are affiliated with Safe Kids Worldwide. The coalitions focus on reducing accidental child fatalities and injuries caused by 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 41 Safe Kids coalitions covering 71 counties.

PROGRAM RESULTS

CLICK IT OR TICKET

During FY2014, law enforcement agencies in North Carolina conducted two statewide waves of the "Click It or Ticket" campaign:

- Thanksgiving Click It or Ticket (November 25 – December 1, 2013)
- Spring Click It or Ticket (May 19 – June 1, 2014)

Additionally, a special enforcement campaign was held during Child Passenger Safety Week (September 14-21, 2014). During these three waves, law enforcement officers conducted 20,813 checkpoints and saturation patrols, resulting in 18,835 safety belt citations and 2,247 child passenger safety violations. In addition to the occupant protection violations, 3,730 DWI arrests were made, 254 stolen vehicles recovered, 4,263 fugitives arrested, 4,724 drug charges issued, and over 168,000 other traffic violations. Detailed results from "Click It or Ticket" activities in FY2014 are presented in the table below.

CLICK IT OR TICKET MINI-MOBILIZATION

A two week "Click It or Ticket" mini-mobilization (May 5-18) focusing on seat belt and child restraint enforcement was held in 25 focus counties. The 25 focus counties included 21 of the 25 counties with the highest number of unrestrained fatalities and 55% of North Carolina's 2013 unrestrained fatalities. During this two week campaign, 6,683 occupant restraint citations were issued. This was an 18 percent increase from the mini-mobilization totals during FY2013.



Through the first six months of 2014, seat belt and child restraint citations have increased compared to 2013 in the 25 focus counties. Specifically, 13 of the counties increased occupant protection charges and 15 of the counties experienced a reduction in unrestrained fatalities.

RESULTS OF "CLICK IT OR TICKET" ACTIVITIES DURING FY2014¹

	Campaign			Totals
	Thanksgiving 2013 Click It or Ticket	Spring 2014 Click It or Ticket	Sept. 2014 Child Passenger Safety Week	
Checkpoints	472	1,788	449	2,709
Saturation patrols	5,794	9,617	2,693	18,104
Total Checkpoints & Saturation Patrols	6,266	11,405	3,142	20,813
Under 21 DWI charges	124	220	73	417
21 and over DWI charges	777	1,767	769	3,313
Total DWI Charges	901	1,987	842	3,730
Safety belt violations	3,173	13,204	2,458	18,835
Child passenger safety	793	1,396	358	2,247
Total Occupant Restraint Charges	3,666	14,600	2,816	21,082
Drug violations	981	2,697	1,046	4,724
Stolen vehicles recovered	51	140	63	254
Fugitives arrested	775	2,257	1,231	4,263
Felony arrests	573	1,550	774	2,897
Other criminal violations	2,627	6,922	2,997	12,546
Total Criminal Violations	5,007	13,566	6,111	24,684
Total Other Traffic Violations²	28,394	61,078	24,180	113,652
Total Traffic & Criminal Violations	39,379	94,261	35,303	168,943

¹ Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

² Total Other Traffic Violations includes speeding, DWLR, GDL, work zone violation, and other traffic violations.

BUCKLE UP KIDS

A total of 2,397 child restraints were distributed through the Buckle Up Kids program and reported through the buckleupnc.org Program Management system during FY2014. The majority of these seats were convertible seats (1,558), followed by combination seats (343), high back boosters (259), backless boosters (226), and rear facing only (infant) seats (221).

CPS CERTIFICATION

In FY2014, a total of 27 NHTSA Child Passenger Safety Certification classes were held through which 563 individuals became certified as CPS Technicians. Eleven of the classes were completely sponsored through NC GHSP funding (State-Sponsored), ten were co-sponsored classes, four were local classes, and two were independent classes. These courses were held in locations throughout the state.

Additionally, three renewal classes were scheduled and advertised to expired NC CPS technicians and conducted during the year. Renewal classes were located in Raleigh (2) and Asheville (1). Forty-five technicians with expired certifications were recertified through these renewal courses.



As of the end of FY2014, North Carolina had 53 Certified Instructors and 2,600 Certified Technicians. North Carolina has also established a strong Tech Proxy Program with 60 current participants. This brings the network of North Carolina's Certified CPS Instructors, Technicians and Proxies to 2,713. There was at least one currently certified technician in all but two of North Carolina's 100 counties (Northampton and Tyrell are the exceptions). Through 2014, North Carolina has maintained a technician recertification rate in the high 60's. This rate is one of the highest in the nation.

CHILD RESTRAINT INSPECTION STATIONS

More than 7,500 families were served and over 88,800 child restraints were checked at permanent checking stations in FY2014. Half of these restraints were for children younger than 1. Most of the others (37%) were for 1-5 year olds.

NORTH CAROLINA OCCUPANT PROTECTION TASK FORCE

GHSP hosted a NHTSA facilitated assessment of the NC occupant protection programs July 7-12, 2013. This assessment, in which traffic safety experts from around the nation examined current programs and policies regarding seat belts and occupant protection for children in North Carolina, was conducted to provide GHSP with a review of the occupant protection programs in North Carolina, to identify the program's strengths, accomplishments, and challenges, and to be presented with suggestions for improvement. One major recommendation was the formation of a statewide occupant protection task force.

In May of 2014, the inaugural meeting of the North Carolina Occupant Protection (OP) Task Force was held. Members of the OP Task Force represent a number of state agencies, university research centers, law enforcement and healthcare professionals. During the first two meetings, the OP Task Force reviewed the Occupant Protection Assessment and finalized a Strategic Occupant Protection Plan for North Carolina.

The Strategic Occupant Protection Plan provides data on occupant protection related issues in North Carolina, documents ongoing initiatives to address various aspects of the problem, and presents potential strategies for progress. This plan was developed in accordance with NHTSA's Occupant Protection Guidelines for the components of:

- legislation, regulation and policy;
- enforcement and adjudication;
- communication, media and outreach;
- occupant protection for children program;
- outreach; and
- data and program evaluation.

The North Carolina Occupant Protection Task Force meets once a quarter throughout the year. During each meeting a specific occupant protection component is discussed in detail in relation to the Strategic Occupant Protection Plan.

FUTURE STRATEGIES

During FY2015, NC GHSP will continue to review the recommendations from the assessment and use these as a basis for strengthening the North Carolina occupant protection program. Two of the key recommendations included in the report are:

- Implement an occupant protection coalition or subcommittee that will focus on occupant protection issues and projects, provide collaboration and communication among existing partners, generate additional participation, and raise the visibility and priority of occupant protection in the State.
- Develop and implement occupant protection programs that focus on high priority target audiences, particularly for those age groups that have been identified by the data as highly represented in the category of fatally injured passenger vehicle occupants.

These two recommendations will play a major role in the NC GHSP occupant protection strategies during the coming years. Goals for the FY2015 Occupant Protection Plan include continued administration of the North Carolina Occupant Protection Task Force, implementation of the Strategic Occupant Protection Plan, and conducting a “mini-mobilization” targeting lower belt use counties similar to the “mini-mobilization” conducted during May 2014.

The FY2015 national “Click it or Ticket” campaign is scheduled for May 18-31, 2015. GHSP will participate in this effort which will complement the earlier statewide “Click It or Ticket” campaign encompassing the 2014 Thanksgiving holiday. NC GHSP will explore innovative approaches to ramp up efforts in target counties, including the creation of an incentive system for agencies that will implement stepped-up seat belt enforcement during the two “Click It or Ticket” campaigns.

In addition to the statewide mobilization efforts for “Click It or Ticket”, GHSP will conduct an additional mini-mobilization from April 20, 2015 to May 3, 2015. This will precede the national “Click it or Ticket” campaign and will focus on the following counties: Alamance, Brunswick, Buncombe, Cabarrus, Caldwell, Catawba, Columbus, Cumberland, Davidson, Durham, Forsyth, Franklin, Gaston, Guilford, Harnett, Johnston, Mecklenburg, Nash, Onslow, Robeson, Rockingham, Rowan, Sampson, Wake, and Wayne. GHSP will conduct county 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 reducing unrestrained fatalities and injuries. Additionally, a recap of the successes and challenges of the previous year’s efforts will be presented.

GHSP will continue partnering with the NC State Highway Patrol by funding overtime enforcement special operations projects in high priority counties that either have a low usage rate or a high rate of unrestrained fatalities. This overtime will take place throughout the year, especially during the “Click it or Ticket” campaigns (mini-mobilization and national campaign). The following counties will be included in the project: Columbus, Cumberland, Guilford, Johnston, Mecklenburg, Robeson and Wake.

GHSP will support all FY2015 seat belt mobilization efforts with earned and/or paid media to draw attention to each of the campaigns. As demonstrated in the “Paid Media Plan” section, North Carolina utilizes a variety of media modes to raise awareness for enforcement efforts in the state.

FUNDED PROJECTS AND ACTIVITIES

The occupant protection related projects and activities listed on the following pages were funded by GHSP under the FY2014 Highway Safety Plan:

Project Number(s): K8-14-02-05/K2-14-07-02
Agency: Brunswick County Sheriff’s Office
Project Description: The two members of the Brunswick County Sheriff’s Office DWI Team will be deployed during the peak night time hours when impaired drivers are known to be on the road. Along with their enforcement efforts, the Sheriff’s Office will continue to educate the public by going out into the community and speaking with civic groups, students and other citizens around the county.
Contribution to Meeting Targets: The Brunswick County Sheriff’s Office arrested a total of 595 DWI violators and reduced alcohol-related fatalities in the county from the 2009-2011 average of nine per year to one during FY2014.

Project Number(s): K2-14-07-03/K8-14-02-13
Agency: City of Durham Police Department
Project Description: This grant was to purchase light towers and checkpoint equipment by the Durham Police Department. The City of Durham is home to Duke University, North Carolina Central University, Durham Technical Community College and numerous high schools. Over the past three years, the number of traffic accidents, DWI violations and alcohol related crashes has increased. There is a high density of pedestrians, bicyclists, and motorists on roadways not designed for the amount of volume, which has resulted in daily traffic crashes.
Contribution to Meeting Targets: The purchase of light towers and checkpoint equipment allowed the Durham PD to increase substantially their efforts in dealing with their traffic problems through weekly enforcement activities at night for seatbelts and DWI.

Project Number(s): K8-14-02-34/M2HVE-14-19-01
Agency: City of Winston Salem Police Department
Project Description: This is the fourth year of a four year plan for a DWI Task Force to address alcohol problems and seatbelt problems in Forsyth County. They will be continuing their enforcement activities in DWI enforcement, daytime and nighttime seatbelt enforcement and educational activities.
Contribution to Meeting Targets: The task force continued its effectiveness in enforcing traffic laws with a primary focus on impaired drivers and seat belt enforcement. They arrested 678 DWI offenders. They issued 125 seatbelt, 362 speeding, 270 revoked license and 26 uninsured driver charges in the 2013-2014 grant year.

Project Number(s): K2-14-07-13
Agency: Columbus County Sheriff's Office
Project Description: This project provided two full time deputies dedicated to traffic enforcement in the efforts to reduce fatalities and injuries in the County. A primary focus for the team was placed on occupant restraint violations.
Contribution to Meeting Targets: During FY2014, the Columbus County Sheriff's Office issued 404 occupant restraint and 982 speeding citations. The Sheriff's Office was also able to arrest 63 DWI offenders and participate in 12 educational events. The seat belt usage rate in Columbus County reached an all time high of 91.7% in 2014.

Project Number(s): K8-14-02-07/K2-14-07-04
Agency: Columbus County Sheriff's Office
Project Description: This project provided two Deputies that specifically targeted DWI's and occupant restraint violations. The unit was deployed during the peak night time and weekend hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies also focused on unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours.
Contribution to Meeting Targets: During FY2014, the Columbus County Sheriff's Office issued 404 occupant restraint and 982 speeding citations. The Sheriff's Office was also able to arrest 63 DWI offenders and participate in 12 educational events. The seat belt usage rate in Columbus County reached an all time high of 91.7% in 2014.

Project Number(s): K8-14-02-31/K2-14-07-09
Agency: Guilford County Sheriff's Office
Project Description: This is the second year for a DWI Task Force for Guilford County. The Task Force will have officers from Guilford County Sheriff's Office, High Point Police Department, Greensboro Police Department and UNC-Greensboro Police Department participating in a concentrated effort to address the alcohol problems in the county and to address the seatbelt problems through daytime and nighttime enforcement activities.
Contribution to Meeting Targets: Guilford County did lower the motor vehicle related and unrestrained fatalities in Guilford County in 2013-2014 through the combined efforts of the DWI Taskforce. The seat belt usage rates in Guilford County increased during this grant period through various aggressive campaigns.

Project Number(s): OP-14-05-06
Agency: Mission Hospitals, Western NC Safe Kids
Project Description: Western North Carolina Safe Kids continued to provide leadership for the state to increase the base of child passenger safety (CPS) Technicians trained in Transportation of Children with Special Needs.
Contribution to Meeting Targets: During FY2014, a "Transporting Children with Special Health Care Needs" class was conducted in Buncombe County. Four CPS Technician classes were also

provided adding 76 CPS Technicians in the region. WNC Safe Kids also utilized the Countdown 2 Drive Program to encourage safe behavior as passengers.

Project Number(s): M2HVE-14-19-02
Agency: NC Department of Crime Control and Public Safety, NC State Highway Patrol
Project Description: The North Carolina State Highway Patrol (SHP) conducted Special Operation Projects in counties that were overrepresented in fatalities and/or have a low seat belt usage rate (Guilford, Johnston, Robeson, Wake, Columbus and Mecklenburg). They also placed a sustained enforcement emphasis on occupant protection violations throughout the year in the 25 Focus Counties identified by GHSP.
Contribution to Meeting Targets: During FY2014, The NC SHP issued 107,845 seat belt citations. As a result, unrestrained fatalities have decreased and North Carolina's seat belt usage rate is above 90% for the first time ever.

Project Number(s): K3-14-06-01/M2CPS-14-19-01
Agency: NC Department of Insurance, Office of State Fire Marshal
Project Description: This project is a continuing effort to increase the usage of child restraints, booster seats, and seat belts in order to reduce the number of injuries and deaths to motor vehicle occupants by collaborating with local and state child passenger safety programs.
Contribution to Meeting Targets: During FY2014, 27 National Child Passenger Safety (CPS) Technician classes were held and NCDOT assisted Western North Carolina Safe Kids with administering one special needs CPS course. Class contracts were coordinated by NCDOT-OSFM including travel for instructors meals, mileage and lodging. NCDOT also provided 19 scholarships to local agencies to receive child passenger safety certification by reimbursing travel costs including meals and lodging. NC DOI Safe Kids distributed 2,397 child restraints to local Buckle Up Kids counties and compiled data through quarterly reports. In addition, a total of 7,592 families were served and 8,844 seats were checked through Permanent Checking Stations in North Carolina. There were 28 new Permanent Checking Stations established during FY2014.

Project Number(s): OP-14-05-02
Agency: NC Department of Insurance, Office of State Fire Marshal
Project Description: This project is a continuing effort to increase the usage of child restraints, booster seats, and seat belts in order to reduce the number of injuries and deaths to motor vehicle occupants by collaborating with local and state child passenger safety programs. In addition, NCDOT/OSFM expanded the CPS Diversion Program to additional counties. The process is either underway or established in over 80 counties. The Implementation of an Occupant Protection Diversion Program for seat belt violations in various counties was also started.
Contribution to Meeting Targets: During FY2014, 27 National Child Passenger Safety (CPS) Technician classes were held and NCDOT assisted Western North Carolina Safe Kids with administering one special needs CPS course. Class contracts were coordinated by NCDOT-OSFM

including travel for instructors meals, mileage and lodging. There were 563 CPS Technicians certified during FY2014. The annual Buckle Up NC Conference was held March 23-26, 2014 in Raleigh. There were over 300 attendees that had an opportunity to earn as many as 8 CEU's. Through 2014, North Carolina has maintained a Technician recertification rate around 67%, which is one of the highest in the nation.

Project Number(s): OP-14-05-01
Agency: NC GHSP Click It or Ticket Program
Project Description: This project provided funding to bring awareness to the importance of buckling up and the Click It or Ticket Program
Contribution to Meeting Targets: GHSP purchased promotional items and brochures to promote the Click It or Ticket campaign and provided support to the OP Task Force meetings. In addition, GHSP provided materials for the teen program Click It or Ticket Securing Your Future.

Project Number(s): K2-14-07-01/K8-14-02-04
Agency: New Hanover County Sheriff's Office
Project Description: In order to effectively enforce impaired driving laws and conduct night-time seat belt initiatives, the New Hanover County Sheriff's Office has continued a DWI/Seat Belt Enforcement Unit that consists of four deputies.
Contribution to Meeting Targets: The New Hanover County Sheriff's Office continued to work with law enforcement agencies throughout the region on enforcement efforts. They arrested 206 DWI offenders and issued 802 seat belt citations. Alcohol-related crashes in New Hanover County have been reduced by 10% during FY2014.

Project Number(s): OP-14-05-05
Agency: Research Triangle Institute
Project Description: The Research Triangle Institute (RTI) provided training to data collectors/surveyors and implemented the annual seat belt observational survey for North Carolina. RTI also conducted additional night-time seat belt surveys and a pilot study for "Click It or Ticket" Securing Your Future in High Schools.
Contribution to Meeting Targets: In 2014 North Carolina had a seat belt usage rate of 90.6%. This is the first time ever that North Carolina has registered a usage rate above 90%.

Project Number(s): K2-14-07-05/K8-14-02-20
Agency: Town of Cary Police Department
Project Description: This is the 3rd year of funding for the Cary Police Department. Since the implementation of the grant, the DWI arrests have increased and the number of alcohol related crashes have decreased. There are other traffic related issues which the DWI enforcement team attempted to accomplish in FY14, as well as continuing a collaboration with the Wake County Traffic Task Force.
Contribution to Meeting Targets: The Cary Police Department had a total of 306 DWI arrests this past year. They investigated 93 alcohol related traffic crashes this year. That was a 11% decrease

from last year. The Cary Police Department participated in 81 DWI and traffic related educational events and displays this past year.

Project Number(s):	OP-14-05-03
Agency:	University of North Carolina Highway Safety Research Center
Project Description:	This project provides consumer information to the public through a toll free number, website, brochures and flyers. UNC-HSRC also, provides program and technical assistance to child passenger safety (CPS) advocates and administrators by keeping curriculum current, helping coordinate all CPS training activities and programs and supporting the NC CPS Training Committee and Occupant Protection Task Force. A major part of this project. is maintaining and the website www.buckleupnc.org and keeping it current.
Contribution to Meeting Targets:	During FY2014, the buckleupnc.org website was visited by nearly 150,000 individuals and the site recorded over 2.3 million hits. This year, the inclusion of a limited number of pages in Spanish were generated as well. All pages are available through www.buckleupnc.org/espanol . As of the end of FY2014, North Carolina has a network of 2,600 CPS Technicians, 53 Instructors and 60 Technician Proxies. North Carolina continues to have one of the highest recertification rates in the country.

POLICE TRAFFIC SERVICES

BACKGROUND AND NOTEWORTHY PROGRAMS

North Carolina has made substantial progress in reducing speed-related fatalities. The number of speeding-related fatalities was 413 in 2013, a 20 percent decrease from the 2007 – 2011 annual average of 515. Nonetheless, speeding continues to be a major cause of injuries and fatalities on North Carolina roadways and has significant economic, social, and personal costs for North Carolinians.

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. However, implementation of the program has been dependent on overcoming several obstacles. For example, it is increasingly difficult to reach North Carolina residents with high visibility enforcement messaging as is evidenced by the somewhat fewer individuals who report knowing about speed enforcement campaigns. For example, based on a 2012 survey of North Carolina residents, 35% reported that they had read, seen, or heard speed-related messages or information from police and law enforcement agencies concerning speed enforcement programs, compared to 40% in 2011.

GHSP continued the partnership with the North Carolina Justice Academy through funding for training to law enforcement officers across the state for radar instructor certification courses.

In order to target speed enforcement efforts, GHSP encourages counties to adopt more systematic approaches to identify roads that are priorities. To this end, during FY2014 GHSP continued to fund a project to help identify specific intersections in three towns that have high crash frequency and then implement Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies in those jurisdictions.



In addition, 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 (HSRC) completed a comprehensive project focused on the nature of the problems and solutions to significantly reduce speeding-related crashes and injuries in North Carolina. The team initially completed a comprehensive literature review about best practices for reducing speeding. Following this, with support from GHSP and the NC Department of Transportation, HSRC hosted the “North Carolina Speed and Safety Symposium” in October 2011, along with a day-long workshop that brought together North Carolina stakeholders with international speed management experts. Based on this project, HSRC developed a list of recommendations for the state to consider for improving speed management practices and policies

which are reported in North Carolina Speed Management: Recommendations for Action. Ultimately, twenty-one recommendations were developed to reduce speeding and severe crashes in NC.

PROGRAM RESULTS

NO NEED 2 SPEED/OBEY THE SIGN OR PAY THE FINE

During FY2014, GHSP began to transition away from the previous speeding campaign slogan to the national slogan “Obey the Sign or Pay the Fine.” Law enforcement agencies in North Carolina conducted the speed enforcement campaign during April 14-20, 2014. In total, 5,466 checkpoints and saturation patrols were conducted, resulting in 13,055 speeding citations. Additionally, the campaign produced 907 DWI arrests, 2,316 safety belt and child passenger violations, 1,122 drug violations, and 947 fugitives captured. Detailed results from campaign activities in FY2014 are presented below.

