



North Carolina Governor's Highway Safety Program FY2016 Highway Safety Plan

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GOVERNOR'S HIGHWAY SAFETY PROGRAM



Cover photo: Downtown Asheville, North Carolina at night



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

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June 30, 2015

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

Dear Dr. Baker:

Enclosed you will find North Carolina's FY 2016 Highway Safety Plan (HSP) and Section 405 Applications for your review and consideration.

The HSP outlines specific expenditures of funds for FY 2016 and includes brief descriptions of project contracts that the Governor's Highway Safety Program (GHSP) intends to fund. The project contracts included in the Plan were selected for funding based on the probability that each would provide a positive impact on the goals outlined in the HSP.

We are submitting Section 405 Applications outlining how North Carolina qualifies for funding under Sections 405B Occupant Protection, 405C State Traffic Safety Information System Improvements, 405D Impaired Driving Countermeasures, 405E Distracted Driving, 405F Motorcyclist Safety, and 405G State Graduated Driver Licensing.

Included in the Plan are the necessary certifications and the listing of all equipment costing \$5,000 or more for your review.

Additionally, the North Carolina Governor's Highway Safety Program formally requests a NHTSA Occupant Protection assessment for FY2016. GHSP will fund the assessment and act as the lead agency for planning and directing the assessment.

North Carolina anticipates a favorable review of all sections applied for in the Highway Safety Plan and Section 405 applications. If there are any questions or clarifications needed, please contact me at 919-733-3083.

Sincerely,

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

Don Nail
Director, GR

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Executive Summary

Fellow North Carolinians,

On behalf of the Governor McCrory Administration, I am pleased to submit this Highway Safety Plan for fiscal year 2016. Each year, the North Carolina Governor's Highway Safety Program (GHSP) prepares a Highway Safety Plan as a guide for our State's federally funded traffic safety activities. GHSP strives to ensure that funding is allocated to those projects and programs that can provide the greatest impact on reducing motor vehicle crashes, injuries and fatalities in North Carolina.

During 2013, there were 1,289 fatalities resulting from motor vehicle crashes in North Carolina – a slight (0.8%) decrease from the 1,299 fatalities in 2012. As with fatalities, the number of disabling (A) injuries decreased in 2013. It is encouraging that the number of fatalities and disabling injuries both decreased from 2012 to 2013. In addition to decreases in fatalities and disabling injuries, the fatality rate per vehicle mile traveled (VMT) also decreased slightly from 1.24 in 2012 to 1.23 in 2013. Traffic fatalities, serious injuries, and fatalities per VMT remain near historic lows. Nonetheless, recent trends in fatalities and injuries remind us how important it is for GHSP to remain committed to funding proven programs and countermeasures to reduce motor vehicle fatalities in North Carolina.

In addition to fatality counts, fatalities per VMT, and disabling (A) injuries all decreasing, a number of other traffic safety indicators showed improvement during 2013 including:

- Speed-related fatalities decreased from 441 to 413.
- The number of drivers age 20 or younger involved in fatal crashes decreased from 170 to 153.
- The number of pedestrians killed in crashes dropped from 200 to 173.
- The number of pedalcyclists killed in crashes dropped from 27 to 22.

These decreases are likely due to a variety of factors including ongoing high visibility enforcement and education efforts, a changing population, and economic factors that influence driving. As part of the FY2016 Performance Plan, we have set goals to further reduce fatalities and serious injuries in North Carolina by the year 2016.

Other performance measures showed little change during 2013, or changed in the wrong direction. The number of fatalities involving drivers or motorcycle operators with a BAC of .08 or greater only dropped by one fatality, from 372 to 371. GHSP is not satisfied with maintaining the status quo and remains committed to removing impaired drivers from our roadways. GHSP is funding a number of initiatives during FY2016 to address impaired driving. North Carolina has

a Statewide Impaired Driving Task Force that created an Impaired Driving Plan that provides a comprehensive strategy for preventing and reducing alcohol-impaired driving in North Carolina.

Another area of continuing concern is motorcycle rider fatalities. During 2013, motorcycle fatalities fell slightly from 198 to 189, but motorcyclists now account for 15% of traffic fatalities in North Carolina – twice the level of 10 years ago (7.3%). One positive finding is the vast majority of fatally injured motorcyclists in North Carolina were wearing a helmet when they crashed. In all likelihood, North Carolina would have experienced many more fatalities if the state did not have a universal helmet law and a high rate of helmet use. To address the growing problem of motorcycle rider fatalities, GHSP has expanded the “BikeSafe NC” program with a system of regional coordinators.

Pedestrian fatalities decreased to 173 in 2013 from 200 in 2012. Although crashes involving pedestrians represent only about 1% of the total reported crashes in North Carolina but accounted for 14% of all traffic fatalities during the last three years. This shows us that pedestrians are highly over-represented in fatal crashes. GHSP continues to consider new approaches to address this growing problem.