RESULTS OF SPEED ENFORCEMENT CAMPAIGN ACTIVITIES DURING FY2014	
	Spring Speed Enforcement
Checkpoints	443
Saturation patrols	5,023
Total Checkpoints and Saturation Patrols	5,466
Under 21 DWI charges	92
21 and over DWI charges	815
Total DWI Charges	907
Safety belt violations	1,952
Child passenger safety	364
Total Occupant Restraint Charges	2,316
Drug violations	1,122
Stolen vehicles recovered	39
Fugitives arrested	947
Felony arrests	609
Other criminal violations	3,115
Total Criminal Violations	5,832
Speeding	13,055
All other traffic violations	15,877
Total Other Traffic Violations†	28,932
Uninsured motorists	819
Reckless driving	482
Total Traffic and Criminal Violations	39,288

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

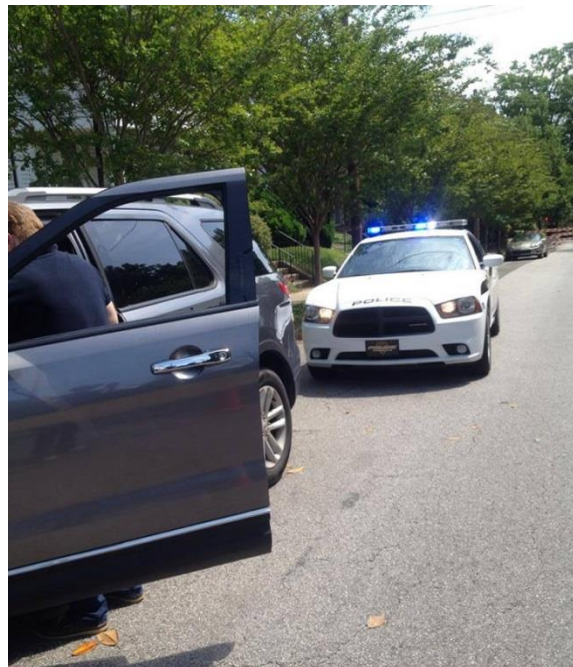
†Total Other Traffic Violations includes speeding, DWLR, GDL, work zone violation, and other traffic violations.

FUTURE STRATEGIES

GHSP believes the annual speed enforcement campaign's transition to "Obey the Sign, or Pay the Fine" will enhance the public awareness of the campaign as the slogan is used nationally. This campaign is planned for March 30, 2015 through April 5, 2015. The strategy is to hold this campaign annually and to look for continued growth in future years. In addition, GHSP will focus law enforcement and media attention on the enforcement of speeding at night.

GHSP will also continue to share data with agencies in the counties that are overrepresented in speeding fatalities, including the locations of speed related crashes, day of the week and the time of day they are occurring, along with enforcement data. The analytical and mapping tools of the continuing GHSP funded Vision Zero efforts will provide this information in a timely manner. 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.

During FY2015, the North Carolina State University Institute for Transportation Research and Education (ITRE) will begin a new project called Ticketing Aggressive Cars and Trucks or TACT, which will focus on reducing aggressive driving. The project will measure the effect of the enforcement regarding aggressive driving measured in real time.



FUNDED PROJECTS AND ACTIVITIES

The police traffic services related projects and activities listed below were funded by GHSP under the FY2014 Highway Safety Plan:

Project Number(s):	PT-14-03-10
Agency:	Asheville Police Department
Project Description:	This grant provided funding for the Region 10 Law Enforcement Liaison. This officer is the liaison between GHSP and one of the eleven regions in the state. Their responsibility is to promote highway safety within their region with increased efforts to raise seatbelt use above 90% by September 30, 2014 and to obtain 90 – 100% reporting of all law enforcement agencies in their region by September 30, 2014.
Contribution to Meeting Targets:	Region 10 raised its participation and equals the State average of 62%. A DWI task force has been established in Buncombe County.

Project Number(s):	PT-14-03-43
Agency:	Buncombe County Sheriff's Office

Project Description: This grant purchased ten radars for traffic safety and enforcement. The goal of the Buncombe County Sheriff's Office is reduce the number of speed related traffic crashes. They will accomplish this by using the radars at different locations throughout Buncombe County where there are speeding complaints and concerns.

Contribution to Meeting Targets: The Buncombe County Sheriff's Office made 12 presentations to the local high schools about speeding and safe driving habits. The Buncombe County Sheriff's Office had two additional Patrol Deputies to complete certifications in radar operations.

Project Number(s): PT-14-03-25

Agency: Camden County Sheriff's Office

Project Description: This grant provided funding for a traffic enforcement position focused on DWI and speeding violations in an effort to reduce traffic crashes in Camden County.

Contribution to Meeting Targets: During FY2014, the Camden County Sheriff's Office arrested 25 drivers for being impaired and cited 141 drivers for speeding violations. The Sheriff's Office also hosted their annual "Hands Across the Border" checking stations in conjunction with agencies from Virginia during the Labor Day "Booze It & Lose It" Campaign.

Project Number(s): PT-14-03-33

Agency: Chapel Hill Police Department

Project Description: The Town of Chapel Hill is home to the University of North Carolina which on any given day has a population of over 100,000 individuals. There is a high density of pedestrians, bicyclists, and motorists on roadways not designed for the amount of volume, which has resulted in daily traffic crashes. With numerous highways, roads and I-40, Chapel Hill has had an increase in most traffic related areas. This equipment grant will assist them to achieve their goals and objectives pertaining to traffic.

Contribution to Meeting Targets: This message board was used extensively through the year to address pedestrian, bicycle and traffic concerns throughout the town. It was a major source of information in many campaigns to improve the overall traffic situation in this college town.

Project Number(s): PT-14-03-07

Agency: Charlotte Mecklenburg Police Department

Project Description: This is a LEL grant for two Lidars, two dual antenna radars and travel. The goal of the grant is to promote highway safety within Region 8 with increased efforts to raise seatbelt use above 90% and obtain 90-100% reporting of all law enforcement agencies in Region 8 by September 30, 2014.

Contribution to Meeting Targets: Mecklenburg County had the highest seat belt usage rate in the State for 2014. Region 8 had an 88% participation rate for campaigns during the year. The Charlotte DWI team is one of the most efficient in the State.

Project Number(s): PT-14-03-17
Agency: City of Albemarle Police Department
Project Description: The goal of the Albemarle Police Department is to reduce teen and speed related traffic crashes and injuries in the City of Albemarle. This grant provided funding for enforcement and education efforts. The Albemarle Police Department targeted unrestrained drivers by conducting seat belt initiatives including holding checking stations during the day and nighttime.
Contribution to Meeting Targets: Through the use of daytime and nighttime initiatives Albemarle increased the number of citations issued to teen drivers and also to all drivers. Their educational programs reached into all the Middle and High Schools covering all aspects of traffic safety.

Project Number(s): PT-14-03-49
Agency: City of Boiling Spring Lakes Police Department
Project Description: This grant provided funding for one dedicated traffic enforcement officer deployed to focus on DWI arrests, speeding citations and seat belt citations in Boiling Spring Lakes and throughout Brunswick County. The officer worked along with the Sheriff's Office and other agencies conducting checking stations and seat belt initiatives throughout the fiscal year.
Contribution to Meeting Targets: During FY2014, the Boiling Spring Lakes Police Department was able to write 66 occupant restraint and over 150 speeding citations. The traffic officer was also certified as a Child Passenger Safety Technician and participated in inspection stations around the county. Twenty-five impaired driving arrests were also made by the department.

Project Number(s): PT-14-03-42
Agency: City of Conover Police Department
Project Description: This was a grant for traffic safety. This was the second year of funding and included the salary for one officer. The goal of the Conover Police Department is to reduce traffic crashes and injuries through enhanced traffic enforcement and education
Contribution to Meeting Targets: The Conover Police Department participated in or conducted 10 DWI checking stations. They also held 89 driver's license checking stations. The alcohol related traffic crashes have decreased from a high of 26 in 2012-13 to nine in the 2013-14 fiscal year. The Conover Police Department issued 44 DWI citations in the 2013-14 fiscal year with the grant officer making 11 of those arrests.

Project Number(s): PT-14-03-18
Agency: City of Durham Police Department
Project Description: The Durham Police Department requested funding for this special traffic safety equipment to support efforts in decreasing the number of traffic related violations, such as speeding. This equipment assisted in deterring speeders and helped reduce the number of speed related accidents. The special equipment will enable the department to conduct special operations to catch speeders

throughout the City and County of Durham.

Contribution to Meeting Targets: Equipment enabled Durham to address problem speeding areas and resulted in a decrease in speed related crashes and an increase in speeding citations.

Project Number(s): PT-14-03-36
Agency: City of Durham Police Department
Project Description: The City of Durham is home to Duke University, North Carolina Central University, Durham Technical Community College and numerous high schools. A large number of the departments' radar units are no longer approved for use. The department will utilize the new equipment obtained through this grant to continue enforcement.

Contribution to Meeting Targets: Radars upgraded the department with currently certified equipment to address the speeding problem.

Project Number(s): PT-14-03-66
Agency: City of Elizabeth City Police Department
Project Description: This project enabled the Elizabeth City Police Department to begin regular enforcement of traffic laws. The department was provided with checking station equipment along with five radar and MDT units.

Contribution to Meeting Targets: The Elizabeth City Police Department was able to issue 444 speeding tickets and apprehend 190 DWI offenders during FY2014. The department has also equipped all patrol officers with e-citation capabilities.

Project Number(s): PT-14-03-34
Agency: City of Fairmont Police Department
Project Description: This grant provided funding for a full time traffic enforcement officer position aimed to focus on DWI arrests and seat belt citations in the Town of Fairmont and throughout Robeson County. The Fairmont Police Department worked in conjunction with surrounding agencies by participating in the Robeson County Traffic Safety Task Force.

Contribution to Meeting Targets: During FY2014, traffic position wrote 142 seat belt citations and arrested 12 impaired drivers. Traffic fatalities during 2014 are down approximately 40% in Robeson County and the seat belt usage rate in Robeson County was raised by over seven percent.

Project Number(s): PT-14-03-50
Agency: City of Greensboro Police Department
Project Description: This was an equipment grant to enable the Greensboro Police Department to upgrade their crash reconstruction unit with the latest software and training to provide professional and detailed investigations to assist in the prosecution of alcohol related crashes.

Contribution to Meeting Targets: This grant has proven to be a vital tool and technology for investigating crashes. The equipment and training has provided the officers with new skills and the

latest in crash investigation techniques and equipment.

Project Number(s): PT-14-03-19
Agency: City of Morganton Police Department
Project Description: This was the first year of the Morganton Police Department's grant to establish a two person traffic enforcement unit. Their goal was to increase their seatbelt citations (day and night), DWI arrests, speeding citations and child restraint citations by 25% by September 30, 2014.
Contribution to Meeting Targets: This personnel grant resulted in 66 DWI arrests, the issuance of 222 citations for occupant restraints violations, 342 citations for speeding, and 99 citations for revoked licenses. The agency conducted 41 license checks, 10 seat belt initiatives (six day and four night). Traffic crashes were reduced by 20 crashes during this time period compared to the same time period last year

Project Number(s): K8-14-02-03
Agency: City of New Bern Police Department
Project Description: This was a grant for an equipment trailer, checkpoint equipment, light tower and generator. Their goal is to use the light tower to assist with nighttime seatbelt enforcement and the checkpoint equipment for DWI checking stations.
Contribution to Meeting Targets: The department conducted weekly checking stations both daytime and nighttime for seatbelt initiatives and DWI enforcement.

Project Number(s): PT-14-03-12
Agency: City of New Bern Police Department
Project Description: This was a grant for two pole mounted radars and five radars for traffic safety and enforcement. The pole mounted radars will be used as an educational tool and at the same time will gather information for speed enforcement at a later time. The radars will be used at different locations throughout the City of New Bern where there are speeding complaints and concerns.
Contribution to Meeting Targets: The use of the equipment allowed New Bern to increase the number of citations issued for speeding and to educate specific problem areas prior to actual enforcement.

Project Number(s): PT-14-03-29
Agency: City of Roxboro Police Department
Project Description: The Roxboro Police Department was in need of replacing obsolete radars that are at least ten years old which will enable them to continue their presence through 15-501 as it relates to traffic related issues.
Contribution to Meeting Targets: Roxboro purchased radars currently approved for use in the State of NC replacing units that had been de-certified.

Project Number(s): PT-14-03-51
Agency: City of Wilmington Police Department

POLICE TRAFFIC SERVICES

Project Description: To effectively enforce impaired driving and conduct night-time seat belt initiatives, the Wilmington Police Department was provided with a light tower, generator, equipment trailer, signs and cones.

Contribution to Meeting Targets: During FY2014, the Wilmington Police Department issued 897 seat belt citations and arrested 648 DWI offenders. In New Hanover County alcohol-related crashes decreased slightly during FY2014.

Project Number(s): PT-14-03-21

Agency: Currituck County Sheriff's Office

Project Description: The Currituck County Sheriff's Office received equipment to assist their department in increasing their speed enforcement efforts during FY2014.

Contribution to Meeting Targets: The Sheriff's Office worked with local schools and other identified problem areas while issuing over 1,600 speeding citations and arresting almost 90 DWI offenders.

Project Number(s): PT-14-03-24

Agency: Dare County Sheriff's Office

Project Description: This grant enabled the Dare County Sheriff's Office to conduct checking stations for DWI and nighttime seatbelt enforcement. It also enabled the department to increase their enforcement efforts against speeding and to start using the eCitation program and electronic crash reporting.

Contribution to Meeting Targets: During FY2014, the Dare County Sheriff's Office increased DWI arrests by 64% and speeding citations by nine percent. They now have 25 vehicles equipped with in-car video systems to aid in the arrest and conviction of DWI offenders.

Project Number(s): PT-14-03-08

Agency: Guilford County Sheriff's Office

Project Description: This grant provided funding for the Region 7 Law Enforcement Liaison. This officer is the liaison between GHSP and one of the eleven regions in the state. Their responsibility is to promote highway safety within their region with increased efforts to raise seatbelt use above 90% by September 30, 2014 and to obtain 90 – 100% reporting of all law enforcement agencies in their region by September 30, 2014.

Contribution to Meeting Targets: Region 7 had the highest participation rate for the State with 90.6%. Alamance County had an observed seatbelt usage rate of over 90%. Several members of the Guilford County Task Force were in the top five statewide for DWI arrests.

Project Number(s): PT-14-03-52

Agency: Henderson Police Department

Project Description: This grant provided funding to enable the Henderson Police Department to increase the number of checking stations they conduct to address the DWI issue and the unrestrained occupant issue. This increased enforcement will be conducted during the nighttime as well as daytime hours.

POLICE TRAFFIC SERVICES

Contribution to Meeting Targets: Weekly and monthly checking stations to enforce DWI and seatbelt laws were conducted.

Project Number(s): PT-14-03-15
Agency: Holly Ridge Police Department
Project Description: This grant provided funding for the Holly Ridge Police Department to continue the deployment of their traffic enforcement officer in order to increase their enforcement efforts in Holly Ridge and the surrounding area.

Contribution to Meeting Targets: During FY2014, the Holly Ridge Police Department was able to work on enforcement projects with other agencies in Onslow County and they issued 714 speeding citations.

Project Number(s): PT-14-03-05
Agency: Jackson County Sheriff's Office
Project Description: This was a LEL grant for one in-car video camera, wireless air card service and travel. The goal of this grant is to promote highway safety within Region 11 with increased efforts to raise seatbelt use above 90% by September 30, 2014 and obtain 90-100% reporting of all law enforcement agencies in Region11 by September 30, 2014.

Contribution to Meeting Targets: Assisted the Macon County Sheriff's Office with hosting the "Hands across the border" checkpoint with Georgia Law Enforcement.

Project Number(s): PT-14-03-63
Agency: Macon County Sheriff's Office
Project Description: This was the second year of funding and it included the salary for one deputy. The goal of the Macon County Sheriff's Office is to reduce traffic crashes and injuries by increased enforcement, high visibility and education initiatives.

Contribution to Meeting Targets: The Sheriff's office participated in all GHSP campaigns. They conducted 42 traffic checking station and charged 968 violations during the 2014 grant year.

Project Number(s): PT-14-03-09
Agency: Marion Police Department
Project Description: This grant provided funding for the Region 9 Law Enforcement Liaison. This officer is the liaison between GHSP and one of the eleven regions in the state. Their responsibility is to promote highway safety within their region with increased efforts to raise seatbelt use above 90% by September 30, 2014 and to obtain 90 – 100% reporting of all law enforcement agencies in their region by September 30, 2014.

Contribution to Meeting Targets: Caldwell County had the second highest seatbelt rate (93%) during the statewide survey. Morganton Public Safety has a dedicated traffic safety team. A multi-agency task force has been implemented in Wilkes County.

Project Number(s): PT-14-03-53
Agency: Maxton Police Department
Project Description: This grant provided funding for the Maxton Police Department to obtain radar units in order to increase the number of speeding citations and reduce the number of speed-related fatalities in Robeson County. They also worked in conjunction with surrounding agencies by participating in the Robeson County Traffic Safety Task Force.
Contribution to Meeting Targets: A total of 132 speeding and 115 seat belt citations were issued by the Maxton Police Department during FY2014. The number of traffic fatalities in Robeson County through August 2014 was 16. In 2013 there were over 40.

Project Number(s): PT-14-03-64
Agency: NC Department of Crime Control and Public Safety
Project Description: This was an equipment grant for an upgraded mobile forensics tool which extracts, decodes and analyses data from cell phones, tablets and portable GPS devices for use in law enforcement.
Contribution to Meeting Targets: NHTSA did not approved this project therefore the projected was not funded.

Project Number(s): PT-14-03-55
Agency: NC Department of Justice
Project Description: This grant provides training to law enforcement officers statewide for crash investigation and radar instructor certification. The Justice Academy had four crash investigation classes scheduled from IPTM (Institute of Police Technology & Management) that were taught at their academy. The Justice Academy's goal is to seek out experts in the crash investigation/reconstruction and radar instruction fields to supplement the training programs offered to NC law enforcement officers. The Justice Academy purchased two (2) sets of CDR/EDR download cables. These cables will be used by law enforcement agencies to download data from vehicles that are involved in serious vehicle crashes.
Contribution to Meeting Targets: The NC Justice Academy conducted 65 different training opportunities this past fiscal year and had 834 officers successfully complete the training. This included crash investigation and crash reconstruction courses. The NCJA purchased RADAR and LIDAR instruments to continue the necessary training on speed measuring instruments. NCJA hosted four crash investigation courses taught by IPTM. These courses instructed a total of 72 officers on the advanced level of crash investigation.

Project Number(s): PT-14-03-40
Agency: NC GHSP Points System
Project Description: This grant provided funding for the purchase of equipment distributed to local law enforcement agencies through the Points System.
Contribution to Meeting Targets: GHSP purchased radars, lidars, tint meter, stop sticks, flashlights and in-car videos for over 300 law enforcement agencies in NC for their efforts in traffic

safety enforcement.

Project Number(s): K8-14-02-16
Agency: NC State University Police Department
Project Description: The NC State University Police Department has seen an increase in traffic related issues, especially with speeders, DWI and lack of seatbelt use. Speed citations increased from 23 in 2010 to 153 in 2012. Centennial Campus is a rapidly growing area and speeders present a significant problem. This grant provided funding for equipment to be used throughout the campus to help reduce and enforce traffic related issues.
Contribution to Meeting Targets: Equipment allowed NCSU officers to increase their efforts to enforce all traffic laws on the campus and this was reflected in an increase in citations for speeding, seatbelts and DWI.

Project Number(s): K9-14-11-02
Agency: NC State University, Institute for Transportation Research and Education
Project Description: This was a continuation and expansion of work that was originally funded by the Federal Highway Administration. The goals include aligning NC State Highway Patrol (NCSHP) performance to the Highway Safety Plan, expand the data coverage to all areas of the patrol and eventually the expansion of the coverage to all law enforcement agencies in the state. This will be a multi-year project incorporating cooperation between multiple state and local agencies.
Contribution to Meeting Targets: Operation Coverlab has expanded from the commercial motor vehicle area to statewide crashes for the NCSHP and is continuing expansion with the plan to cover all agencies statewide.

Project Number(s): PT-14-03-01
Agency: New Hanover County Sheriff's Office
Project Description: This was an ongoing continuation project. The funds provided allowed the Regional Law Enforcement Liaison in Region 3 to promote highway safety among other agencies and the community. The Liaison will conduct Law Enforcement County Coordinator meetings, gather/compile reports from County Coordinators and promote Governor's Highway Safety Program initiatives within the region.
Contribution to Meeting Targets: Robeson County had a seven percent increase in seatbelt usage. Columbus County increased by one percent while Onslow County remained the same. The Brunswick Task force leads the State in number of checkpoints conducted. The regional reporting rate increased by nine percent.

Project Number(s): PT-14-03-54
Agency: North Carolina Sheriff's Association
Project Description: This grant provided training to law enforcement officers statewide on the most recent General Assembly legislative decisions on new laws passed, changed or amended. The goal of the NC Sheriff's Association is to increase the knowledge of North Carolina law enforcement officers in the additions or changes in the

North Carolina General Statutes in areas such as Motor Vehicle Law, Motorcycle Safety, Identify Theft, and other traffic safety issues.

Contribution to Meeting Targets: NC Sheriff's Association provided training to all the newly appointed sheriff's in NC, and trained a number of law enforcement officers across the state with the 2013 motor vehicle laws recently enacted.

Project Number(s): PT-14-03-11
Agency: Northampton County Sheriff's Office
Project Description: This grant provided funding for the Region 4 Law Enforcement Liaison. This officer is the liaison between GHSP and one of the eleven regions in the state. Their responsibility is to promote highway safety within their region with increased efforts to raise seatbelt use above 90% by September 30, 2014 and to obtain 90 – 100% reporting of all law enforcement agencies in their region by September 30, 2014.

Contribution to Meeting Targets: The participation in Region 4 rose to over 74% for the year. LEL conducted quarterly meetings with the LECC's and replaced three of them for inactivity.

Project Number(s): PT-14-03-22
Agency: Person County Sheriff's Office
Project Description: Person County Sheriff's Office has seen a dramatic increase in traffic fatalities and/or injuries involving speed, alcohol and failure of individuals not wearing their seatbelts. The equipment is being used for traffic stops and to assist the court system on DWI cases as well as other traffic related issues and problems.

Contribution to Meeting Targets: The Sheriff's Office saw an increase in their conviction rate in court as well as an increase in the number of citations issued.

Project Number(s): PT-14-03-47
Agency: Polk County Sheriff's Office
Project Description: This was a continuation grant for traffic safety. This was the third and final year of funding. The grant included the salary for one deputy. The goal of the Polk County Sheriff's Office is to reduce traffic crashes through enforcement and education initiatives. The Polk County Sheriff's Office accomplished this by enforcement of speed violators, aggressive drivers and DWI's.

Contribution to Meeting Targets: The Polk County Sheriff's Office Traffic Deputy issued 169 speeding citations and over 800 total citations during the past year. The Traffic Deputy made seven presentations at the local high school on the dangers of drinking and driving. They also had a demonstration with a golf cart to teach the students about the dangers of texting and driving.

Project Number(s): PT-14-03-03
Agency: Rockingham Police Department
Project Description: This grant provided funding for the Region 6 Law Enforcement Liaison. This officer is the liaison between GHSP and one of the eleven regions in the state. Their responsibility is to promote highway safety within their region with

increased efforts to raise seatbelt use above 90% by September 30, 2014 and to obtain 90 – 100% reporting of all law enforcement agencies in their region by September 30, 2014.

Contribution to Meeting Targets: The region 6 reporting rate went up by five percent. A multi-county regional task force was created which conducted multiple checkpoints throughout the year.

Project Number(s): PT-14-03-20

Agency: Southern Shores Police Department

Project Description: The two pole-mounted radars provided in this project assisted the Southern Shores Police Department in identifying and reducing speeding violations in specific locations.

Contribution to Meeting Targets: The Southern Shores Police Department was able to strategically use the pole-mounted radar and has reduced the number of speeding violations to 97 during FY2014.

Project Number(s): K2-14-07-06/K8-14-02-21

Agency: Town of Apex Police Department

Project Description: The Apex Police Department did not have light towers and adequate checkpoint equipment to conduct efficient checkpoints. With numerous highways, roads and NC-55, Apex has had an increase in most traffic related areas. This equipment grant assisted them in achieving their goals and objectives pertaining to traffic.

Contribution to Meeting Targets: The purchase of the light towers enabled the Apex Police Department to conduct multiple nighttime events with their officers. These events addressed seatbelts as well as DWI.

Project Number(s): PT-14-03-37

Agency: Town of Apex Police Department

Project Description: This grant provided funding for the third year of funding for the Apex Police Department traffic unit. The primary goal of this traffic unit was to continue enforcing traffic related issues and problems in the Apex area.

Contribution to Meeting Targets: The department set out to increase seat belt usage by employing a more aggressive enforcement of seat belt violations. From 2013-2014 there was a 44.3% increase in seatbelt citations. With the increased enforcement this also helped decrease the number of traffic crashes.

Project Number(s): PT-14-03-04

Agency: Town of Ayden Police Department

Project Description: This was a LEL grant for a two LED light bars, four dual antenna radars and travel. The goal of the grant was to promote highway safety within Region 2 with increased efforts to raise seatbelt use above 90% by September 30, 2014 and to obtain 90-100% reporting of all law enforcement agencies in Region 2 by September 30, 2014.

POLICE TRAFFIC SERVICES

Contribution to Meeting Targets: Several nighttime seat belt initiatives were conducted in four Region 2 counties. The LEL was present for several events and local meetings.

Project Number(s): PT-14-03-28
Agency: Town of Biscoe Police Department
Project Description: This grant provided funding for a traffic unit to allow the Biscoe Police Department to have a visible presence in the town and surrounding roadways. The traffic unit focused on speeders, DWI and seatbelt violators.
Contribution to Meeting Targets: Traffic enforcement and education were stressed with the full time traffic officer. Citations increased dramatically and seatbelt usage increased.

Project Number(s): K8-14-02-19
Agency: Town of Cary Police Department
Project Description: The Town of Cary Police Department conducts and participates in more than twenty plus DWI checkpoints per year. Without adequate equipment, the police department cannot fully expand their checkpoints to enforce impaired driving. This checkpoint equipment will allow the police department to target specific areas and increase arrests for DWI violations through Governor's Highway Safety Program checkpoint campaigns.
Contribution to Meeting Targets: The light tower enabled the Cary Police Department to carry out more nighttime events than in any previous year. This very active traffic unit did weekly nighttime events including DWI and nighttime seatbelt initiatives and saw an increase in their citations for both offenses.

Project Number(s): K2-14-07-07/K8-14-02-22
Agency: Town of Chapel Hill Police Department
Project Description: The Town of Chapel Hill is home to the University of North Carolina which on any given day has a population of over 100,000 individuals. There is a high density of pedestrians, bicyclists, and motorists on roadways not designed for the amount of volume, which has resulted in daily traffic crashes. With numerous highways, roads and I-40, Chapel Hill has had an increase in in problems for most traffic related areas. This equipment grant will assist them to achieve there goals and objectives pertaining to traffic.
Contribution to Meeting Targets: Chapel Hill PD was able to conduct weekly checking stations both daytime and nighttime for DWI and seatbelt enforcement to address their problems associated with the high level of population experienced on a daily basis.

Project Number(s): PT-14-03-35
Agency: Town of Clayton Police Department
Project Description: The Town of Clayton has experienced a 30% growth in population since 2005, resulting in a dramatic increase in traffic related issues such as speed and crashes. This grant provided funding for the Clayton Police Department to replace outdated equipment and provide personnel with equipment necessary to enforce the speeding problems which affect the town.

POLICE TRAFFIC SERVICES

Contribution to Meeting Targets: The purchase of current radars allowed the town to replace de-certified units with certified units and issue more speeding citations.

Project Number(s): PT-14-03-56
Agency: Town of Clyde Police Department
Project Description: This was a grant for an equipment trailer, checkpoint equipment, telescoping lights and generator. Their goal is to use the light tower and checkpoint equipment for nighttime seatbelt enforcement and for DWI checking stations.
Contribution to Meeting Targets: The department chose not to implement the grant.

Project Number(s): PT-14-03-44
Agency: Town of Columbus Police Department
Project Description: This grant was a continuation grant for traffic safety. This was the third and the final year of funding. The grant funded the salary for one officer. The goal of the Columbus Police Department is to reduce traffic crashes by enhanced enforcement of speeding, DWI's and occupant restraints.
Contribution to Meeting Targets: The Columbus Police Department over the three year grant period issued 306 DWI citations, 418 occupant restraint citations and 2,808 speeding citations. The grant officer issued 7,980 charges over the three year period. The Columbus Police Department saw a 60% decrease in traffic crashes over the three year period.

Project Number(s): PT-14-03-27
Agency: Town of Erwin Police Department
Project Description: This grant provided the second year of funding for Erwin Police Department's traffic unit. The primary goal of this traffic unit has been to continue having a strong presence in Erwin regarding traffic related issues. Speeding is a major contributor. There were specific goals and objectives which Erwin police department wished to continue in FY14, regarding Seatbelt, DWI, Speed and CPS violators.
Contribution to Meeting Targets: DWI arrests have increased and occupant restraint violations have increased. The agency participated in five DWI checkpoints and trained officers in SFST.

Project Number(s): K8-14-02-02
Agency: Town of Franklin Police Department
Project Description: This was a one year equipment grant. Franklin has continued to grow in population and territory due to annexations. The Franklin Police Department has expanded its role in participating in multi-jurisdictional safety check points, DWI check points and saturation patrols with Jackson County SO, Macon County SO and Highlands PD. However, they have a very limited supply of traffic safety equipment. This equipment is essential for setting up safe motor vehicle checking stations especially after dark.

POLICE TRAFFIC SERVICES

Contribution to Meeting Targets: The agency conducted 12 DWI checking station and six day and night seatbelt checkpoints. They also assisted in five DWI and seatbelt checkpoints.

Project Number(s): PT-14-03-39
Agency: Town of Franklinton Police Department
Project Description: This grant provided funding to enable the Franklinton Police Department to increase their enforcement of the speed laws. The goal was to reduce speeding in the city limits by two percent.
Contribution to Meeting Targets: Speeding within city limits was decreased by 2.2%.

Project Number(s): PT-14-03-38
Agency: Town of Fuquay-Varina Police Department
Project Description: The Fuquay-Varina Police Department completed their third year of a project funding a traffic enforcement officer in order to increase enforcement and reduce speed-related crashes.
Contribution to Meeting Targets: During FY2014, the traffic officer arrested 42 DWI offenders and issued 201 speeding citations. The Fuquay-Varina Police Department participated in the Wake County Traffic Safety Taskforce to conduct enforcement activities throughout Wake County.

Project Number(s): PT-14-03-31
Agency: Town of Garner Police Department
Project Description: This grant provided funding for the third year of the Garner Police Department's DDACTS project. The primary goal of this project was to continue the collaborations with the Towns of Holly Springs and Knightdale at reducing traffic related crashes in high areas and to lower the crime rates within these areas as it relates to traffic.
Contribution to Meeting Targets: The DDACTS project continues to improve the overall policing in the towns involved. Their response to traffic related issues and criminal activities has continued to improve.

Project Number(s): PT-14-03-23
Agency: Town of Garysburg Police Department
Project Description: This grant provided funding for the Garysburg Police Department to conduct checking stations for DWI and daytime seatbelt/nighttime seatbelt enforcement.
Contribution to Meeting Targets: The department was able to conduct checking stations for the first time without other agencies.

Project Number(s): PT-14-03-41
Agency: Town of Highlands Police Department
Project Description: This was an equipment grant for seven radars. Since 2005, Highlands has seen vehicle crashes increase by 33.4% and an increase in DWI arrests by 67.7%. With

the ever increasing popularity of Highlands and the surrounding environment our department is not properly equipped to slow or stop the increase.

Contribution to Meeting Targets: The department has increased speed enforcement by utilizing seven radars. There was a reduction in the number of traffic crashes due to speed. They have issued over 97 citations from 2013-2014.

Project Number(s): PT-14-03-57
Agency: Town of Kernersville Police Department
Project Description: This was an equipment grant with Kernersville Police Department. The department purchases ten radars with same direction and directional capabilities. This equipment was utilized for speed enforcement in areas of known speeding locations, special speed restriction areas such as school and construction zones, high crash severity locations and other locations throughout Kernersville as needed.

Contribution to Meeting Targets: There were 3,097 speeding citations issued in the 2013-2014 grant year. The amount of property damage loss was reduced from \$298,664 to \$206,731.67.

Project Number(s): PT-14-03-06
Agency: Town of Kitty Hawk Police Department
Project Description: This was an ongoing continuation project. The funds provided will allow the Regional Law Enforcement Liaison in Region 1 to promote highway safety among other agencies and the community. The Liaison will conduct Law Enforcement County Coordinator meetings, gather/compile reports from County Coordinators and promote Governor's Highway Safety Program initiatives within the region.

Contribution to Meeting Targets: Region 1 had a 10% increase in agency participation from the previous year. Dare County had one of the most active weeks during the spring Click It or Ticket campaign. Camden County SO conducted a "Hands across the border" event with Virginia Law Enforcement during the Labor Day campaign.

Project Number(s): PT-14-03-65
Agency: Town of Leland Police Department
Project Description: This grant added two full time traffic enforcement officers and provided equipment to form a traffic unit within the Leland Police Department. The unit worked along with the Sheriff's Office and other agencies conducting checking stations and seat belt initiatives throughout the fiscal year.

Contribution to Meeting Targets: A total of 396 occupant protection citations and 240 speeding citations were issued by the traffic unit. They also apprehend 59 impaired drivers.

Project Number(s): PT-14-03-16
Agency: Town of Morehead City Police Department
Project Description: This was a grant for one pole mounted radar and four radars for traffic safety and enforcement. The pole mounted radar was used as an educational tool and at the same time to gather information for speed enforcement. The radars were used at different locations throughout Morehead City where there are speeding

complaints and concerns.
Contribution to Meeting Targets: The Morehead City Police Department was able to determine problem areas and to increase enforcement and citations.

Project Number(s): PT-14-03-02
Agency: Town of Morrisville Police Department
Project Description: This grant provided funding for a Regional LEL to encourage County Coordinators within Region 5 to continue GHSP campaigns and other traffic related initiatives. The LELs promote highway safety within their regions and work with agencies to maintain the seatbelt usage above 90%.

Contribution to Meeting Targets: The participation in Region 5 rose to over 81% for the year. Several agencies within Region 5 were on the top 10 list for seatbelt enforcement during the May Click It or Ticket campaign. Region 5 had two counties above 90% during the seatbelt survey.

Project Number(s): PT-14-03-58
Agency: Town of Mount Gilead Police Department
Project Description: This was the third year of funding for the salary for one officer. The goal of the Mt. Gilead Police Department was to reduce traffic crashes by enhanced enforcement of speeding, DWI's and occupant restraints. They planned to accomplish this by aggressively enforcing traffic violators and educating the motoring public.

Contribution to Meeting Targets: Over the life of the grant the Mt. Gilead Police Department has seen a decrease in overall crashes, an improvement in the number of DWI crashes and a reduction in their speeding problems in town.

Project Number(s): PT-14-03-14
Agency: Town of Red Springs Police Department
Project Description: This grant provided funding for a full-time traffic enforcement officer to address DWI offenses, occupant restraint violations and to prevent further traffic fatalities within the Town of Red Springs and surrounding areas in Robeson County. The Red Springs Police Department worked in conjunction with surrounding agencies by participating in the Robeson County Traffic Safety Task Force.

Contribution to Meeting Targets: During FY2014, the traffic officer arrested 29 DWI offenders and issued 195 occupant restraint citations. Traffic fatalities during 2014 are down approximately 40% in Robeson County and the seat belt usage rate in Robeson County was raised by over seven percent.

Project Number(s): PT-14-03-13
Agency: Town of Richlands Police Department
Project Description: This grant provided funding for the Richlands Police Department to employ a full-time traffic enforcement officer and purchase equipment to address seat belt non-compliance and DWI violations, thus reducing traffic crashes and preventing

Contribution to Meeting Targets: further traffic fatalities within the Town of Richlands and surrounding areas in Onslow County. Traffic safety is a culture at Richlands Police Department. Every patrol vehicle has 'traffic enforcement' decals on display. Seat belt initiatives and DWI checking stations were conducted with other agencies in Onslow County. During FY2014, the Richlands Police Department made 18 DWI arrests and issued 274 seat belt citations.

Project Number(s): K8-14-02-24
Agency: Town of River Bend Police Department
Project Description: This was a new grant for checkpoint equipment, light tower and generator. Their goal was to use the light tower to assist with nighttime seatbelt enforcement and the checkpoint equipment for DWI checking stations.
Contribution to Meeting Targets: The department conducted checking stations and nighttime seatbelt initiatives to address the problem of unbelted occupants and DWI offenders.

Project Number(s): K2-14-07-08/K8-14-02-26
Agency: Town of Rolesville Police Department
Project Description: Rolesville continues to be the fastest growing town in Wake County, with a potential population to reach 12,000 residents by 2015. There are specific goals and objectives which Rolesville Police Department wished to accomplish in FY14, regarding Seatbelt, DWI, Speed and CPS violators. This Checkpoint equipment grant allowed the Police Department to target specific areas and increase violators through Governor's Highway Safety Program campaigns.
Contribution to Meeting Targets: This equipment in conjunction with their full time traffic officer has allowed the department to conduct weekly checking stations addressing DWI, speeding, seatbelts and CPS. This was accomplished with daytime and nighttime events.

Project Number(s): PT-14-03-30
Agency: Town of Rolesville Police Department
Project Description: This grant provided funding for the Rolesville Police Department's 3rd year of funding with GHSP. The primary goal of this traffic unit is to continue having a strong presence in Rolesville regarding traffic related issues. Rolesville continues to be the fastest growing town in Wake County, with a potential population to reach 12,000 residents by 2015. There are specific goals and objectives which Rolesville Police Department wished to accomplish in FY14, regarding Seatbelt, DWI, Speed and CPS violators.
Contribution to Meeting Targets: The traffic officer issued 132 occupant restraint citations. By increasing traffic enforcement at targeted locations, there was a 50% reduction in injury related crashes. There were also 22 DWI arrests.

Project Number(s): PT-14-03-46
Agency: Town of Stallings Police Department
Project Description: This was a grant for traffic safety. This was the second year of funding and

included the salary for one officer. The goal of the Stallings Police Department was to reduce teen and speed related traffic crashes and injuries in the Town of Stallings. They accomplished this by enforcement and education efforts. The Town of Stallings also targeted unrestrained drivers. They targeted these drivers through seat belt initiatives by holding checking stations during the day and nighttime.

Contribution to Meeting Targets: The Stallings Police Department did not see a significant decrease in teen related traffic crashes, the crash rate stayed about the same. They did experience a five percent decrease in speed related traffic crashes in this fiscal year. The Traffic Officer issued 251 speeding citations during the past year.

Project Number(s): K8-14-02-28
Agency: Town of Sylva Police Department
Project Description: This was a grant for an equipment trailer, checkpoint equipment, and two remote light systems. The goal is to use the light tower to assist with nighttime seatbelt enforcement and the checkpoint equipment for DWI checking stations.
Contribution to Meeting Targets: The department conducted 12 checking stations. They made 32 arrest during the 2014 grant year as a result of having the checkpoint equipment.

Project Number(s): PT-14-03-59
Agency: Town of Troutman Police Department
Project Description: This was a continuation grant for traffic safety. This was the third and final year of funding and it included the salary for one officer. The goal of the Troutman Police Department is to reduce traffic crashes and injuries through enforcement and education initiatives. The Troutman Police Department accomplished this by enforcement of traffic laws. They educated the public by utilizing the pole mounted radar to heighten awareness of speeding within their town.
Contribution to Meeting Targets: The Troutman Police Department had a total of 55 DWI arrests this past year. That was an increase from 40 DWI arrests last year. The Police Department also had an increase of occupant restraint violations from 69 to 88 this year. They either participated in and or held 34 day and/or night checking stations.

Project Number(s): PT-14-03-60
Agency: Town of Warrenton Police Department
Project Description: This grant provided funding to enable the Warrenton Police Department to safely conduct nighttime checking stations and nighttime seatbelt enforcement activities
Contribution to Meeting Targets: Monthly nighttime seatbelt enforcement activities were conducted.

Project Number(s): PT-14-03-61
Agency: Town of Yadkinville Police Department
Project Description: This was an equipment grant for the Yadkinville Police Department for in-car cameras. This grant will enable the town to increase their DWI enforcement by

POLICE TRAFFIC SERVICES

50% up to 1,400 stops per year.
Contribution to Meeting Targets: The department conducted four DWI checkpoint and seat belt checking stations. As a result of this grant the video evidence has assisted in obtaining convictions.

Project Number(s): K2-14-07-12/K8-14-02-27
Agency: Union County Sheriff's Office
Project Description: This was an equipment grant that purchased an equipment trailer, checkpoint equipment, light tower and generator. The Union County Sheriff's Office used the light tower to assist with nighttime seatbelt enforcement and the checkpoint equipment for DWI checking stations.

Contribution to Meeting Targets: The purchased checkpoint equipment was used to detect drivers not wearing their seatbelts and was used at several DWI checking stations this past year.

Project Number(s): PT-14-03-45
Agency: Union County Sheriff's Office
Project Description: This was a grant for traffic safety. This was the second year of funding and it included the salaries for two deputies in the Town of Indian Trail. The goal of the Union County Sheriff's Office is to reduce traffic crashes and injuries in the Town of Indian Trail by increased enforcement, high visibility and education initiatives. The Town of Indian Trail hires contract deputies to work in their jurisdiction. These deputies worked solely in the Town of Indian Trail which is the largest municipality in Union County.

Contribution to Meeting Targets: The Union County Sheriff's Office has worked to increase the seat belt compliance rate in Indian Trail. The compliance rate has increased from 92% to 93.1% during this fiscal year. They have accomplished this through education programs and enforcement efforts. The DWI arrests have increased over the past year from 131 to 178 a 36% increase.

Project Number(s): PT-14-03-62
Agency: Youngsville Police Department
Project Description: Youngsville is a growing community with a fairly rapid build-up in traffic and the officer funded through this grant has become a valuable tool in slowing the speeding motorist as well as lowering the crash rate for the town. The Youngsville Police Department is an active participant in county-wide enforcement events and has participated in daytime and nighttime checking stations as well a night-time seatbelt enforcement events.

Contribution to Meeting Targets: With the increase in population and traffic this officer has been an invaluable tool to keep the traffic situation to a controllable level and will continue to be a valuable asset. This officer is now the County Coordinator for GHSP in Franklin County.

YOUNG DRIVERS

BACKGROUND AND NOTEWORTHY PROGRAMS

North Carolina has experienced a sharp decline in young driver fatal crashes in recent years. In 2013, there were 153 fatal crashes involving drivers age 20 or younger, a decrease of 26% from the 207 fatal crashes in 2009. Despite this progress, young drivers continue to be over-represented in serious crashes compared to adult drivers. Young drivers accounted for 12% of fatal crashes in 2013, even though they comprise just seven percent of the population in North Carolina. GHSP is committed to further reducing young driver crashes and the injuries and costs associated with these crashes.



Approximately one-third of teens killed in crashes in North Carolina during 2013 were unrestrained. To address this problem, the Governor's Highway Safety Program continued the implementation of "**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.

GHSP also supports "**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 to become better drivers. StreetSafe focuses on such behaviors as speeding, distractions, following too closely, seat belt use and the use of alcohol/drugs and driving, as well as 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.

GHSP believes that helping parents of new drivers is crucial for improving teen driver safety. GHSP supports "**Time to Drive**," a parent coaching session developed at the UNC Highway Safety Research Center, to assist parents with the responsibility of supervising a novice teen driver. "Time to Drive" is a two-hour class that is designed to reach parents with critical information at the moment (a) when it is most needed, (b) when parents are most receptive, and (c) in a format that is most likely to influence their subsequent behavior. During the class, parents view and discuss real-life video clips of parents and teens during supervised driving sessions. The clips help parents know what to expect when supervising a teen, and provide examples of how to effectively handle the kinds of situations that are likely to occur during practice driving. "Time to Drive" is the first parent guidance program to employ unscripted video of real parent-teen interactions while driving. Parents find these to be both eye-opening and motivating.

Additionally, GHSP supports **VIP for a VIP** (Vehicle Injury Prevention for a Very Important Person). This program educates teen drivers about the dangers of driving impaired or distracted. The program brings the sight, sounds, and smell of a fatal vehicle crash 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.

GHSP is also supporting the development of a North Carolina Teen Driver Resource Center (TDRC). The TDRC will be an information resource center for many groups that play a central role in improving young driver safety in North Carolina including law enforcement, state agencies, community organizations, parents of teenage drivers, and policy-makers.

PROGRAM RESULTS

STREETSAFE TEEN DRIVING PROGRAM

During FY2014, StreetSafe received Section 402 funds to help expand the program. This funding helped Street Safe to conduct over 60 sessions and reach over 3,000 young drivers. Students who attended StreetSafe experienced the dangers of speed, distractions and following too closely, while learning the importance of wearing their seat belt, 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 were encouraged by a district court judge to better monitor their young drivers. Exit surveys indicate participants enjoy the StreetSafe program and would recommend it to other young drivers. Moreover, District Attorneys regularly offer anecdotal evidence of the positive comments they receive in their communities about StreetSafe.

The UNC Highway Safety Research Center (HSRC) received Section 402 funding to continue a formal evaluation of the StreetSafe program. Questionnaires were administered to nearly 2,200 participants at 38 StreetSafe sessions across the state to measure short-term changes in participants' knowledge, beliefs and behaviors. The data shows changes in program participants' understanding of the kinds of driving risks that StreetSafe seeks to address. Additionally, researchers began a randomized control trial to further clarify the effects of the program and to measure long-term behavioral outcomes. The study involves young drivers who appear in Orange County Traffic Court after receiving a traffic citation for a moving violation. Individuals who agree to participate in a driving program to receive a reduced driving offense are randomly assigned to either StreetSafe or an alternative driving program. To date, a total of 308 young drivers were recruited. Participants are completing two online questionnaires – one on the day they attend traffic court, and a second after they have completed the required driving program. Participants' subsequent crash involvement is also part of the evaluation. Results from the evaluation will be available in FY2015.

UNC TIME TO DRIVE PARENT COACHING PROGRAM

"Time to Drive" is a unique in-person session that provides guidance to parents who are responsible for supervising a novice teen driver. During FY2014, researchers at HSRC received Section 402 funding to test the effectiveness of "Time to Drive" in a randomized control trial. All parents in Johnston County are required to attend a "Parent Night" at their teen's high school before their teen can enroll in driver education. More than 500 families attending "Parent Night" were randomly assigned to either the "Time to Drive" program or the existing program currently offered in Johnston County. Post-session questionnaires indicate the "Time to Drive" program was very well received. One-hundred percent of

parents said they would recommend other parents of teen drivers attend the “Time to Drive” program. Additionally, 100% of parents said they felt prepared to supervise their teen's driving; 94% said they knew what could make it difficult for their teen to get enough practice; 97% said they were confident they knew how to talk with their teen about driving; 92% had a plan for how to start supervising their teens; and 100% said they understood what their teen needs to know to be a safe driver.

During FY2015, researchers will conduct telephone interviews with parents who attended the program to examine behavioral outcomes. The interviews will focus on self-reported behaviors (e.g., the amount of time practicing driving), conditions in which teens drove, and communication between parents and teens. Separate interviews are planned with teens, both to verify and expand upon parents' reports.

NORTH CAROLINA TEEN DRIVER RESOURCE CENTER

During FY2014, HSRC conducted fundamental work to inform the development of the North Carolina Teen Driver Resource Center. HSRC thoroughly examined the current teenage driver crash problem in North Carolina, documented the effects of several policies implemented to reduce teenage driver crashes, conducted interviews with over 500 parents of teen drivers, developed a catalogue of programs currently being conducted in North Carolina to address teenage driver crashes, and assessed the evidence for effectiveness of these programs. HSRC has designed a new website that, when available early in 2015, will serve as a resource for those in the state who are working to improve teen driver safety. They are also meeting and providing guidance to many individuals and groups across the state such as the Child Fatality Task Force, NC DMV, leadership and staff of the East Carolina Injury Prevention program, leaders of teen driver safety programs in Cleveland, Johnston and Orange Counties, leaders of statewide teen advanced driving skills programs (Streetsafe, BRAKES), and leaders of the NC Driver Education community. HSRC will continue this work during FY2015. Additionally, HSRC will host a series of special sessions on teen driver safety at the annual BuckleUpNC conference.



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, and is funding evaluation efforts for FY2015.

GHSP plans to partner with the Department of Public Instruction to conduct a statewide driver education curriculum assessment during FY2015. The assessment will review the driver education program which was developed to provide current information and techniques on teaching novice drivers the basics of motor vehicle operation.

FUNDED PROJECTS AND ACTIVITIES

The young driver- related projects and activities listed below were funded by GHSP under the FY2014 Highway Safety Plan:

Project Number(s): AL-14-01-02
 Agency: Carolinas Medical Center
 Project Description: This was an initial project which looked to effectively reduce the teen driving crash rate and/or injuries that have been occurring in Mecklenburg County. The Carolinas Center for Injury Prevention used its evaluations to assist programs with evidenced-based practices. This project targeted seatbelt usage, DWI, distracted driving, speeding and acceptance of positive behaviors as well as other goals/objectives.
 Contribution to Meeting Targets: The grant with the Carolinas Medical Center delivered seat belt and cell phone usage assessments to all of the Charlotte area High Schools. The results from the survey discovered that most students do not buckle up in the passenger areas of a vehicle. The survey also discovered that most students are still texting and driving even though they know the possible consequences. From these surveys the grant initiated educational programs to address these problems. They used several media outlets to get out their messaging to the teens in Mecklenburg county. They also worked very closely with the local law enforcement to begin the enforcement component of their program.

Project Number(s): DE-14-14-04
 Agency: Mobile Cinema Park
 Project Description: This was an initial year project to bring the Cinema Drive Multi-Media Program to North Carolina High Schools. This program includes students in a multi-sensory, cinematic experience intended to bring to life the dire consequences of human factors such as speeding, fatigue, driving without seat belts, driving while impaired and driving while texting. The program planned to target counties with the highest number of teen fatalities in an effort to reduce the number of teen fatalities in North Carolina.
 Contribution to Meeting Targets: The grantee was not an eligible organization at the time of the awarded. This projected was not funded.

Project Number(s): K8-14-02-30
 Agency: NC Department of Administration, Youth Advocacy and Involvement Office
 Project Description: This grant provided funding to support SADD's Annual Conference.
 Contribution to Meeting Targets: SADD held the statewide annual conference in Raleigh for over 300 teens. This grant supported the alcohol sessions targeting the dangers of drinking and driving.

Project Number(s): SA-14-16-03
 Agency: Pitt County Sheriff's Office
 Project Description: This grant was for teen safe driving in Pitt County. The goal of the grant is reduce teen fatalities in Pitt County by focusing on impaired driving and increasing seat belt usage among the teen drivers. Project Celebrate is a student led peer to peer teen driving program. The project's goals included going to all the high schools in Pitt County and conducting educational programs throughout the year.
 Contribution to Meeting Targets: The Pitt County grant developed the PittCo Teen Safe Driving task force. This is a multiagency group that meets monthly to manage teen safe driving grants and projects. From this multidisciplinary group the PittCo Teen Safe Drivers, a peer to peer student group was formed. The PittCo Teen Safe Drivers group went to the local high schools to focus on getting students in the rear seats of vehicles to buckle up. After the educational programs were presented at these schools, the seat belt usage rate in the back seats increased from 69% to 86%.

Project Number(s): DE-14-14-02
 Agency: S Solutions, Inc.
 Project Description: This was an initial project which will expand services to the Pitt County area in North Carolina with equipment and personnel to offer additional sessions teaching at-risk young drivers and their parents the importance of wearing a seatbelt, the dangers of distracting driving, alcohol/drug use while driving and other important issues as it pertains to traffic safety.
 Contribution to Meeting Targets: Street Safe has reached over 2,200 teen drivers in 2014 by expanding there teen driving program to Pitt County and Beaufort County.

Project Number(s): DE-14-14-01
 Agency: University of North Carolina Highway Safety Research Center
 Project Description: This grant will fund a two year study utilizing the "Time to Drive" model developed by HSRC. Three groups will be set up of approximately 60 parents each. Each group will utilize a different system for assisting their teen in driver training. In the second year the project will combine the results of these groups and issue a report regarding the effectiveness of each model. This information will be invaluable in determining the best method of training the teen driver.
 Contribution to Meeting Targets: This grant took longer than expected to set up the study groups therefore HSRC was not able to complete their original goals for the year. This study will continue into the second year.

Project Number(s): DE-14-14-03
 Agency: University of North Carolina Highway Safety Research Center
 Project Description: This was the 2nd year of GHSP funding for the UNC Highway Safety Research Center (HSRC) in identifying, developing and eventually promoting the North Carolina Teen Driver Resource Center (NCTDRC) which will distribute teen driving safety educational materials to the public. Year two of this project focused on

meeting with state agencies, non-governmental organizations, law enforcement personnel, driver education personnel and school systems to gather their feedback and identify programs and policies that will enhance and address teen driver safety.

Contribution to Meeting Targets: HSRC met all goals for the year as this on-going project continues. This will eventually become a permanent Resource Center addressing the teen driving issues in North Carolina and assisting in their improvement.

Project Number(s): DE-14-14-05

Agency: University of North Carolina Highway Safety Research Center

Project Description: This was the second year of this evaluation of the effectiveness and validity of the "Streetsafe" program. This will enable GHSP to have a better understanding of the effectiveness of the variety of teen driving programs.

Contribution to Meeting Targets: This is an ongoing study that will continue to provide valuable information into the effectiveness of various teen driving programs.

Project Number(s): DE-14-14-06

Agency: VIP for VIP

Project Description: This grant provided funding for the VIP for a VIP program (Vehicle Injury Prevention for a Very Important Person) to purchase one medium duty truck to tow one of the two mobile bleacher systems used to seat the 600 students attending the outside session of the VIP for a VIP programs. The program had one tow vehicle and needed one more to tow the second bleacher system.

Contribution to Meeting Targets: The Vip for Vip program purchased a vehicle to tow bleachers for the program and for a static display. They have reached over 2,000 students at high schools across the state.

MOTORCYCLE SAFETY

BACKGROUND AND NOTEWORTHY PROGRAMS

Motorcycles are an increasingly popular form of transportation in North Carolina. Between 2001 and 2010, motorcycle registrations per capita increased by 65%. Not surprisingly, the number of motorcyclist crashes and fatalities during that period increased as well. There were 189 motorcyclist fatalities in North Carolina in 2013, up from 98 in 2000. Motorcyclists now account for about 15 percent of all traffic fatalities, compared to just six percent of fatalities in 2000.

In North Carolina, all operators and passengers on motorcycles and mopeds are required to wear a helmet that complies with Federal Motor Vehicle Safety Standard (FMVSS) 218. Research shows that a motorcycle rider who is not wearing a helmet is five times more likely to sustain a critical head injury than a helmeted rider. In North Carolina, the vast majority of fatally or seriously injured motorcyclists were wearing a helmet when they crashed. Only 17 fatally injured motorcycle riders in 2013 were not wearing a helmet, a reduction from the 23 unhelmeted fatalities occurring in 2012. The 2013 number is consistent with the very low number of unhelmeted fatalities over the past decade in North Carolina. A bill to repeal North Carolina’s universal helmet law was introduced during 2012. The bill has been referred to a subcommittee for further study. (See the “Legislative Update” section.)



A key safety initiative to reduce motorcyclist crashes and fatalities is “BikeSafe North Carolina.” Sponsored by the Governor’s Highway Safety Program, BikeSafe 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 motorcycle officer that observes their riding techniques. The motorcycle 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 enhance rider safety. The on-street assessment is repeated and feedback and instruction are provided a second time. GHSP supports the BikeSafe program through both Section 402 and Section 2010 motorcycle safety incentive funds.

During National Motorcycle Safety Awareness Month in May GHSP, in conjunction with state and local law enforcement officers, steps up efforts to train motorcyclists and educate motorists about the importance of motorcycle safety and awareness. GHSP partners with law enforcement agencies to conduct BikeSafe motorcycle safety rider training courses across the state and promotes motorcycle training and awareness through paid and earned media.

PROGRAM RESULTS

BIKESAFE NORTH CAROLINA

Both Section 402 and Section 2010 motorcycle safety incentive funding has enabled BikeSafe to expand in recent years. During 2013, there were 14 host agencies for the BikeSafe program. These agencies conducted a total of 137 BikeSafe events with 432 attendees. By comparison, there were 65 BikeSafe events with 418 attendees during 2012. Currently, there are 144 BikeSafe assessors across the state.

A follow-up survey was sent to motorcyclists six months after their participation in the BikeSafe program. Among survey respondents, 88% reported their standard of riding improved and they are safer riders as a result of their participation in BikeSafe.

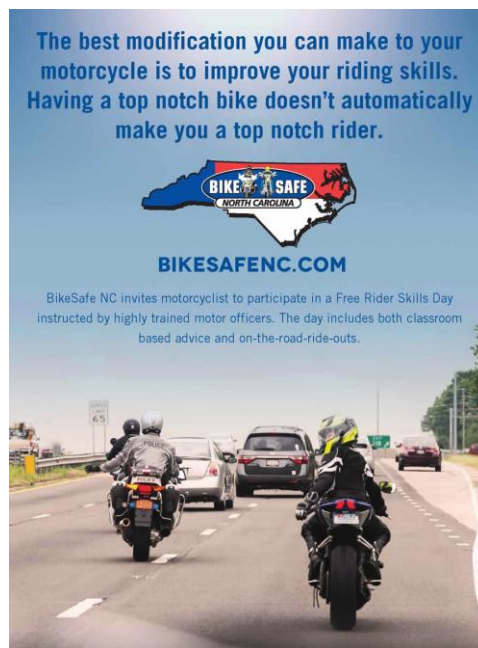
MOTORCYCLE SAFETY AWARENESS MONTH

Governor Pat McCrory issued a proclamation declaring May 2014 Motorcycle Awareness Month. The Governor cited the popularity of motorcycle riding as a form of recreation and transportation for thousands of citizens across North Carolina and the United States. He urged all motorists to recognize the importance of motorcycle safety and of sharing the roadways with

motorcycles. He also noted the importance of motorcycle rider training, knowledge of traffic laws, and licensing requirements.



BikeSafe instructors consisting of State and local law enforcement officers conducted 18 BikeSafe classes and instructed 44 students during the month of May. There were 14 Motorcycle Safety Awareness education events promoting motorcycle safety and awareness. GHSP continues to utilize paid and earned media including billboards and gas pump toppers to promote the free training and enhance motorist awareness.



FUTURE STRATEGIES

BikeSafe North Carolina has become extremely popular. In 2011, GHSP established three Regional BikeSafe Coordinators in addition to the Statewide Coordinator. North Carolina currently has over 144 trained BikeSafe assessors and is continuing to expand to the military and municipal motor units. Due to high demand for classes – and to help expand agency participation across the state – the BikeSafe program will expand to five Regional BikeSafe Coordinators. These five regions are: Great Smokies Mountain, Triad, Triangle, Eastern and Southeastern. Each Regional Coordinator is dedicated to

recruiting other agencies in the area to become involved and to promote the BikeSafe program. The long range goal is to have the program available to all riders in North Carolina.

GHSP will again conduct a kickoff event for Motorcycle Safety Awareness month in May 2015. GHSP will seek earned media attention gained from partnerships with NC DOT Communications Office, SHP, local law enforcement, rider groups, Camp Lejeune Military Base, etc. Typically, the kickoff event will feature the GHSP Director, state law enforcement, local law enforcement, and Camp Lejeune's Marine General. Bike Safe will conduct a training session in conjunction with the event. GHSP will end Motorcycle Safety Awareness Month in Maggie Valley at the Wheels Through Time Museum with a closing media event. The museum is home to the world's premier collection of rare & historic American Vintage Motorcycles. Additional advertising will occur at select movie theaters, gas stations, and in both radio and television markets throughout the state during Motorcycle Safety Awareness month. GHSP plans to utilize billboards and gas topper advertising again to promote the BikeSafe program.

GHSP will continue a partnership with Bikefest held in Raleigh in September each year. 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.

GHSP plans to conduct a Motorcycle Safety Summit for law enforcement officers statewide during 2015. The summit will focus on motorcycle specific laws, issues, and enforcement efforts. In previous years, these summits were well received by law enforcement officers. GHSP plans to continue these summits every other year.

FUNDED PROJECTS AND ACTIVITIES

The motorcycle safety -related projects and activities listed below were funded by GHSP under the FY2014 Highway Safety Plan:

Project Number(s): K6-14-09-02/MC-14-08-02
Agency: City of Hendersonville Police Department
Project Description: This was an initial year project aimed at increasing motorcycle safety education in the Western region through conducting BikeSafe North Carolina classes for civilians.
Contribution to Meeting Targets: This project resulted in eight BikeSafe classes as well as assisting in eight BikeSafe classes and 11 education events. The project reached over 270 citizens during the 2014 grant year.

Project Number(s): K6-14-09-03/MC-14-08-03
Agency: City of New Bern Police Department
Project Description: This is an initial year project aimed at increasing motorcycle safety education in the Eastern region through conducting BikeSafe North Carolina classes for civilians.
Contribution to Meeting Targets: This project resulted in 12 BikeSafe classes as well as assisting in five BikeSafe classes and 11 education events. The project reached over 240 citizens during the 2014 grant year.

Project Number(s):	K6-14-09-01
Agency:	GHSP BikeSafe NC Program
Project Description:	This project provides funding to support the BikeSafe NC Program.
Contribution to Meeting Targets:	GHSP purchased print advertising and rally space to increase awareness of the BikeSafe NC classes in addition to purchasing brochures, motorcycles and vests for training classes.

Project Number(s):	K6-14-09-09/MC-14-08-07
Agency:	High Point Police Department
Project Description:	This was the initial year of a project aimed at increasing motorcycle safety education in the Triad region through conducting BikeSafe NC classes for civilians.
Contribution to Meeting Targets:	The agency conducted four BikeSafe classes and assisted in nine others. They also conducted six education events reaching over 240 citizens.

Project Number(s):	K6-14-09-07
Agency:	Lenoir Community College
Project Description:	The North Carolina Motorcycle Safety Education Program, through the Quality Assurance team, will continue to provide quality training to help minimize crashes and fatalities.
Contribution to Meeting Targets:	The North Carolina Motorcycle Safety Education Program has purchased 16 Motorcycles and has trained 12 new Rider coaches during the 2014 year.

Project Number(s):	K6-14-09-08
Agency:	Lenoir Community College
Project Description:	The North Carolina Motorcycle Safety Education Program offers rider training to meet the needs of a growing population of motorcyclists. The goal of this project is to evaluate the Quality Control System by having the quality assurance team make visits to the training sites.
Contribution to Meeting Targets:	The North Carolina Motorcycle Safety Education Program has completed 116 Quality Assurance visits to all training sites, and 106 Rider coaches where observed.

Project Number(s):	K6-14-09-10
Agency:	NC Department of Crime Control and Public Safety, NC State Highway Patrol
Project Description:	The NC State Highway Patrol acts as the BikeSafe North Carolina state coordinator. Through this project they offer classes to the public, offer assessor training to motorcycle units throughout the state, and assist other assessors throughout the state with BikeSafe North Carolina trainings.
Contribution to Meeting Targets:	This project resulted in 12 BikeSafe classes as well as assisting in 13 BikeSafe classes and three education events. The project reached over 300 citizens during the 2014 grant year.

Project Number(s): MC-14-08-01
Agency: NC GHSP Motorcycle Safety Program
Project Description: This project provides funding to bring awareness to motorcycle safety in NC and to support BikeSafe NC
Contribution to Meeting Targets: GHSP purchased brochures and promotional items for motorcycle events and rallies. GHSP provided items to Regional BikeSafe NC LEL's to promote the BikeSafe NC program.

Project Number(s): K6-14-09-05/MC-14-08-05
Agency: Town of Bridgeton Police Department
Project Description: This is an equipment grant. The Bridgeton Police Department, with the motorcycle and other funds being provided, will be able to increase its efforts to educate motorcycle riders through BikeSafe North Carolina in the Eastern region of the State. The Bridgeton Police will conduct and assist other agencies in a minimum of eight BikeSafe NC classes throughout Fiscal Year 2014.
Contribution to Meeting Targets: The department was not able to certify an officer in the Motor Officer Basic Course. This projected was not funded.

Project Number(s): K6-14-09-06/MC-14-08-06
Agency: Town of Columbus Police Department
Project Description: This was an initial year project aimed at increasing motorcycle safety education in the Western region through conducting BikeSafe North Carolina classes for civilians.
Contribution to Meeting Targets: This project resulted in seven BikeSafe classes as well as assisting in six BikeSafe classes and 14 education events. The project reached over 399 citizens during the 2014 grant year.

Project Number(s): K6-14-09-04/MC-14-08-04
Agency: Town of Holly Springs Police Department
Project Description: This was an initial year project aimed at increasing motorcycle safety education in the Peidmont region through conducting BikeSafe North Carolina classes for civilians.
Contribution to Meeting Targets: This project resulted in eight BikeSafe classes as well as assisting in five BikeSafe classes and six education events. The project reached over 200 citizens during the 2014 grant year.

TRAFFIC RECORDS

BACKGROUND AND NOTEWORTHY PROGRAMS

North Carolina strives to develop and implement effective programs that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of safety data. Such data is needed to identify priorities for Federal, State, and local highway and traffic safety programs, evaluate the effectiveness of these programs, link State data systems, and improve the compatibility and interoperability of State data systems with national data systems.

GHSP uses Section 408 and Section 405(c) funds to support a variety of efforts to improve traffic records systems in North Carolina. Each year, GHSP provides an updated Highway Safety Plan (HSP) which analyzes the most recent data available to help with setting the priorities for the coming year (with an eye on the coming five years). North Carolina over the previous five years funded the recent NC Traffic Records Assessment, helped the NC Administrative Office of the Courts continue eCitation® (described below), provided additional printers throughout North Carolina to facilitate the use of e-citations, and assisted the NC State Highway Patrol with equipping the entire NC State Highway Patrol with AirCard technology to drastically improve their computer connection capability from their patrol vehicles (test results show that the reporting time is being greatly reduced through this approach). Additionally, GHSP has supported efforts to make NC crash data readily available to the general public, media representatives and researchers.

A number of traffic safety information systems are available and widely used in North Carolina. Some of the key information systems include:

- **The Traffic Engineering Accident Analysis System (TEAAS)** is the main tool used by the Traffic Engineering and Safety Systems Branch (TESSB) of the NCDOT to analyze and report on crashes that occur in the state. TEAAS is often used to help support policies and decisions at the state and federal levels.
- **NC Geographic Information System** is designed to provide quality mapping of the existing state maintained system of highways as well as to produce computer generated images of proposed NCDOT projects. This information is used in the planning, funding, construction, and maintenance of transportation facilities throughout the state, helping to provide an efficient and cost effective state transportation system.
- **NC Crash Data** is a database maintained by the North Carolina Division of Motor Vehicles (NC DMV) that contains information on all reported crashes in the state. The database was assembled to serve as a single electronic repository for all crash data.
- **Traffic and Criminal Software (TRaCS)** is the North Carolina DMV's implementation of the national model of the Traffic and Criminal Software (TraCS) package. TraCS enables law enforcement officers to record and retrieve incident information from the field wherever and whenever an incident occurs.

- **NCAWARE (North Carolina Warrant Repository)** is a custom-developed, web-based system that was designed, developed, and implemented by the North Carolina Administrative Office of the Courts (NCAOC). The system maintains detailed information about criminal processes, such as warrants, magistrate orders, citations that lead to an arrest, criminal summons, orders for arrest, release orders, and appearance bonds.
- **eCITATION®** automates the issuing of cite-and-release citations in North Carolina. Using existing wireless connections, eCitation® allows officers to create citations and schedule court dates electronically from the patrol car. A portable printer produces the copy of the citation for the cited person. After issuance of the eCitation®, the officer transmits the data directly to NCAOC where it can be immediately accessed statewide in the Automated Criminal Infraction System (ACIS). eCITATION® is the first system in the nation that fully automates the citation process.

NORTH CAROLINA TRAFFIC RECORDS COORDINATING COMMITTEE (NC TRCC)

The North Carolina TRCC was established in 2002. The mission of the NC TRCC is to:

Provide leadership to establish and maintain a level of coordination, communication and cooperation between agencies and stakeholders to maximize utilization and improve functionality, data accuracy, timeliness and linkages, and to advance electronic data collection, protect privacy, minimize redundancies in traffic records systems and better accomplish individual agencies' goals.

The NC TRCC makes recommendations to the NC Executive Committee for Highway Safety, which then makes final policy and financial decisions on any recommendations. During FY2014, the NC TRCC met on three occasions: October 1, 2013, February 5, 2014 and May 7, 2014.

The NC TRCC has a diverse membership that includes representation from the data stewards for each primary data or information system: crash records; vehicle and driver records; roadway inventory and GIS; court, citation and adjudication systems; and medical outcome systems. Several key stakeholder agencies also serve in membership roles on the committee, including state highway patrol and municipal law enforcement, NCDOT Traffic Safety Unit, GHSP, and two university research centers. A list of current members of the committee is available at: www.hsrc.unc.edu/nctrcc/members.cfm.

One of the members of the North Carolina TRCC is the State Traffic Safety Data Coordinator. This individual serves as the primary point of contact for information on the Traffic Safety Systems for the National Highway Traffic Safety Administration, the state of North Carolina and the North Carolina TRCC. This person is aware of all the primary traffic records systems in North Carolina and maintains communications with the TRCC. This person can report on, or obtain status information on all projects within the state.

STATE TRAFFIC RECORDS STRATEGIC PLAN

The North Carolina Traffic Safety Information Systems 2014 Strategic Plan was updated by the UNC Highway Safety Research Center in collaboration with the N.C. Traffic Records Coordinating Committee. It was submitted to GHSP in June 2014.

The Strategic Plan describes the organizational structure of NC TRCC, provides descriptive summaries of the traffic safety information systems that are available in North Carolina, shares the vision, mission, goals and objectives of the NC TRCC, and describes the process that is currently used by the NC TRCC to

provide input to GHSP on the selection of projects for funding using Section 408/405(c) funds, as well as a listing of funded projects. Additionally, the Strategic Plan includes the following:

- Describes specific, quantifiable and measurable improvements anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases.
- For any identified performance measure, uses the formats set forth in the Model Performance Measures for State Traffic Record Systems.
- Includes a list of all recommendations from its most recent highway safety data and traffic records systems assessment.
- Identifies which recommendations the State intends to implement and the performance measures to be used to demonstrate quantifiable and measurable progress.

An overall goal was established for the NC TRCC as an entity and individual goals were established for each of the six primary data systems that are required for addressing traffic safety in the State: crash information systems, citation/adjudication systems, injury surveillance systems, roadway information systems, driver information systems, and vehicle information systems. For each of the seven goals, specific objectives were developed that represent the priorities for each group/system, along with corresponding performance measures/targets. For example, for crash information systems, the goal is to maintain the crash data system and expand the capabilities of the system to allow the state to use this data to track crash injury/fatality experience for use in court cases, safety improvement studies and evaluating State driving statuses. The first objective within this goal is to continue to enhance and expand electronic crash reporting by all enforcement agencies in the State. Performance measures/targets for this objective are: 1) the number or percentage of law enforcement agencies submitting to the electronic crash reporting system; 2) the number or percentage of reportable crashes submitted via the electronic crash reporting system; and 3) the integration and use of additional features or options for crash reporting (*example: geolocating*). See the 2014 Strategic Plan for a full listing of goals, objectives and performance measures/targets (available at: www.hsnc.edu/nctrcc/documents/NC_TrafficSafetyInformationSystems_StrategicPlan_2014.pdf).

The strategic plan was intended to address improvements in traffic safety information systems over a five year period. However, the plan is reviewed on an annual cycle and modified as necessary to ensure that progress is being made in each area and that new objectives are added to address changes in the State and take advantage of improvements that may lead to better systems.

ASSESSMENT

The National Highway Traffic Safety Administration (NHTSA), in response to a request by GHSP, assembled a team to conduct a traffic records assessment. GHSP carried out the logistical and administrative steps necessary for an onsite assessment. A team of professionals with backgrounds and expertise in the various traffic records data systems (crash, driver, vehicle, roadway, citation and adjudication, and EMS/injury surveillance) conducted the assessment January 8th through 13th, 2012.

The scope of this assessment included all of the components of a traffic records system. The purpose was to determine whether the traffic records system in North Carolina is capable of supporting management's needs to identify the State's highway safety problems, to manage the countermeasures applied in attempts to reduce or eliminate those problems, and to evaluate those efforts for their effectiveness. The recommendations of the assessment team were incorporated into the Strategic Plan

and the latest status can be reviewed in the “North Carolina Traffic Safety Information Systems Strategic Plan 2014”.

FUTURE STRATEGIES

For the last six years, NC has overseen the creation of a basic NC traffic records strategic plan document which served as the application to NHTSA for an allocation of NHTSA Section 408/405(c) Data Improvement monies set aside by Congress for all the states. These application/reports have been compiled through the NC Data Coordinator, along with input from the entire NC TRCC membership. As a result, NC has been awarded monies for the NC Data Coordinator to allocate to needed Traffic Record Data Improvements projects for each of the last six years.

Future projects will increase the number of law enforcement officers eCitation®, with the long term vision of 100 percent use by law enforcement. GHSP is using Section 408/405(c) funds for programmers to develop an interface between eCitation® and NCAWARE for arrestable offenses. This would allow law enforcement and magistrates to process on site arrests much more quickly and would allow law enforcement to return to their patrol duties much faster.

FUNDED PROJECTS AND ACTIVITIES

The traffic records related projects and activities listed below were funded by GHSP under the FY2014 Highway Safety Plan:

Project Number(s): K9-14-11-06
Agency: Appalachian State University Police Department
Project Description: This grant provided funding to enable the Appalachian State University Police Department to increase the number of speeding citations and the number of DWI arrests. The agency previously had no computers in their cars to enable their participation in the eCitation program as well as electronic crash reporting.
Contribution to Meeting Targets: The computers have enabled the university to start issuing citations electronically for the first time as well as reporting crashes electronically, therefore improving the overall state percentages for speed and accuracy.

Project Number(s): M3DA-14-20-02
Agency: NC Department of Transportation, Division of Motor Vehicles
Project Description: This grant funded a technical writer to assist in producing the training materials used to train law enforcement in the use of the TRACS 10 software for electronic crash reporting.
Contribution to Meeting Targets: The training materials were promulgated and instituted for statewide training of officers with the new TRACS 10 version.

Project Number(s): K9-14-11-03
Agency: NC Division of Motor Vehicles - Fiscal
Project Description: This grant provided funding for a full-time IT consultant for one year to address multiple problems that have developed as the state proceeds further with statewide electronic crash reporting.

TRAFFIC RECORDS

Contribution to Meeting Targets: Improvements to the system continued throughout the year and will continue into the next year.

Project Number(s): TR-14-10-01
Agency: NC GHSP Traffic Records
Project Description: This grant provided funding to support highway safety staff and support for the meetings and conferences.
Contribution to Meeting Targets: Grant was not funded

Project Number(s): K9-14-11-01/M3DA-14-20-01
Agency: NC GHSP Traffic Records Program
Project Description: This grant provided funding to support the NC Traffic Records Coordinating Committee.
Contribution to Meeting Targets: Provide funding to members of the Traffic Records Coordinating Committee to attend annual ATSIIP Conference and provide support for Highway Safety Specialist to administer the program.

Project Number(s): M3DA-14-20-03
Agency: NC Judicial Department, Administrative Office of the Courts
Project Description: This grant provided funding to provide printers for those law enforcement agencies unable to purchase them and, therefore, increase the number of law enforcement officers on eCitation and increase the percentage of eCitations versus paper citations.
Contribution to Meeting Targets: Over 600 printers were purchased and provided to agencies statewide thus enabling them to participate more fully with the eCitation program.

Project Number(s): TR-14-10-02
Agency: University of North Carolina Highway Safety Research Center
Project Description: This grant provided funding to continue an interactive NC Crash Data web site of 2001 – 2013 crash data. Each year this web site is updated with the previous year's data and is maintained by HSRC for the availability to anyone wishing to use the web for information.
Contribution to Meeting Targets: Updated the website and ran diagnostics to maintain service.

Project Number(s): TR-14-10-03
Agency: University of North Carolina Highway Safety Research Center
Project Description: This grant provided funding to upgrade the NC Alcohol Facts web site by adding data from 2012 and 2013, maintain the web site, and correct identified problems. Tasks included conducting beta tests by users and revising the system as needed.

Contribution to Meeting Targets: Upgraded website with latest data and ran diagnostics and beta tests to upgrade system.

Project Number(s): TR-14-10-04
Agency: University of North Carolina Highway Safety Research Center
Project Description: This grant provided funding for the UNC Highway Safety Research Center to work with the NC Traffic Records Coordinating Committee and GHSP to update the State Traffic Records Strategic Plan and to assist in preparing the application to NHTSA for FY2015 Section 405-C funding.
Contribution to Meeting Targets: Updated Strategic Plan and assisted in the preparation of the 405-C section of the 405 application to NHTSA.

Project Number(s): TR-14-10-05
Agency: University of North Carolina Highway Safety Research Center
Project Description: This grant provided funding to assist law enforcement officers, state employees, the media and any citizens with prompt and accurate data regarding traffic and traffic related topics. This project has been operational for over fifteen years and has fielded thousands of queries by as many different parties. This has been a valuable asset in keeping the public informed and educated on traffic problems through the years.
Contribution to Meeting Targets: Continued to be a point of contact for all inquiries regarding traffic data from all sources.

OTHER HIGHWAY SAFETY PRIORITIES

The North Carolina Governor's Highway Safety Program funds a number of projects and activities that do not fit in the previous sections of this Annual Report. These other traffic safety priorities are discussed in this section.

HISPANIC/LATINO POPULATION

The Hispanic/Latino population represents a significant and increasing proportion of the North Carolina population. In the 2010 U.S. Census, 8.4% of the North Carolina population identified themselves as Hispanic or Latino. This was a 111% increase from the 2000 Census, when 4.7% of the North Carolina population identified themselves as Hispanic or Latino. Motor vehicle crashes are the second leading cause of death among NC's Hispanic population and the leading cause of death among Hispanic children ages one to 17. Among Non-Hispanic Whites and Blacks in North Carolina, motor vehicle crashes are the 10th and 11th leading cause of death, respectively.

GHSP is concerned about the safety of Hispanic road users and has funded a project to identify the highway safety needs of the Hispanic population. In particular, restraint use among Hispanic passengers age 20-29 was shown to be an area needing additional resources. The UNC-HSRC recently conducted a focus group to identify highway safety issues specifically related to the Hispanic population. During FY2014, the buckleupnc.org website was updated with select pages offered in Spanish. These will continue to be monitored and updated while seeking out additional resources for the Hispanic population.

OLDER DRIVERS

Older drivers are another important target population. Analyses of North Carolina crash data reveals that an average of approximately 27,000 drivers age 65 or older are involved each year in crashes. This includes nearly 11,000 drivers age 75 or older. The number of crash-involved drivers age 65 or older is expected to increase as the "baby boom" generation turns 65 and enters the ranks of "older drivers." In addition to the potential for increasing crash involvement, older adults are more vulnerable to injury when they are involved in a crash. The percentage of drivers killed in crashes has consistently been two to three times higher for older drivers than for drivers less than 65 years of age.

There is no simple solution for meeting the transportation needs of an aging driver population. To reduce crashes and fatalities involving older drivers, most safety experts recommend a comprehensive approach that includes, among other things, improvements to the driving environment, driver licensing practices, increased public awareness, and greater access to alternative modes of transportation. Since the spring of 2004, GHSP has collaborated with, and helped support, a statewide Senior Driver Safety Coalition (SDSC). The goal of the Coalition is to assist NC's growing population of older adults in continuing to drive safely for as long as possible, and to provide access to viable transportation alternatives when driving is no longer an option. Since September of 2005, the Coalition has also served as the North Carolina Executive Committee for Highway Safety (ECHS) Older Driver Working Group (ODWG), charged with recommending strategies for reducing the number of traffic related deaths and injuries in the state involving older road users.

RAILROAD GRADE CROSSINGS

Safety at rail grade crossings is another area of concern to GHSP. For the four year period from 2009-2012, there were 194 incidents at North Carolina highway-rail grade crossings or on the railroad right-of-way. These resulted in 132 non-fatal injuries and 14 fatalities. Operation Lifesaver is a public information and education program designed to help prevent and reduce crashes, injuries and fatalities by improving driver performance at the nation's, and our State's, public and private highway-rail grade crossings and on rights-of-way.

SCHOOL BUS SAFETY

Finally, school bus safety has been a growing concern in North Carolina. During one day in March 2014, the NC Department of Public Instruction (DPI) School Transportation Section coordinated a count of school bus stop arm violations. Statewide, on this one day, there were over 3,100 incidents observed and recorded where a moving vehicle passed a stopped school bus with its stop arm extended and lights flashing. Every such incident runs the risk of injuring or killing a child getting on or off a school bus. Video technology exists that can capture these illegal passing events and critical information – such as vehicle make, model, license number, and an image of the offending driver –all the required elements in order to seek stop arm violation prosecution in North Carolina. Through GHSP funding, NC DPI has been able to conduct the stop-arm camera pilot program and expand into other areas. As a result of this pilot project the North Carolina General Assembly funded \$690,000 per year for 2013-2014 and 2014-2015 to deploy Stop Arm Cameras throughout the state. This funding will provide two cameras for each of the 115 local education authorities (LEA's).

FUNDED PROJECTS AND ACTIVITIES

The projects and activities listed below address traffic safety issues other than impaired driving, occupant protection, police traffic services, young drivers, motorcycle safety, or traffic records and were funded by GHSP under the FY2014 Highway Safety Plan:

Project Number(s):	OP-14-05-04
Agency:	El Pueblo, Inc.
Project Description:	Nuestra Seguridad, El Pueblo's Spanish language highway safety program, continued to receive Governor's Highway Safety Program funding to market, promote and share information within the Latino community with respect to traffic related issues and concerns.
Contribution to Meeting Targets:	This is the last year of funding for this program as the decision has been made to involve more outlets in Hispanic outreach efforts. El Pueblo will continue to be one of GHSP's partners as the programs are expanded to additional partners throughout the state.

Project Number(s):	SB-14-13-01
Agency:	NC Department of Public Instruction, Transportation Services Section
Project Description:	This grant continued the development of the school bus safety website (www.ncbussafety.org) and the analysis/technology transfer for the Stop Arm Camera project. This program's goal is to promote school bus safety to citizens

OTHER PRIORITIES

	across the State of North Carolina through on-site and web-based training/information sharing.
Contribution to Meeting Targets:	Continued maintenance of the website and enabled the enlargement of the educational program with "Buster the Bus"
<hr/>	
Project Number(s):	PS-14-21-01
Agency:	NC Department of Transportation
Project Description:	This grant was intended to provide funding to a research institution to assist in the management of the overall statewide program. This will include partnering with statewide communications to get out the message. The grant application also includes education and training for law enforcement agencies throughout the state on bicycle and pedestrian laws.
Contribution to Meeting Targets:	This grant was not funded because the grantee withdrew their grant application. They could not get started in time and would not have been able to meet the goals and objectives.
<hr/>	
Project Number(s):	SA-14-16-01
Agency:	NC GHSP Planning and Education
Project Description:	Provide funding to support highway safety staff and support for the meetings and conferences.
Contribution to Meeting Targets:	GHSP supported five highway safety specialist to provide oversight to grants and a temporary employee to administer the points system and materials. In addition, GHSP hosted the Highway Safety Symposium for over 600 attendees and Safety City at the NC State Fair.
<hr/>	
Project Number(s):	SA-14-16-02
Agency:	NC State University, Institute for Transportation Research and Education
Project Description:	This is an initial project with the NC State University Institute for Transportation Research and Education (ITRE) to complement existing national initiatives and increase public awareness of the issue of highway fatalities in North Carolina. This initiative would set a long-term vision of zero fatalities. The project will entail collaboration efforts with many stakeholders and coordination with government and/or law enforcement agencies in successfully working together.
Contribution to Meeting Targets:	A base for data and format were developed which will be expanded and refined as ITRE progresses with this project.
<hr/>	
Project Number(s):	RH-14-12-01
Agency:	North Carolina Operation Lifesaver
Project Description:	The goal of this project was to train Law Enforcement personnel and Emergency personnel in efficient methods of investigation and crash reconstruction regarding Rail-Road/Grade Crossing collisions.
Contribution to Meeting Targets:	The Operation Lifesaver Executive Director left in January and a new Executive Director did not come on board until July. The new Executive Director attended mandatory training in Columbia, S. C. for National Operation Lifesaver.

OTHER PRIORITIES

Project Number(s): SA-14-16-04
Agency: University of North Carolina Highway Safety Research Center
Project Description: This was the 3rd year of GHSP funding for UNC Highway Safety Research Center (HSRC) in identifying and describing highway safety issues, data and research within the Hispanic community of North Carolina. The primary objectives of the FY2014 Project were to further build on the knowledge gained through the project in previous years with the overall objective of developing marketing materials and implementation plans to increase seat belt use among 20-29 year old Hispanic passengers of motor vehicles.
Contribution to Meeting Targets: HSRC discussed potential final products with GHSP and jointly decided to create content on the buckleupnc.org website in Spanish. The main goal of this project was to create resources in Spanish to make sure occupant protection related information is available. While not the original goal, the webpages may ultimately prove to be more helpful in the long run. They will be accessible all the time, will show up in google searches when people search for the information in Spanish, and will be easily accessible to programs, permanent checking stations, law enforcement agencies, and the general public.

Project Number(s): SA-14-16-05
Agency: University of North Carolina Highway Safety Research Center
Project Description: The Senior Driver Safety Coalition assists NC's growing population of older adults in continuing to drive safely for as long as possible and to provide access to viable transportation alternatives when driving is no longer an option.
Contribution to Meeting Targets: Provided web site maintenance on an ongoing basis resulting from needs identified by the members of the Senior Driver Safety Coalition. Developed and provided new information and materials based on feedback from users of the site and needs identified by the members of the Senior Driver Safety Coalition.

Project Number(s): SA-14-16-06
Agency: University of North Carolina Highway Safety Research Center
Project Description: The goal of this project was to assist NC GHSP with the preparation of the North Carolina Performance Plan/Highway Safety Plan for fiscal year (FY) 2015, and the GHSP Annual Evaluation Report for FY2013 as required by NHTSA.
Contribution to Meeting Targets: HSRC/GHSP jointly produced the FY2015 Highway Safety Plan, including both the 402 and the 405 applications, and the FY2013 annual report.

PAID MEDIA PLAN

GHSP participated in a number of media partnerships during FY2014. These partnerships are described in detail in this section.

NBA BASKETBALL

NBA BASKETBALL TOTAL: \$141,226.24

CHARLOTTE BOBCATS

GHSP began to partner with the Charlotte Bobcats for the 2013-2014 season. The season began October 2013 and ran through April 2014.

Reach: During the 2013-2014 season, 636,268 fans attended 41 home games. Time Warner Cable Arena hosts over two million visitors a year through 180 events. Events average 19,000 attendees at a time. Average Bobcat game attendance was 15,518.

Elements of the Media Plan:

- Stairwell Signage: 6-8 total walls within two (2) Stairwells were used in conjunction with Booze It & Lose It, and some Click It or Ticket
- V Panel Signage: One (1) Booze It & Lose It Sign
- Static Backlit Panel: One (1) Booze It & Lose It Sign
- 360 LED: Rotated initiatives based on timing of the year
- Incorporated four in-game PSA's throughout the year to supplement around Thanksgiving Click It or Ticket (2) and Christmas Booze It & Lose It (2).

NHL HOCKEY

NHL HOCKEY: \$155,000

CAROLINA HURRICANES

GHSP continued its partnership with the Carolina Hurricanes and the PNC Arena in Raleigh. The hockey season ran from September 2013-March 2014.

Reach: During the 2013-2014 season, 41 home games were attended by 634,832 fans, with an average of 5,484 fans per game. Parking at the PNC Arena is approximately 250,000 vehicles for Hurricanes hockey and this does not include NC State football and the State Fair which brings the totals to approximately 350,000. Estimated total attendance this year for concerts, Canes hockey, NC State basketball and all other shows was between 1.5 million- 1.8 million patrons. The 2014-2015 season runs from October 2014 – April 2015.

Elements of the Media Plan:

- In-ice logo: North Carolina Department of Transportation received one (1) in-ice logo for all 2014-2015 Carolina Hurricanes regular season home games played at PNC Arena.

- Parking Lot Stop Signs: North Carolina Department of Transportation received "Click It or Ticket" signs on each STOP sign located at PNC Arena.
- Marquee: North Carolina Department of Transportation received the "Click It or Ticket" recognition on all event advertisements on the PNC Arena marquee on Wade Avenue.
- Television Spots: North Carolina Department of Transportation received two (2) :30 television spots during 15 regular season Carolina Hurricanes game telecasts on FoxSports Carolinas and SportSouth.
- Radio Spots: North Carolina Department of Transportation received two (2) :30 radio spots during 18 regular season Carolina Hurricanes game broadcasts on WCMC 99.9 FM The Fan (Raleigh), WWNB 1490 AM/105.7 FM (New Bern), WAVQ 1400 AM (Jacksonville) and WMFD 630 AM (Wilmington).
- Videoboard LED: North Carolina Department of Transportation received two (2) minutes per period, total of six (6) minutes per game, of logo exposure on four (4) of the eight (8) upper LED boards on the center hung videoboard for ten (10) Carolina Hurricanes regular season home games played at PNC Arena.
- In-Arena Commercial: North Carolina Department of Transportation received one (1) :30 PSA commercial during ten (10) Carolina Hurricanes regular season home games played at PNC Arena.
- Game Night Sponsor: North Carolina Department of Transportation received one (1) Game Night "title" sponsorship for one (1) mutually agreed upon 2014-2015 Carolina Hurricanes regular season home game. On the mutually agreed upon Game Night, the "title" sponsor received (i) five (5) minutes of LED logo exposure on four (4) of the eight (8) upper LED video screens that are located at the top of the video-scoreboard structure; (ii) logo recognition promoting the sponsored game within Hurricanes Watch, the Carolina Hurricanes e-newsletter that has 150,000 subscribers; and (iii) the opportunity to have a table on the main concourse to interact with our fans from the time PNC Arena doors open through the second intermission.
- Team Poster: North Carolina Department of Transportation received title sponsorship of the 2014-2015 Carolina Hurricanes Team poster, which coincides with the Game Night Sponsorship.
- Primary LED: North Carolina Department of Transportation received LED exposure during the final one (1) minute of regulation for all 2014-2015 Carolina Hurricanes regular season home games. The LED exposure includes the Club level LED, on the center ring LED and on the eight (8) upper LED screens.
- Caniac Carnival: North Carolina Department of Transportation participated in the Caniac Carnival on Friday September 26, 2014. This included an event table setup and the opportunity to promote North Carolina Department of Transportation initiatives.
- Corporate Partner Page: North Carolina Department of Transportation received logo recognition on the Corporate Partner page on [www. CarolinaHurricanes.com](http://www.CarolinaHurricanes.com).

NFL FOOTBALL

NFL FOOTBALL TOTAL: \$115,000

CAROLINA PANTHERS

GHSP renewed its partnership with the Carolina Panthers and the Bank of America Stadium in Charlotte. The NFL season ran from August 2013-January 2014.

Reach: The Panthers had the eighth highest attendance of any NFL team during the 2013-2014 season. Eight home games were attended by 587,544 fans. Average attendance was 73,443.

Elements of the Media Plan:

- In-Bowl Digital Signage: NC DOT - Governor's Highway Safety Program received five (5) minutes of in-game and six (6) minutes pre/post-game Roar Box displays per game. There are 18 Roar Boxes located in the upper ribbon. Each Roar Box is approximately 5' x 15'.
- Concourse Signage: Signage was placed at all three (3) gates of Bank of America Stadium displaying messaging about the "Click It or Ticket" and/or "Booze It & Lose It" programs.
- Network Radio: NC DOT - Governor's Highway Safety Program received one (1) feature commercial during the Panthers Game Broadcast. The feature aired during the in-game portion of the broadcast and will be heard across the Panthers North Carolina Radio Network. Total of sixteen (16) features per season.
- NC DOT - Governor's Highway Safety Program received two (2) billboards per game that aired during the in-game portion of the broadcast on the Panthers North Carolina Radio Network. Total of thirty-two (32) billboards per season.
- Panthers Lair Display: GHSP had display space at Panthers Lair prior to one Carolina Panthers home game. Panthers Lair is a high traffic, fan interactive area located at the corner of Mint and Morehead Streets. Panthers provided tent, table and chairs.
- Mascot visit: One (1) sir purr visit for one hour at an NCDOT event. This visit consisted of a visit to the 2013 North Carolina state fair in October 2013.

MINOR LEAGUE BASEBALL

MINOR LEAGUE BASEBALL TOTAL: \$70,250

ASHEVILLE TOURISTS (\$8,000)

Reach: The Asheville Tourists season ran from April-September 2014. The 70 home games at McCormick Field were attended by 174,893 fans. Average game attendance was 2,572.

Elements of the Media Plan:

- Grandstand Sign 4' x 16'
- Public Service Announcements - Two (2) for each home game (all 70 home games)
- Radio Ads - Two (2) 30 second commercials and two (2) live drop-ins per game (all 140 home & away games) Law Enforcement Appreciation Night

CAROLINA MUDCATS (\$8,000)

Reach: The Carolina Mudcats season ran from April-September 2014. The Mudcats 70 home games at Five County Stadium were attended by 215,149 fans. Average game attendance was 3,362.

Elements of the Media Plan:

- Outfield Sign 10'x20': Start of the season through 3rd week in June, was "Click It or Ticket" signage. At the end of June, the sign was switched out to a "Booze It & Lose It" sign. This was done to correspond with GHSP campaigns.
- "The Double" Radio Package: Radio mentions and spots during all 140 games, home and away, radio advertising. The Mudcats Radio Network consists of WDWG 98.5 FM and WRNS 960 AM. Each game is also broadcast worldwide on the internet.
 - Radio package included:
 - GHSP mentioned on Broadcast Open and Close.
 - 2-30 second radio announcements per game.

- One 20 second live read per game.
- One on-air booth interview.
- 2-Public Address System announcements in stadium. Click-It-Or-Ticket or Booze-It-&-Lose-It PSA: The Mudcats reminded fans via the Click It Or Ticket or Booze It & Lose It PSA to drive safely on the way home after each Mudcats game. Messages aligned with current campaigns.

CHARLOTTE KNIGHTS (\$7,750)

Reach: The Charlotte Knights season ran from April-September 2014. The 72 home games at the new Knight's Stadium were attended by 687,715 fans. Average game attendance was 9,686.

Elements of the Media Plan:

- 8'x20' Right Field Digital Sign on 1 minute rotation (min. 8 rotations per game)

DURHAM BULLS (\$22,000)

Reach: The Durham Bulls season ran from April-September 2014. The 70 home games at the Durham Bulls Athletic Park were attended by 533,033 fans. Average game attendance was 7,615.

Elements of the Media Plan:

- ¼ Season on LED Board: 18 games centered around our May Click It or Ticket & June/July Booze It & Lose It campaigns
- 2 Game Sponsorships
- Pre-game outfield LED wall
- Use of inning breaks on outfield LED wall
- Signage at front of stadium
- References in all pre-game media (email blast, online calendar, radio, newspaper, pocket schedules)
- Booth at entrance and/or on concourse during game
- Live half inning radio and TV (audio only) interview
- Game ball presentation on field
- Main Gate Exit Sign
- 144 Live Reads on Network (1 per game broadcast)
- 144 :30 radio commercials (1 per game broadcast)
- Appearance on radio/TV Network for ½ inning

GREENSBORO GRASSHOPPERS (\$12,000)

Reach: The Grasshoppers season ran from April-September 2014. The 70 home games at NewBridge Bank Park were attended by 369,170 fans. Average game attendance was 5,429.

Elements of the Media Plan:

- Grandstand Sign 8' x 20' (switching from "Click It or Ticket" to "Booze It & Lose It" half way thru the season to correspond with campaigns)
- Law Enforcement Appreciation Night

HICKORY CRAWDADS (\$7,500 INVESTMENT; \$9,000 VALUE)

Reach: The Hickory Crawdads season ran from April-September 2013. The 70 home games at LP Frans Stadium were attended by 148,414 fans. Average game attendance was 2,151.

Elements of the Media Plan:

- 8' X 20' vinyl Click It or Ticket and Booze it & Lose It Outfield Billboard
- Outside stadium street exit signs: 2 total (1 at each exit)
- Click It or Ticket Promotional Night
 - Live mentions on radio broadcast (10-14 games leading up to event)
 - In-Game Promotion, including video board and public address (8 games leading up to event)
 - Tabling on concourse with Info
 - Throw out the ceremonial first pitch
- Radio Specialty segment and :30 pre-recorded spot
 - Coverage with all 140 Crawdads game
 - Sponsor of a specialty spot during the game (Stolen Bases)
- Live mention after every stolen base: "That stolen base was sponsored by NCGHSP remember fans don't get caught, "Click it or Ticket"
- :30 second prerecorded spot

KANNAPOLIS INTIMIDATORS (\$5,000)

Reach: The Kannapolis Intimidators season ran from April-September 2014. The 62 home games at CMC-NorthEast Stadium were attended by 119,377 fans. Average game attendance was 1,925.

Elements of the Media Plan:

- Signage Advertising: One 8' x 20' Outfield Wall Sign
- Promotion: One Promo Night
- Display Table: One On Promo Night
- Announcements: Four During Promo Night & provided by NCDOT
- Announcements: Two Every Friday and Saturday night games
- Intimidator's mascot will appear for at least one hour at the "Safety City" event at the State Fair in October

COLLEGE ATHLETICS

COLLEGE ATHLETICS TOTAL: \$307,720

During FY2014, 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, Elon University, East Carolina University, North Carolina A&T, University of North Carolina at Charlotte and University of North Carolina at Wilmington. "Click It or Ticket" and "Booze It & Lose It" radio public service announcements were aired during each game. Other elements included advertising during tailgating and on the transportation passes to games.

IMG

IMG is one of the nation's top collegiate and venue sports marketing companies that worked with GHSP to market at its partner schools from August-March. GHSP continued its partnership with IMG to eight (8) schools and Greensboro Coliseum in North Carolina, majority of their attendance matched our 18-34 target demographic.

Appalachian State University Football

Reach: GHSP accessed an estimated 167,786 Appalachian fans during the 2013-2014 football season. Kidd Brewer Stadium has a capacity of 24,050.

Elements of the Media Plan:

- One thirty second (:30) commercial spot in each of the following programs:
- Pigskin Prelude Shows - twelve (12) shows
- Game Broadcast - twelve (12) regular season games
- Post-Game Shows - twelve (12) shows
- Saturday Evening QB Show - twelve (12) shows
- Coach's Shows - twelve (12) shows

Duke University

Reach: GHSP accessed an estimated 149,024 Duke fans during the 2013-2014 basketball season. GHSP also reached an estimated 26,062 fans during football. Wallace Wade Stadium has capacity of 33,941.

Elements of the Media Plan:

- Basketball Radio (29 total broadcasts)
 - One (1) post-game :30 spot in each broadcast
- Mascot Appearance
 - One (1) mascot appearance on a mutually agreed upon place and time
- Football Video Board
 - One (1) video board feature in all regular season home games.
- PA Announcement
 - One (1) PA announcement with video board recognition at all home football and basketball games during the last media timeout reminding fans to drive safely
- Football Videoboard Replay
 - Sponsor of eight (8) video board replays at all home football games

East Carolina University Football

Reach: GHSP accessed an estimated 282,076 ECU fans during the 2013-2014 football season. Williams Arena has a capacity of 8,000 for basketball games.

Elements of the Media Plan:

- Basketball Radio (29 total broadcasts)
 - One (1) post-game :30 spot in each broadcast
- Mascot Appearance
 - One (1) mascot appearance on a mutually agreed upon place and time
- Main Scoreboard Rotational Panel
 - One (1) rotational panel on the main scoreboard inside Dowdy Ficklen Stadium at all home games in 2014
- Football Video Board
 - One (1) video board feature in all regular season home games.

Elon University

Reach: GHSP accessed an estimated 47,426 Elon fans during the 2013-2014 football season. Basketball games are held in Alumni Gym which has a capacity of 1,585.

Elements of the Media Plan:

- Football Radio (12 total broadcasts)
 - One (1) pre-game live mention in each broadcast
- Basketball Radio (29 total broadcasts)
 - One (1) post-game :30 spot in each broadcast
- PA Announcement
 - One (1) PA announcement with video board recognition at all home football games during the last media timeout reminding fans to drive safely
- Football Videoboard LED Signage
 - Five (5) minutes of in-game exposure on the video board LED at all home games
- Basketball Courtside LED Signage
 - Five (5) minutes of in-game exposure on the television visible courtside LED at all home games
- Football Video Board
 - One (1) video board feature in all regular season home games.
- Game Program Full-Page Ad
 - One (1) full-page four color advertisement in the football game-program

Wake Forest University

Reach: GHSP accessed 28,912 Wake Forest fans during the 2013-2014 football season. Basketball had an attendance of 153,831 for the season, average of 9,614 per game.

Elements of the Media Plan:

- Football Radio (12 total broadcasts)
 - One (1) :30 spot on all twelve (12) post-game shows
- Basketball Radio (29 total broadcasts)
 - One (1) :30 spot on all twenty-nine (29) post-game shows
- Football Promotional Display
 - One (1) 10'x10' promotional display set-up inside the Demon Deacon fan fest at one (1) home game
- PA Announcement
 - One (1) PA announcement with video board recognition at all home football games during the last media timeout reminding fans to drive safely

Greensboro Coliseum

Reach: GHSP accessed Greensboro Coliseum Complex attendees during 2013-2014.

Elements of the Media Plan:

- High Point Road Marquee
 - The GHSP received exposure on the High Point Road marquee which faces a high traffic road and provides a brand presence throughout the year
- Parking Lot Sponsorship
 - GHSP was a sponsor of the Greensboro Coliseum parking garages including multiple signage opportunities and sponsor recognition

NC A&T University

Reach: Aggie stadium has a capacity of 21,500. Ellis F. Corbett Sports center has a capacity of 5,700.

Elements of the Media Plan:

- Football Radio (12 total broadcasts)
 - One (1) post-game live mention in each broadcast
- Football PA Videoboard Recognition
 - One (1) PA announcement with video board recognition at all home games during the last media timeout reminding fans to drive safely
- Basketball PA Videoboard Recognition
 - One (1) PA announcement with video board recognition at all home games during the last media timeout reminding fans to drive safely
- Basketball Courtside LED Signage
 - Five (5) minutes of in-game exposure on the television visible courtside LED at all home games
- Football Video Board
 - One (1) video board feature in all regular season home games

UNC Charlotte

Reach: Jerry Richardson Stadium has a capacity of 15,314. Dale F. Halton Arena has a capacity 9,105.

Elements of the Media Plan:

- Football Radio (12 total broadcasts)
 - One (1) post-game live mention during all twelve (12) broadcasts
- Basketball Radio
 - One (1) post-game live mention during all twenty-nine (29) broadcasts
- Football Signage
 - Logo presence on a minimum of five (5) in-game video board replays at each home game
- Basketball Signage
 - Exposure on 130 feet of courtside LED signage providing approximately five (5) minutes of in-game exposure
- Football Video Board
 - One (1) video board feature in all regular season home games

UNC Wilmington

UNC Wilmington’s basketball and baseball seasons occurred from August 2013-March 2014.

Reach: Home basketball home games were attended by roughly 2,500 to 3,500 fans each. The 28 baseball home games were attended by up to 1,200 fans each.

Elements of the Media Plan:

- During UNC-Wilmington’s basketball season, GHSP received two (2) :30 spots during the pre and post-game radio broadcast along with a PA announcement during the home games. GHSP was also featured on the Seahawk’s jumbotron scoreboard during home basketball games and received one game sponsorship with display opportunities.
- During UNC-Wilmington’s baseball season, GHSP received a game sponsorship.

N.C. State University (\$99,270)

N.C. State’s football, basketball and baseball seasons occurred from August 2013-May 2014.

Reach: The 6 football home games at Carter-Finley Stadium were attended by an estimated 324,638 fans. The 16 basketball home games at the PNC Arena were attended by 277,087 fans. Baseball plays at Doak Field and has a capacity of 2,500. For all three sports, most of the fans who attended games matched our 18-44 target demographic.

Elements of the Media Plan:

Football Sponsorship (attendance in the 2013 season - 425,420)

- Network and local game day radio
- WITH partnership elements
- Video board replays
- Arena-side tri-vision signage
- Portable messaging signage at stadium exits

Basketball Sponsorship (average of 15,500 per game)

- Network and local game day radio
- WITH partnership elements
- Video board PSA
- Arena-side tri-vision signage

Game Day Activation

- One (1) display space in Fan Zone prior to two (2) home football games

Baseball – (average 1,994 per game)

- Game day radio
- Season-long video board feature

UNC Chapel Hill (\$74,950)

UNC Chapel Hill’s football and basketball seasons occurred from August 2013-March 2014. The media plan was implemented through Tar Heel Sports Marketing.

Reach: The seven football home games at Kenan Memorial Stadium were attended by over 390,000 fans. Home basketball games at the Smith Center were attended by over 309,603 fans. For both sports, most of the fans who attended games matched our 18-44 target demographic.

Elements of the Media Plan:

Football Game Broadcasts

- One (1) :30 second spot postgame during all 12 regular season game broadcasts on the Statewide Network.
- One Live Read during all 12 regular season game broadcasts on the Statewide Network.

Basketball Game Broadcasts

- One (1) :30 second spot postgame during all regular season basketball broadcasts on the Statewide Network.
- One Live Read during all regular season basketball broadcasts on the Statewide Network.
- A bank of one hundred (100) 15 second radio spots to air in the major markets (Charlotte, Triad, Fayetteville and the Triangle)

PA announcements

- Following every home football and/or basketball game at Carolina, the Governor's Highway Safety program received one (1) public address announcement. Nearly 700,000 fans attend these games each year, most of whom are male in the 18-54 year old age group.

Mascot Appearance

- Rameses will appear at the North Carolina State Fair courtesy of the Governor's Highway Safety Program

NASCAR

NASCAR TOTAL: \$110,000

GHSP continued its partnership with Charlotte Motor Speedway in Charlotte. The NASCAR season took place from May-October 2014.

Reach: On average, one million people visit the track each year. Many of these individuals were male and matched our 18-44 target demographic.

Elements of the Media Plan:

- Company signage at the CMS infield exit tunnel and pedestrian bridge.
- One (1) East side wing wall sign at zMax Drag way.
- One (1) East side back of grandstand banner at zMax Drag way.
- Fifty (50) grandstand tickets (at no additional cost to the contract) to each of the below NASCAR events to be distributed to law enforcement partners;
 - NC Education Lottery 200
 - NASCAR Sprint All-Star Race
 - Lift Master Pole Night
 - History 300
 - Coca-Cola 600
 - Bojangles Pole Night/UNOH Southern Slam 150
 - Dollar General 300
 - Bank of America 500
- Public address announcements during each NASCAR Event promoting the Click it or Ticket campaign.
- Public address announcements during NHRA Events promoting the Booze it & Lose It campaign.

HUDDLE HIGH-SCHOOL SPORTING EVENTS

HUDDLE HIGH-SCHOOL SPORTING EVENTS TOTAL: \$175,000

GHSP continued its partnership with Huddle that provides sporting event tickets to all high schools in North Carolina. GHSP receives messaging on all tickets at 300 high schools across the state and targets traffic safety messaging to teens and parents on these tickets. Approximately 7 million tickets are being distributed for the 2012-2013 school year.

OTHER COMPONENTS OF THE MEDIA PLAN

In the area of occupant protection, North Carolina participated in the national “Click It or Ticket” mobilization in FY 2014. A primary focus of media efforts was the counties and demographic groups which demonstrated low seat belt usage as indicated in the Occupant Protection section of the Highway Safety Plan. Paid media spots conveyed an enforcement message to compliment the national media placement and was targeted toward passengers in North Carolina who buckled up less often than drivers. In addition to paid public service announcements on television and radio, the spot was strategically placed in movie theaters across the state airing prior to the feature presentation.

During Child Passenger Safety week, GHSP partnered with SafeKids NC and BuckleUpNC and continued to use the public service announcement that was created last year. The PSA was placed on radio and digital forums in targeted areas. The PSA also aired in Spanish.

North Carolina also participated in all national impaired driving mobilizations. A state specific television and radio public service announcement was placed across the state during the holiday campaign. In addition, the spot was strategically placed in movie theaters across the state airing prior to the feature presentation. During the Labor Day campaign, a new television and radio public service announcement was created and aired throughout the state. Earned media was gained from kickoff events as well as high visibility checkpoints throughout the campaigns. The first half of the “20|20 Hindsight” series was also created during FY2014 with the remainder being completed in the first quarter of FY2015. A new website, BoozeltandLoselt.org, was launched in support.

Social media was used throughout the year and during campaigns to increase awareness. Original PSA content and hashtags were created and shared on Facebook, Twitter, Pinterest and Instagram. Each PSA that was produced for radio and television was also pushed on social media sites including YouTube, Vimeo and SoundCloud. During the May “Click It or Ticket” campaign, our “Every Seat. Every Time.” PSA was one of the most viewed video’s on the NCDOT YouTube channel. It encouraged passengers to buckle their seatbelt no matter where they sit in the car. A new website, ClickItorTicket.org, was launched in support.

For the seventh year 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.

FUNDED PROJECTS AND ACTIVITIES

The media plan related projects and activities listed below were funded by GHSP under the FY2014 Highway Safety Plan. Also included here are the grant funds that provided funding for the planning and administration of the North Carolina GHSP:

Project Number(s):	154PM-14-18-01/M5PEM-14-21-01
Agency:	NC GHSP Booze It & Lose It Media Buys
Project Description:	Provided funding for the purchase of media time/space and for the production of PSA for the Booze It & Lose It Campaign.
Contribution to Meeting Targets:	GHSP purchased TV, radio and online media for the multiple scheduled Booze It & Lose It campaigns. In addition, GHSP produced 20 stories for the 20th year

anniversary of Booze It & Lose It. These stories were promoted on social media sites.

Project Number(s): M2PE-14-19-01
Agency: NC GHSP Click It or Ticket Media Buys
Project Description: Provided funding for the purchase of media time/space and for the production of PSA for the Click It or Ticket campaigns.
Contribution to Meeting Targets: GHSP purchased TV, radio and online media for the multiple scheduled Click It or Ticket campaigns. In addition, GHSP added extra buys for the 25 targeted counties for mini enforcement campaign initiatives.

Project Number(s): 154PM-14-18-02/PM-14-17-01
Agency: NC GHSP Sports Marketing
Project Description: Provided funding for sponsorships to bring awareness to the importance of buckling up and the dangers of driving after drinking and to promote the Booze It & Lose It and Click It or Ticket campaigns.
Contribution to Meeting Targets: GHSP sponsored sports marketing campaigns with most of the ACC college athletic football and basketball games, the Carolina Panthers (NFL), the Carolina Hurricanes (NHL), the Charlotte Bobcats (NBA) and NASCAR. In addition, GHSP partnered with Minor League Baseball and Huddle for the High school sporting events in targeted areas.

LEGISLATIVE UPDATE

This past year was a “short session” for the North Carolina General Assembly. Nevertheless, several bills related to traffic safety were introduced or considered during 2014. This section provides a description of these bills and their outcome (or current status).

HOUSE BILL 109 - REQUIRE SAFETY HELMETS/18 AND UNDER

Initially introduced on February 14, 2013, this bill would significantly alter North Carolina’s existing universal helmet law for motorcyclists if passed. Under the provisions of the bill, riders 18 and older would not be required to wear a safety helmet if: 1) the rider held a motorcycle license or endorsement for more than 12 months, or 2) the rider had completed an approved motorcycle safety course. Riders would also be required to be covered by an insurance policy providing at least \$10,000 in medical benefits for injuries incurred as a result of a crash while operating a motorcycle. Riders 18 and younger would still be required to wear a safety helmet. Additionally, the bill retained the \$25 fine for violations of the helmet law, but waived court costs.

The bill was referred to the House Committee on Transportation where it was not voted upon. Instead, the House decided by a 113-1 vote that a Joint Legislative Transportation Oversight Committee should: “review the laws of this State and other states relating to the use of motorcycle helmets, and consider whether the State’s motor vehicle laws should be amended to provide exceptions to the requirement that all operators and passengers on motorcycles or mopeds wear a safety helmet.” The Joint Committee’s findings and recommendations must be reported to the General Assembly on or before the Regular Session convenes in 2015.

SENATE BILL 744 – FUNDING FOR DRIVER EDUCATION

Under this bill, funding for the driver education program administered by the Department of Public Instruction is no longer paid out of the Highway Fund based on an annual appropriation by the General Assembly. Instead, local boards of education are required to use funds available to them, including a fee for instruction charged to students, to offer noncredit driver education courses in high schools. The local boards of education may charge each student participating in a driver education course a fee of up to \$65 to offset the costs of providing the training and instruction. The bill was signed by the Governor on August 7, 2014, and will apply to driver education programs beginning with the 2015-2016 fiscal year.

Senate Bill 744 also affects funding for several other programs related to highway safety:

- Discontinues funding for Students Against Destructive Decisions (SADD);
- Directs the State Highway Patrol to purchase \$2,894,188 worth of mobile VIPER radios and encourages the SHP to use federal asset forfeiture funds;
- Increases funding to establish a stand-alone Ignition Interlock Unit, as recommended in the Governor’s budget. This \$663,945 increase represents an 8.4% adjustment to the certified 2014-15 budget for the Commissioner’s Office.

HOUSE BILL 1025 – RAMP METERS

A ramp meter is “a traffic control device that consists of a circular red and circular green display placed at a point along an interchange entrance ramp.” Under this bill, drivers must stop if the ramp meter is

emitting a red light. Drivers may go if the light is green or the ramp meter is turned off. Violation of this law is an infraction that carries no points. The bill was signed by the Governor on July 7, 2014, and became effective on December 1, 2014.

HOUSE BILL 1133 – MOBILE PHONE USE BY COMMERCIAL VEHICLE OPERATORS/COMMERCIAL DRIVER’S LEARNER’S PERMIT

This bill adds to the definition of “serious traffic violation” for Commercial Motor Vehicle operators. Unlawful use of a mobile telephone while operating a commercial motor vehicle is now considered a serious traffic violation. Conviction of two serious traffic violations within three years results in a 60 day disqualification. Additionally, the sunset provision for reinstatement of the driver’s license of a driver convicted of Habitual Impaired Driving was extended to December 1, 2016.

This bill also requires the issuance of a commercial driver’s learner’s permit as a precondition to the initial issuance of a commercial driver’s license and also a precondition to the upgrade of a commercial driver’s license if the upgrade requires a skills test.

The bill was signed by the Governor and became effective on August 11, 2014.

HOUSE BILL 1145 – MOPED REGISTRATION

This bill requires mopeds to be registered with the DMV. The owner of the moped pays the same fee and is issued the same type of registration card and plate issued for a motorcycle. Additionally, the Joint Legislative Transportation Oversight Committee is studying whether additional statutory changes are needed to ensure the safe operation of mopeds. The report will include data on (i) the number of mopeds involved in traffic crashes, (ii) the number and types of injuries resulting from traffic crashes involving mopeds, and (iii) the causes for the traffic crashes involving mopeds. The Committee is also studying whether insurance should be required to operate a moped on a public street or highway. The Committee is required to report its findings, together with any recommended legislation, to the 2015 Regular Session of the General Assembly upon its convening. This bill was signed by the Governor on August 6, 2014.

HOUSE BILL 272- MODIFICATION OF SITE OF DIVISION OF MOTOR VEHICLES (DMV) HEARING CONSIDERING ALLEGED IGNITION INTERLOCK VIOLATION

This bill provides that the site of a DMV hearing considering an alleged ignition interlock violation may be conducted in the county where the person resides when evidence of the violation is an alcohol concentration report from an ignition interlock system. All ignition interlock violation hearings under this statute were previously required to be conducted in the county where the charge was brought. This bill was signed by the Governor on August 6, 2014.

HOUSE BILL 369- REMOTE VIDEO TESTIMONY BY FORENSIC AND CHEMICAL ANALYSTS

This bill authorizes a chemical analyst’s remote testimony involving results of blood or urine analysis in any court or administrative hearing if: (1) the State has provided a copy of the analyst’s report to the defendant’s attorney or an unrepresented defendant; (2) the State notifies the attorney or an unrepresented defendant at least 15 business days before the proceeding of its intention to use remote testimony; and (3) the defendant’s attorney or an unrepresented defendant fails to file a written objection with the court, with a copy to the State, at least five business days before the proceeding of

the defendant's objection to the introduction of the remote testimony. This bill was signed by the Governor on September 18, 2014.

SENATE BILL 744- 2014 APPROPRIATIONS ACT

This bill makes base budget appropriations for current operations and other changes.

All misdemeanants to serve sentences in local confinement facilities.

This bill removes all misdemeanants, including impaired driver (DWI) defendants, from the state prison system and expands on changes made in 2011. It requires that all misdemeanor sentences in excess of 90 days and all DWI sentences, regardless of length, are served through the State Misdemeanant Confinement Program. It provides that all terms of special probation imposed at sentencing for misdemeanors, including impaired driving, must be served in a local confinement or treatment facility, not in prison.

Court costs assessed for private hospital performing toxicological testing for prosecutorial district as well as expert witness fees.

This bill creates two new court cost provisions for convicted defendants under specified circumstances: (1) for a private hospital performing toxicological testing (bodily fluids for the presence of alcohol or controlled substances) under contract with a prosecutorial district, the sum of \$600 is to be remitted to the State Treasurer for the General Court of Justice; and (2) for an expert witness employed by a private hospital performing toxicological testing under contract with a prosecutorial district who completes a chemical analysis under G.S. 20-139.1 and testifies at trial, the sum of \$600 is to be remitted to the State Treasurer for the General Court of Justice.

Remote driver's license renewal.

This bill authorizes the DMV to offer remote renewal of a driver's license by mail, telephone, electronic device, or secure means as specified in the new statutory provision.

This bill was signed by the Governor on August 7, 2014.

OTHER BUDGETARY ITEMS

The 2014-2015 State budget approved during the most recent legislative session included the following items: elimination of 35 vacant trooper positions in the State Highway Patrol; restored funding for 13 ALE positions; transfers the SBI from the Department of Justice to the Law Enforcement Division of the Department of Public Safety; authorizes the issuance of Two-Thirds Bonds for the purpose of constructing the Western Crime Lab in Edneyville, NC. .

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 last conducted during FY 2013 - between December 9 and 19, 2012 using a random digit dialing call procedure. Beginning with this FY 2014 project year, the NC GHSP will be conducting this survey every other year rather than annually. Results of the FY2013 statewide traffic survey can be found in the North Carolina Governor's Highway Safety Program FY2013 Annual Report.

FEDERAL FUNDS SPENT ON EACH PROJECT

FEDERAL FUNDS SPENT ON PROJECTS

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2014-00-01-00	GHSP	\$220,824.00	\$.00	\$441,648.00	\$220,824.00	\$220,824.00	\$.00
	Planning and Administration Total		\$220,824.00	\$.00	\$441,648.00	\$220,824.00	\$220,824.00	\$.00
Alcohol								
	AL-2014-00-00-00	NC State Highway Patrol	\$.00	\$.00	\$800,000.00	\$.00	\$.00	\$.00
	AL-2014-01-01-00	GHSP BOOZE IT & LOSE IT CAMPAIGN	\$82,752.00	\$.00	\$82,752.00	\$82,752.00	\$82,752.00	\$.00
	AL-2014-01-02-00	CAROLINAS MEDICAL CENTER	\$60,619.00	\$60,619.00	\$71,316.00	\$60,619.00	\$60,619.00	\$.00
	AL-2014-01-03-00	NC CRIME CONTROL ALE	\$29,140.00	\$29,140.00	\$29,140.00	\$29,140.00	\$29,140.00	\$.00
	AL-2014-01-04-00	CITY OF STATESVILLE	\$7,441.00	\$7,441.00	\$14,882.00	\$7,441.00	\$7,441.00	\$.00
	Alcohol Total		\$179,952.00	\$97,200.00	\$998,090.00	\$179,952.00	\$179,952.00	\$.00
Motorcycle Safety								
	MC-2014-08-01-00	GHSP PI&E	\$17,317.00	\$.00	\$17,317.00	\$17,317.00	\$17,317.00	\$.00
	MC-2014-08-02-00	CITY OF HENDERSONVILLE	\$18,999.00	\$18,999.00	\$18,999.00	\$18,999.00	\$18,999.00	\$.00
	MC-2014-08-03-00	CITY OF NEW BERN	\$39,035.00	\$39,035.00	\$39,035.00	\$39,035.00	\$39,035.00	\$.00
	MC-2014-08-04-00	TOWN OF HOLLY SPRINGS	\$36,989.00	\$36,989.00	\$36,989.00	\$36,989.00	\$36,989.00	\$.00
	MC-2014-08-06-00	TOWN OF COLUMBUS	\$18,496.00	\$18,496.00	\$18,496.00	\$18,496.00	\$18,496.00	\$.00
	MC-2014-08-07-00	High Point PD	\$36,055.00	\$36,055.00	\$36,055.00	\$36,055.00	\$36,055.00	\$.00
	Motorcycle Safety Total		\$166,891.00	\$149,574.00	\$166,891.00	\$166,891.00	\$166,891.00	\$.00
Occupant Protection								
	OP-2014-05-01-00	GHSP PI&E	\$70,037.00	\$.00	\$70,037.00	\$70,037.00	\$70,037.00	\$.00
	OP-2014-05-02-00	NC DEPARTMENT OF INSURANCE	\$240,462.00	\$.00	\$240,462.00	\$240,462.00	\$240,462.00	\$.00

FEDERAL FUNDS SPENT ON PROJECTS

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	OP-2014-05-03-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$141,567.00	\$0.00	\$141,567.00	\$141,567.00	\$141,567.00	\$0.00
	OP-2014-05-04-00	ELPUEBLO	\$70,247.00	\$70,247.00	\$70,247.00	\$70,247.00	\$70,247.00	\$0.00
	OP-2014-05-05-00	RESEARCH TRIANGLE INSTITUTE	\$224,965.00	\$0.00	\$224,965.00	\$224,965.00	\$224,965.00	\$0.00
	OP-2014-05-06-00	WNC SAFE KIDS	\$115,846.00	\$115,846.00	\$115,846.00	\$115,846.00	\$115,846.00	\$0.00
	Occupant Protection Total		\$863,124.00	\$186,093.00	\$863,124.00	\$863,124.00	\$863,124.00	\$0.00
Police Traffic Services								
	PT-2014-03-01-00	NEW HANOVER LEL	\$18,577.00	\$18,577.00	\$18,577.00	\$18,577.00	\$18,577.00	\$0.00
	PT-2014-03-02-00	MORRISVILLE POLICE DEPARTMENT LEL	\$15,716.00	\$15,716.00	\$15,716.00	\$15,716.00	\$15,716.00	\$0.00
	PT-2014-03-03-00	ROCKINGHAM PD LEL	\$14,385.00	\$14,385.00	\$14,385.00	\$14,385.00	\$14,385.00	\$0.00
	PT-2014-03-04-00	TOWN OF AYDEN PD LEL	\$19,316.00	\$19,316.00	\$19,316.00	\$19,316.00	\$19,316.00	\$0.00
	PT-2014-03-05-00	JACKSON COUNTY LEL	\$17,354.00	\$17,354.00	\$17,354.00	\$17,354.00	\$17,354.00	\$0.00
	PT-2014-03-06-00	TOWN OF KITTY HAWK LEL	\$19,765.00	\$19,765.00	\$19,765.00	\$19,765.00	\$19,765.00	\$0.00
	PT-2014-03-07-00	CHARLOTTE MECKLENBURG PD LEL	\$19,586.00	\$19,586.00	\$19,586.00	\$19,586.00	\$19,586.00	\$0.00
	PT-2014-03-08-00	GUILFORD COUNTY	\$12,073.00	\$12,073.00	\$12,073.00	\$12,073.00	\$12,073.00	\$0.00
	PT-2014-03-09-00	MARION POLICE DEPARTMENT LEL	\$15,950.00	\$15,950.00	\$15,950.00	\$15,950.00	\$15,950.00	\$0.00
	PT-2014-03-10-00	ASHEVILLE POLICE DEPARTMENT LEL	\$17,639.00	\$17,639.00	\$17,639.00	\$17,639.00	\$17,639.00	\$0.00
	PT-2014-03-11-00	NORTHAMPTON POLICE DEPARTMENT LEL	\$15,171.00	\$15,171.00	\$15,171.00	\$15,171.00	\$15,171.00	\$0.00
	PT-2014-03-12-00	CITY OF NEW BERN	\$15,179.00	\$15,179.00	\$20,238.00	\$15,179.00	\$15,179.00	\$0.00
	PT-2014-03-13-00	TOWN OF RICHLANDS	\$60,557.00	\$60,557.00	\$71,243.00	\$60,557.00	\$60,557.00	\$0.00

FEDERAL FUNDS SPENT ON PROJECTS

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	PT-2014-03-14-00	TOWN OF RED SPRINGS	\$29,597.00	\$29,597.00	\$42,281.00	\$29,597.00	\$29,597.00	\$0.00
	PT-2014-03-15-00	HOLLY RIDGE PD	\$28,705.00	\$28,705.00	\$41,007.00	\$28,705.00	\$28,705.00	\$0.00
	PT-2014-03-16-00	TOWN OF MOREHEAD CITY PD	\$8,825.00	\$8,825.00	\$11,766.00	\$8,825.00	\$8,825.00	\$0.00
	PT-2014-03-17-00	CITY OF ALBEMARLE	\$83,936.00	\$83,936.00	\$98,748.00	\$83,936.00	\$83,936.00	\$0.00
	PT-2014-03-18-00	CITY OF DURHAM	\$8,866.00	\$8,866.00	\$11,861.00	\$8,866.00	\$8,866.00	\$0.00
	PT-2014-03-19-00	CITY OF MORGANTON	\$147,632.00	\$147,632.00	\$173,684.00	\$147,632.00	\$147,632.00	\$0.00
	PT-2014-03-20-00	SOUTHERN SHORES	\$6,574.00	\$6,574.00	\$8,765.00	\$6,574.00	\$6,574.00	\$0.00
	PT-2014-03-21-00	CURRITUCK COUNTY SO	\$22,620.00	\$22,620.00	\$30,160.00	\$22,620.00	\$22,620.00	\$0.00
	PT-2014-03-22-00	PERSON COUNTY SO	\$38,139.00	\$38,139.00	\$76,278.00	\$38,139.00	\$38,139.00	\$0.00
	PT-2014-03-23-00	TOWN OF GARYSBURG	\$10,750.00	\$10,750.00	\$10,750.00	\$10,750.00	\$10,750.00	\$0.00
	PT-2014-03-24-00	DARE COUNTY SO	\$42,617.00	\$42,617.00	\$56,822.00	\$42,617.00	\$42,617.00	\$0.00
	PT-2014-03-25-00	CAMDEN COUNY	\$23,729.00	\$23,729.00	\$47,458.00	\$23,729.00	\$23,729.00	\$0.00
	PT-2014-03-27-00	TOWN OF ERWIN	\$28,764.00	\$28,764.00	\$41,091.00	\$28,764.00	\$28,764.00	\$0.00
	PT-2014-03-28-00	TOWN OF BISCOE	\$73,571.00	\$73,571.00	\$86,554.00	\$73,571.00	\$73,571.00	\$0.00
	PT-2014-03-29-00	CITY OF ROXBORO	\$5,589.00	\$5,589.00	\$7,452.00	\$5,589.00	\$5,589.00	\$0.00
	PT-2014-03-30-00	TOWN OF ROLESVILLE	\$26,577.00	\$26,577.00	\$53,154.00	\$26,577.00	\$26,577.00	\$0.00
	PT-2014-03-31-00	TOWN OF GARNER	\$32,908.00	\$32,908.00	\$65,816.00	\$32,908.00	\$32,908.00	\$0.00
	PT-2014-03-33-00	CHAPEL HILL PD	\$8,847.00	\$8,847.00	\$11,796.00	\$8,847.00	\$8,847.00	\$0.00
	PT-2014-03-34-00	CITY OF FAIRMONT	\$24,211.00	\$24,211.00	\$34,587.00	\$24,211.00	\$24,211.00	\$0.00
	PT-2014-03-35-00	TOWN OF CLAYTON	\$8,550.00	\$8,550.00	\$11,400.00	\$8,550.00	\$8,550.00	\$0.00
	PT-2014-03-36-00	CITY OF DURHAM	\$22,287.00	\$22,287.00	\$39,716.00	\$22,287.00	\$22,287.00	\$0.00
	PT-2014-03-37-00	TOWN OF APEX	\$57,153.00	\$57,153.00	\$114,306.00	\$57,153.00	\$57,153.00	\$0.00
	PT-2014-03-38-00	TOWN OF FUQUAY VARINA	\$40,602.00	\$40,602.00	\$58,003.00	\$40,602.00	\$40,602.00	\$0.00
	PT-2014-03-39-00	TOWN OF FRANKLINTON	\$6,106.00	\$6,106.00	\$8,141.00	\$6,106.00	\$6,106.00	\$0.00

FEDERAL FUNDS SPENT ON PROJECTS

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	PT-2014-03-40-00	GHSP POINTS SYSTEM	\$747,683.00	\$747,683.00	\$747,683.00	\$747,683.00	\$747,683.00	\$.00
	PT-2014-03-41-00	TOWN OF HIGHLANDS	\$7,725.00	\$7,725.00	\$10,300.00	\$7,725.00	\$7,725.00	\$.00
	PT-2014-03-42-00	CITY OF CONOVER	\$35,535.00	\$35,535.00	\$50,765.00	\$35,535.00	\$35,535.00	\$.00
	PT-2014-03-43-00	BUNCOMBE COUNTY	\$13,207.00	\$13,207.00	\$17,609.00	\$13,207.00	\$13,207.00	\$.00
	PT-2014-03-44-00	TOWN OF COLUMBUS	\$25,555.00	\$25,555.00	\$51,110.00	\$25,555.00	\$25,555.00	\$.00
	PT-2014-03-45-00	UNION COUNTY	\$76,935.00	\$76,935.00	\$109,907.00	\$76,935.00	\$76,935.00	\$.00
	PT-2014-03-46-00	TOWN OF STALLINGS	\$43,677.00	\$43,677.00	\$62,395.00	\$43,677.00	\$43,677.00	\$.00
	PT-2014-03-47-00	POLK COUNTY	\$18,283.00	\$18,283.00	\$36,566.00	\$18,283.00	\$18,283.00	\$.00
	PT-2014-03-49-00	CITY OF BOILING SPRING LAKES	\$28,999.00	\$28,999.00	\$41,427.00	\$28,999.00	\$28,999.00	\$.00
	PT-2014-03-50-00	CITY OF GREENSBORO	\$8,587.00	\$8,587.00	\$11,449.00	\$8,587.00	\$8,587.00	\$.00
	PT-2014-03-51-00	WILMINGTON POLICE DEPARTMENT	\$18,611.00	\$18,611.00	\$18,611.00	\$18,611.00	\$18,611.00	\$.00
	PT-2014-03-52-00	Henderson Police Department	\$14,628.00	\$14,628.00	\$14,628.00	\$14,628.00	\$14,628.00	\$.00
	PT-2014-03-53-00	MAXTON POLICE DEPARTMENT	\$3,741.00	\$3,741.00	\$4,988.00	\$3,741.00	\$3,741.00	\$.00
	PT-2014-03-54-00	NC SHERIFF'S ASSOCIATION	\$42,504.00	\$.00	\$42,504.00	\$42,504.00	\$42,504.00	\$.00
	PT-2014-03-55-00	NC JUSTICE ACADEMY	\$157,997.00	\$.00	\$157,997.00	\$157,997.00	\$157,997.00	\$.00
	PT-2014-03-57-00	KERNERSVILLE POLICE DEPARTMENT	\$15,277.00	\$15,277.00	\$20,369.00	\$15,277.00	\$15,277.00	\$.00
	PT-2014-03-58-00	MT GILEAD POLICE DEPARTMENT	\$18,901.00	\$18,901.00	\$37,802.00	\$18,901.00	\$18,901.00	\$.00
	PT-2014-03-59-00	TROUTMAN POLICE DEPARTMENT	\$26,227.00	\$26,227.00	\$52,454.00	\$26,227.00	\$26,227.00	\$.00
	PT-2014-03-60-00	WARRENTON POLICE DEPARTMENT	\$4,800.00	\$4,800.00	\$4,800.00	\$4,800.00	\$4,800.00	\$.00
	PT-2014-03-61-00	YADKINVILLE POLICE DEPARTMENT	\$10,040.00	\$10,040.00	\$20,080.00	\$10,040.00	\$10,040.00	\$.00

FEDERAL FUNDS SPENT ON PROJECTS

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	PT-2014-03-62-00	YOUNGSVILLE POLICE DEPARTMENT	\$24,619.00	\$24,619.00	\$49,238.00	\$24,619.00	\$24,619.00	\$0.00
	PT-2014-03-63-00	MACON SHERIFF'S OFFICE	\$41,286.00	\$41,286.00	\$58,980.00	\$41,286.00	\$41,286.00	\$0.00
	PT-2014-03-65-00	TOWN OF LELAND	\$158,072.00	\$158,072.00	\$185,967.00	\$158,072.00	\$158,072.00	\$0.00
	PT-2014-03-66-00	ELIZABETH CITY POLICE DEPARTMENT	\$35,155.00	\$35,155.00	\$46,873.00	\$35,155.00	\$35,155.00	\$0.00
	Police Traffic Services Total		\$2,626,467.00	\$2,425,966.00	\$3,273,111.00	\$2,626,467.00	\$2,626,467.00	\$0.00
Traffic Records								
	TR-2014-10-02-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$59,987.00	\$0.00	\$59,987.00	\$59,987.00	\$59,987.00	\$0.00
	TR-2014-10-03-00	UNIVERSITY OF NC	\$39,516.00	\$0.00	\$39,516.00	\$39,516.00	\$39,516.00	\$0.00
	TR-2014-10-04-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$23,162.00	\$0.00	\$23,162.00	\$23,162.00	\$23,162.00	\$0.00
	TR-2014-10-05-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$43,297.00	\$0.00	\$43,297.00	\$43,297.00	\$43,297.00	\$0.00
	Traffic Records Total		\$165,962.00	\$0.00	\$165,962.00	\$165,962.00	\$165,962.00	\$0.00
Driver Education								
	DE-2014-14-01-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$86,061.00	\$0.00	\$86,061.00	\$86,061.00	\$86,061.00	\$0.00
	DE-2014-14-02-00	SSOLUTIONS STREET SAFE	\$97,664.00	\$97,664.00	\$97,664.00	\$97,664.00	\$97,664.00	\$0.00
	DE-2014-14-03-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$133,452.00	\$0.00	\$133,452.00	\$133,452.00	\$133,452.00	\$0.00
	DE-2014-14-05-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$102,961.00	\$0.00	\$102,961.00	\$102,961.00	\$102,961.00	\$0.00
	DE-2014-14-06-00	VIP for VIP	\$14,721.00	\$14,721.00	\$14,721.00	\$14,721.00	\$14,721.00	\$0.00
Planning and Administration		Planning and Administration	\$434,859.00	\$112,385.00	\$434,859.00	\$434,859.00	\$434,859.00	\$0.00

FEDERAL FUNDS SPENT ON PROJECTS

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
Railroad/Highway Crossings								
	RH-2014-12-01-00	NC OPERATION LIFESAVER	\$297.00	\$297.00	\$297.00	\$297.00	\$297.00	\$0.00
Railroad/Highway Crossings Total			\$297.00	\$297.00	\$297.00	\$297.00	\$297.00	\$0.00
Safe Communities								
	SA-2014-16-01-00	GHSP PI&E	\$688,809.00	\$0.00	\$688,809.00	\$688,809.00	\$688,809.00	\$0.00
	SA-2014-16-02-00	NC STATE UNIVERSITY	\$37,970.00	\$37,970.00	\$37,970.00	\$37,970.00	\$37,970.00	\$0.00
	SA-2014-16-03-00	PITT COUNTY	\$51,785.00	\$51,785.00	\$51,785.00	\$51,785.00	\$51,785.00	\$0.00
	SA-2014-16-04-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$97,098.00	\$0.00	\$97,098.00	\$97,098.00	\$97,098.00	\$0.00
	SA-2014-16-05-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$66,353.00	\$0.00	\$66,353.00	\$66,353.00	\$66,353.00	\$0.00
	SA-2014-16-06-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$98,348.00	\$0.00	\$98,348.00	\$98,348.00	\$98,348.00	\$0.00
Safe Communities Total			\$1,040,363.00	\$89,755.00	\$1,040,363.00	\$1,040,363.00	\$1,040,363.00	\$0.00
Pupil Transportation Safety								
	SB-2014-13-01-00	DPI TRANSPORTATION	\$42,913.00	\$0.00	\$42,913.00	\$42,913.00	\$42,913.00	\$0.00
Pupil Transportation Safety Total			\$42,913.00	\$0.00	\$42,913.00	\$42,913.00	\$42,913.00	\$0.00
Paid Advertising								
	PM-2014-17-01-00	GHSP SPORTS MARKETING CAMPAIGN	\$996,946.00	\$716,000.00	\$996,946.00	\$996,946.00	\$996,946.00	\$0.00
Paid Advertising Total			\$996,946.00	\$716,000.00	\$996,946.00	\$996,946.00	\$996,946.00	\$0.00
NHTSA 402 Total			\$6,738,598.00	\$3,777,270.00	\$8,424,204.00	\$6,738,598.00	\$6,738,598.00	\$0.00
405 OP SAFETEA-LU								
	K2-2014-00-00-00	NC State Highway Patrol	\$0.00	\$0.00	\$1,250,000.00	\$0.00	\$0.00	\$0.00
	K2-2014-07-01-00	NEW HANOVER COUNTY	\$90,584.00	\$90,584.00	\$129,405.00	\$90,584.00	\$90,584.00	\$0.00
	K2-2014-07-02-00	BRUNSWICK COUNTY	\$45,218.00	\$45,218.00	\$64,597.00	\$45,218.00	\$45,218.00	\$0.00

FEDERAL FUNDS SPENT ON PROJECTS

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	K2-2014-07-03-00	CITY OF DURHAM	\$12,691.00	\$12,691.00	\$12,691.00	\$12,691.00	\$12,691.00	\$0.00
	K2-2014-07-04-00	COLUMBUS COUNTY	\$20,560.00	\$20,560.00	\$41,120.00	\$20,560.00	\$20,560.00	\$0.00
	K2-2014-07-05-00	TOWN OF CARY	\$43,852.00	\$43,852.00	\$62,645.00	\$43,852.00	\$43,852.00	\$0.00
	K2-2014-07-06-00	TOWN OF APEX	\$9,672.00	\$9,672.00	\$9,672.00	\$9,672.00	\$9,672.00	\$0.00
	K2-2014-07-07-00	CITY OF CHAPEL HILL PD	\$7,227.00	\$7,227.00	\$7,227.00	\$7,227.00	\$7,227.00	\$0.00
	K2-2014-07-08-00	TOWN OF ROLESVILLE	\$9,243.00	\$9,243.00	\$9,243.00	\$9,243.00	\$9,243.00	\$0.00
	K2-2014-07-09-00	GUILFORD COUNTY	\$160,466.00	\$160,466.00	\$188,783.00	\$160,466.00	\$160,466.00	\$0.00
	K2-2014-07-12-00	UNION COUNTY SHERIFF'S OFFICE	\$7,907.00	\$7,907.00	\$7,907.00	\$7,907.00	\$7,907.00	\$0.00
	K2-2014-07-13-00	COLUMBUS COUNTY SHERIFF'S OFFICE	\$58,040.00	\$58,040.00	\$82,914.00	\$58,040.00	\$58,040.00	\$0.00
	405 Occupant Protection Total		\$465,460.00	\$465,460.00	\$1,866,204.00	\$465,460.00	\$465,460.00	\$0.00
	405 OP SAFETEA-LU Total		\$465,460.00	\$465,460.00	\$1,866,204.00	\$465,460.00	\$465,460.00	\$0.00
408 Data Program SAFETEA-LU								
	K9-2014-00-00-00	NC State Highway Patrol	\$0.00	\$0.00	\$27,000.00	\$0.00	\$0.00	\$0.00
	K9-2014-11-01-00	GHSP PI&E	\$16,905.00	\$0.00	\$16,905.00	\$16,905.00	\$16,905.00	\$0.00
	K9-2014-11-02-00	NC STATE UNIVERSITY ITRE	\$108,793.00	\$0.00	\$108,793.00	\$108,793.00	\$108,793.00	\$0.00
	K9-2014-11-03-00	NC DMV FISCAL	\$38,404.00	\$0.00	\$38,404.00	\$38,404.00	\$38,404.00	\$0.00
	K9-2014-11-06-00	APPALACHIAN STATE UNIVERSITY	\$19,651.00	\$19,651.00	\$39,302.00	\$19,651.00	\$19,651.00	\$0.00
	408 Data Program Incentive Total		\$183,753.00	\$19,651.00	\$230,404.00	\$183,753.00	\$183,753.00	\$0.00
	408 Data Program SAFETEA-LU Total		\$183,753.00	\$19,651.00	\$230,404.00	\$183,753.00	\$183,753.00	\$0.00
410 Alcohol SAFETEA-LU								
	K8-2014-02-01-00	CITY OF HICKORY	\$47,690.00	\$47,690.00	\$95,380.00	\$47,690.00	\$47,690.00	\$0.00
	K8-2014-02-02-00	TOWN OF FRANKLIN	\$14,116.00	\$14,116.00	\$14,116.00	\$14,116.00	\$14,116.00	\$0.00
	K8-2014-02-03-00	CITY OF NEW BERN	\$18,291.00	\$18,291.00	\$18,291.00	\$18,291.00	\$18,291.00	\$0.00

FEDERAL FUNDS SPENT ON PROJECTS

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	K8-2014-02-04-00	NEW HANOVER COUNTY	\$90,583.00	\$90,583.00	\$129,404.00	\$90,583.00	\$90,583.00	\$.00
	K8-2014-02-05-00	BRUNSWICK	\$45,217.00	\$45,217.00	\$64,596.00	\$45,217.00	\$45,217.00	\$.00
	K8-2014-02-06-00	ROBESON COUNTY	\$52,600.00	\$52,600.00	\$105,200.00	\$52,600.00	\$52,600.00	\$.00
	K8-2014-02-07-00	COLUMBUS COUNTY	\$20,561.00	\$20,561.00	\$41,122.00	\$20,561.00	\$20,561.00	\$.00
	K8-2014-02-08-00	MADD	\$179,494.00	\$179,494.00	\$179,494.00	\$179,494.00	\$179,494.00	\$.00
	K8-2014-02-09-00	NC JUDICIAL	\$35,426.00	\$.00	\$35,426.00	\$35,426.00	\$35,426.00	\$.00
	K8-2014-02-12-00	BUNCOMBE COUNTY	\$65,398.00	\$.00	\$65,398.00	\$65,398.00	\$65,398.00	\$.00
	K8-2014-02-13-00	CITY OF DURHAM	\$12,691.00	\$12,691.00	\$12,691.00	\$12,691.00	\$12,691.00	\$.00
	K8-2014-02-14-00	NC DEPT OF HEALTH	\$1,000.00	\$.00	\$1,000.00	\$1,000.00	\$1,000.00	\$.00
	K8-2014-02-16-00	NC STATE UNIVERSITY	\$5,878.00	\$5,878.00	\$7,837.00	\$5,878.00	\$5,878.00	\$.00
	K8-2014-02-17-00	NC DEPT OF HEALTH	\$166,135.00	\$.00	\$166,135.00	\$166,135.00	\$166,135.00	\$.00
	K8-2014-02-18-00	DEPT OF HEALTH	\$78,285.00	\$.00	\$78,285.00	\$78,285.00	\$78,285.00	\$.00
	K8-2014-02-19-00	TOWN OF CARY	\$7,145.00	\$7,145.00	\$7,145.00	\$7,145.00	\$7,145.00	\$.00
	K8-2014-02-20-00	TOWN OF CARY	\$43,851.00	\$43,851.00	\$62,644.00	\$43,851.00	\$43,851.00	\$.00
	K8-2014-02-21-00	TOWN OF APEX	\$9,672.00	\$9,672.00	\$9,672.00	\$9,672.00	\$9,672.00	\$.00
	K8-2014-02-22-00	CITY OF CHAPEL HILL PD	\$7,227.00	\$7,227.00	\$7,227.00	\$7,227.00	\$7,227.00	\$.00
	K8-2014-02-23-00	TOWN OF GARNER	\$139,045.00	\$139,045.00	\$139,045.00	\$139,045.00	\$139,045.00	\$.00
	K8-2014-02-24-00	TOWN OF RIVERBEND	\$13,412.00	\$13,412.00	\$13,412.00	\$13,412.00	\$13,412.00	\$.00
	K8-2014-02-25-00	NC CONFERENCE OF DA'S	\$379,263.00	\$.00	\$379,263.00	\$379,263.00	\$379,263.00	\$.00
	K8-2014-02-26-00	TOWN OF ROLESVILLE	\$9,243.00	\$9,243.00	\$9,243.00	\$9,243.00	\$9,243.00	\$.00
	K8-2014-02-27-00	UNION COUNTY	\$7,907.00	\$7,907.00	\$7,907.00	\$7,907.00	\$7,907.00	\$.00
	K8-2014-02-28-00	TOWN OF SYLVA	\$13,084.00	\$13,084.00	\$13,084.00	\$13,084.00	\$13,084.00	\$.00
	K8-2014-02-30-00	DEPT OF ADMINISTRATION SADD	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$.00
	K8-2014-02-31-00	GUILFORD COUNTY	\$160,465.00	\$160,465.00	\$188,782.00	\$160,465.00	\$160,465.00	\$.00

FEDERAL FUNDS SPENT ON PROJECTS

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	K8-2014-02-32-00	NC STATE HIGHWAY PATROL	\$.00	\$.00	\$5,250,000.00	\$.00	\$.00	\$.00
	K8-2014-02-34-00	City of Winston Salem	\$103,710.00	\$103,710.00	\$207,420.00	\$103,710.00	\$103,710.00	\$.00
	K8-2014-02-35-00	CUMBERLAND COUNTY COURTS	\$63,383.00	\$63,383.00	\$74,568.00	\$63,383.00	\$63,383.00	\$.00
	K8-2014-02-38-00	Sampson County Sheriff's Office	\$28,122.00	\$28,122.00	\$56,244.00	\$28,122.00	\$28,122.00	\$.00
410 Alcohol SAFETEA-LU Total			\$1,830,894.00	\$1,105,387.00	\$7,452,031.00	\$1,830,894.00	\$1,830,894.00	\$.00
410 Alcohol SAFETEA-LU Total			\$1,830,894.00	\$1,105,387.00	\$7,452,031.00	\$1,830,894.00	\$1,830,894.00	\$.00
2010 Motorcycle Safety								
	K6-2014-09-01-00	GHSP PI&E	\$94,763.00	\$.00	\$94,763.00	\$94,763.00	\$94,763.00	\$.00
	K6-2014-09-02-00	CITY OF HENDERSONVILLE	\$18,999.00	\$18,999.00	\$18,999.00	\$18,999.00	\$18,999.00	\$.00
	K6-2014-09-03-00	CITY OF NEW BERN	\$39,035.00	\$39,035.00	\$39,035.00	\$39,035.00	\$39,035.00	\$.00
	K6-2014-09-04-00	TOWN OF HOLLY SPRINGS	\$36,989.00	\$36,989.00	\$36,989.00	\$36,989.00	\$36,989.00	\$.00
	K6-2014-09-06-00	TOWN OF COLUMBUS	\$18,496.00	\$18,496.00	\$18,496.00	\$18,496.00	\$18,496.00	\$.00
	K6-2014-09-07-00	Lenior Community College	\$41,457.00	\$.00	\$41,457.00	\$41,457.00	\$41,457.00	\$.00
	K6-2014-09-08-00	Lenior Community College	\$31,665.00	\$.00	\$63,330.00	\$31,665.00	\$31,665.00	\$.00
	K6-2014-09-09-00	High Point Police Department	\$36,055.00	\$36,055.00	\$36,055.00	\$36,055.00	\$36,055.00	\$.00
	K6-2014-09-10-00	NC State High Patrol	\$19,594.00	\$.00	\$19,594.00	\$19,594.00	\$19,594.00	\$.00
2010 Motorcycle Safety Incentive Total			\$337,053.00	\$149,574.00	\$368,718.00	\$337,053.00	\$337,053.00	\$.00
2010 Motorcycle Safety Total			\$337,053.00	\$149,574.00	\$368,718.00	\$337,053.00	\$337,053.00	\$.00

FEDERAL FUNDS SPENT ON PROJECTS

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
2011 Child Seats								
	K3-2014-06-01-00	NC DEPARTMENT OF INSURANCE	\$24,282.00	\$.00	\$48,564.00	\$24,282.00	\$24,282.00	\$.00
	2011 Child Seat Incentive Total		\$24,282.00	\$.00	\$48,564.00	\$24,282.00	\$24,282.00	\$.00
	2011 Child Seats Total		\$24,282.00	\$.00	\$48,564.00	\$24,282.00	\$24,282.00	\$.00
154 Transfer Funds								
	154AL-2014-18-01-00	BRUNSWICK COUNTY	\$476,998.00	\$476,998.00	\$476,998.00	\$476,998.00	\$476,998.00	\$.00
	154AL-2014-18-03-00	CHARLOTTE MECKLENBURG POLICE DEPARTMENT	\$797,304.00	\$797,304.00	\$797,304.00	\$797,304.00	\$797,304.00	\$.00
	154AL-2014-18-05-00	CITY OF RALEIGH	\$506,652.00	\$506,652.00	\$506,652.00	\$506,652.00	\$506,652.00	\$.00
	154AL-2014-18-06-00	PITT COUNTY	\$153,924.00	\$153,924.00	\$153,924.00	\$153,924.00	\$153,924.00	\$.00
	154AL-2014-18-07-00	NC DEPARTMENT OF HEALTH	\$79,538.00	\$.00	\$79,538.00	\$79,538.00	\$79,538.00	\$.00
	154AL-2014-18-08-00	CITY OF ASHEVILLE	\$414,238.00	\$414,238.00	\$414,238.00	\$414,238.00	\$414,238.00	\$.00
	154AL-2014-18-09-00	NC JUDICIAL WAKE COUNTY	\$142,115.00	\$.00	\$142,115.00	\$142,115.00	\$142,115.00	\$.00
	154AL-2014-18-10-00	NC JUDICIAL FORSYTH COUNTY	\$131,987.00	\$.00	\$131,987.00	\$131,987.00	\$131,987.00	\$.00
	154AL-2014-18-12-00	WAKE COUNTY	\$432,522.00	\$.00	\$432,522.00	\$432,522.00	\$432,522.00	\$.00
	154AL-2014-18-13-00	Wilmington PD	\$3,570.00	\$3,570.00	\$3,570.00	\$3,570.00	\$3,570.00	\$.00
	154AL-2014-18-14-00	NC STATE HIGHWAY PATROL	\$162,688.00	\$.00	\$162,688.00	\$162,688.00	\$162,688.00	\$.00
	154 Alcohol Total		\$3,301,536.00	\$2,352,686.00	\$3,301,536.00	\$3,301,536.00	\$3,301,536.00	\$.00
154 Paid Media								
	154PM-2014-18-01-00	GHSP BOOZE IT & LOSE IT MEDIA BUYS	\$218,778.00	\$.00	\$218,778.00	\$218,778.00	\$218,778.00	\$.00
	154PM-2014-18-02-00	GHSP In-House Sports Marketing	\$100,000.00	\$.00	\$100,000.00	\$100,000.00	\$100,000.00	\$.00
	154 Paid Media Total		\$318,778.00	\$.00	\$318,778.00	\$318,778.00	\$318,778.00	\$.00

FEDERAL FUNDS SPENT ON PROJECTS

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
154 Transfer Funds Total			\$3,620,314.00	\$2,352,686.00	\$3,620,314.00	\$3,620,314.00	\$3,620,314.00	\$0.00
MAP 21 405b OP Low								
	M2HVE-2014-00-00-00	NC State Highway Patrol	\$0.00	\$0.00	\$137,000.00	\$0.00	\$0.00	\$0.00
	M2HVE-2014-19-01-00	CITY OF WINSTON SALEM	\$103,710.00	\$103,710.00	\$207,420.00	\$103,710.00	\$103,710.00	\$0.00
	M2HVE-2014-19-02-00	NC STATE HIGHWAY PATROL	\$224,981.00	\$0.00	\$224,981.00	\$224,981.00	\$224,981.00	\$0.00
	405b Low HVE Total		\$328,691.00	\$103,710.00	\$569,401.00	\$328,691.00	\$328,691.00	\$0.00
405b Low Public Education								
	M2PE-2014-19-01-00	GHSP OP MEDIA CAMPAIGN	\$550,795.00	\$0.00	\$550,795.00	\$550,795.00	\$550,795.00	\$0.00
	405b Low Public Education Total		\$550,795.00	\$0.00	\$550,795.00	\$550,795.00	\$550,795.00	\$0.00
405b Low Community CPS Services								
	M2CPS-2014-19-01-00	NC Department of Insurance	\$73,719.00	\$0.00	\$73,719.00	\$73,719.00	\$73,719.00	\$0.00
	405b Low Community CPS Services Total		\$73,719.00	\$0.00	\$73,719.00	\$73,719.00	\$73,719.00	\$0.00
	MAP 21 405b OP Low Total		\$953,205.00	\$103,710.00	\$1,193,915.00	\$953,205.00	\$953,205.00	\$0.00
MAP 21 405c Data Program								
	M3DA-2014-00-00-00	NC State Highway Patrol	\$0.00	\$0.00	\$100,000.00	\$0.00	\$0.00	\$0.00
	M3DA-2014-20-01-00	GHSP Traffic Records	\$38,847.00	\$0.00	\$38,847.00	\$38,847.00	\$38,847.00	\$0.00
	M3DA-2014-20-02-00	NC DMV	\$87,087.00	\$0.00	\$87,087.00	\$87,087.00	\$87,087.00	\$0.00
	M3DA-2014-20-03-00	NC JUDICIAL	\$268,006.00	\$0.00	\$268,006.00	\$268,006.00	\$268,006.00	\$0.00
	405c Data Program Total		\$393,940.00	\$0.00	\$493,940.00	\$393,940.00	\$393,940.00	\$0.00
	MAP 21 405c Data Program Total		\$393,940.00	\$0.00	\$493,940.00	\$393,940.00	\$393,940.00	\$0.00
MAP 21 405d Impaired Driving Mid								
	M5HVE-2014-00-00-00	NC State Highway Patrol	\$0.00	\$0.00	\$161,000.00	\$0.00	\$0.00	\$0.00
	M5HVE-2014-21-01-00	NC DEPT. OF HEALTH - BATMOBILES	\$239,127.00	\$0.00	\$239,127.00	\$239,127.00	\$239,127.00	\$0.00

FEDERAL FUNDS SPENT ON PROJECTS

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	M5HVE-2014-21-02-00	NC DMV	\$39,974.00	\$0.00	\$39,974.00	\$39,974.00	\$39,974.00	\$0.00
	405d Mid HVE Total		\$279,101.00	\$0.00	\$440,101.00	\$279,101.00	\$279,101.00	\$0.00
405d Mid Paid/Earned Media								
	M5PEM-2014-21-01-00	GHSP ALCOHOL MEDIA OUTEACH	\$363,900.00	\$0.00	\$363,900.00	\$363,900.00	\$363,900.00	\$0.00
	405d Mid Paid/Earned Media Total		\$363,900.00	\$0.00	\$363,900.00	\$363,900.00	\$363,900.00	\$0.00
MAP 21 405d Impaired Driving Mid Total			\$643,001.00	\$0.00	\$804,001.00	\$643,001.00	\$643,001.00	\$0.00
	NHTSA Total		\$15,190,500.00	\$7,973,738.00	\$24,502,295.00	\$15,190,500.00	\$15,190,500.00	\$0.00
	TOTAL		\$15,190,500.00	\$7,973,738.00	\$24,502,295.00	\$15,190,500.00	\$15,190,500.00	\$0.00