The observed belt use rate for drivers and front seat occupants in 2013 was 88.6%, up slightly from 87.5% in 2012. The most recent observational survey (conducted in June 2014) found the observed belt use rate had finally surpassed 90% (at 90.6%). Even though seat belt use is now over 90%, GHSP will continue to support proven countermeasures to increase seat belt use including high visibility enforcement targeting nighttime belt use and focusing on those counties with the highest numbers of unrestrained fatalities.

During FY2016, GHSP will fund a variety of programs, projects and activities with federal transportation funds, which are intended to advance the traffic safety targets set forth in this Highway Safety Plan. The North Carolina Governor’s Highway Safety Program has identified the following areas as top priorities for program funding for FY2016:

- Alcohol-Impaired Driving (accounting for 371 fatalities in 2013)
- Occupant Protection (355 unrestrained fatalities)
- Speeding and Police Traffic Services (413 fatalities)
- Young Drivers (153 fatalities)
- Motorcycles (189 fatalities)
- Traffic Records
- Other Highway Safety Priorities: Older Drivers (218 fatalities); Pedestrians (173 fatalities); Bicyclists (22 fatalities); Distracted Driving (126 fatal crashes)

The North Carolina Governor's Highway Safety Program also requests a NHTSA Assessment for Occupant Protection for FY2016. GHSP will allocate funding to conduct the Assessment and will serve as the lead agency on the Assessment.

This document describes the organizational structure of the Governor's Highway Safety Program, the problem identification process employed to determine the priority areas and accompanying goals for FY2016, and the process to select sub-grantees for FY2016. It also includes the performance measures and targets for the core outcome and behavior measures as required by the National Highway Traffic Safety Administration (NHTSA) and the Governor's Highway Safety Association (GHSA). In accordance with MAP-21 requirements for FY 2016, the targets of this FY2015 GHSP Highway Safety Plan are aligned with the goals of the North Carolina Strategic Highway Safety Plan, which was most recently revised during 2014 and released, in its final version, in March 2015. Finally, the HSP document includes the required Certifications and Assurances and Cost Summary.

GHSP is committed to reducing motor vehicle crashes and fatalities in North Carolina. We thank our partners and federal counterparts for their continued support and dedication to highway safety, and we look forward to having another productive and successful year.



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

Executive Summary

Overview of North Carolina's Governor's Highway Safety Program

HISTORY

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

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

GHSP's 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.

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

ORGANIZATIONAL STRUCTURE

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

GHSP is currently staffed with ten professionals and three support personnel. 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:

1. 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 a comprehensive analysis of crash, citation and other empirical data. This program is the basis for the annual Highway Safety Plan. The Planning, Programs and Evaluation section is currently staffed with five Highway Safety Specialists. One additional 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 GHSP, NHTSA and other highway safety agencies.

2. 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 GHSP. The Finance and Administration section is currently staffed with a Finance Officer, administrative assistant, office administrator and a materials and points system administrator.

3. 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 GHSP. The Public Information and Education section is staffed internally by a Public Information Officer. Additionally, GHSP has the assistance of a Highway Safety Marketing Specialist who works under the direction of the NC Department of Transportation's Communications Office with input from GHSP.

North Carolina Demographics

POPULATION

North Carolina is the 10th largest state in the U.S. The population was an estimated 9,943,964 in 2014 according to the U.S. Census Bureau. North Carolina is growing rapidly – the state’s population has increased 4.3% since 2010 and 24% since 2000. North Carolina’s 10 largest cities include Charlotte (809,958), Raleigh (439,896), Greensboro (282,586), Durham (251,893), Winston-Salem (239,269), Fayetteville (203,948), Cary (155,227), Wilmington (113,657), High Point (108,629), and Greenville (84,976).

The median age in North Carolina is 37.4 years. Thirteen percent (13%) of the state’s population is age 65 or older; 24% is under age 18. The population is predominantly white (69%) and Black/African American (22%). Nine percent (9%) is Latino. The median income in North Carolina is \$46,450.

North Carolina is comprised of 100 counties. About two-thirds (65) of these counties have experienced population growth since 2010. The table below shows the 10 fastest growing counties in North Carolina. Many of these counties are in the lower coastal plain and the urban areas of the Piedmont. Meanwhile, 33 of North Carolina’s 100 counties have experienced population decline since 2010 including Tyrrell (-5.9%), Washington (-3.7%), Northampton (-3.6%), Martin (-3.0%), Bertie (-2.9%), Halifax (-2.5%), Pasquotank (-2.4%), Richmond (-2.3%), Edgecombe (-2.1%), and Warren (-1.9%). Several of these counties are located in the northeastern part of the state.

Fastest Growing Counties in North Carolina, 2010-2014				
County	2010 Population	2014 Population	Growth	% Change
Mecklenburg	923,417	1,013,290	89,873	9.7%
Brunswick	108,085	117,852	9,767	9.0%
Wake	906,910	985,320	78,410	8.6%
Harnett	115,724	125,717	9,993	8.6%
Pender	52,409	56,540	4,131	7.9%
Chatham	63,786	68,726	4,940	7.7%
Durham	271,303	292,194	20,891	7.7%
Hoke	47,570	50,987	3,417	7.2%
Cabarrus	178,690	191,080	12,390	6.9%
Union	202,171	215,956	13,785	6.8%

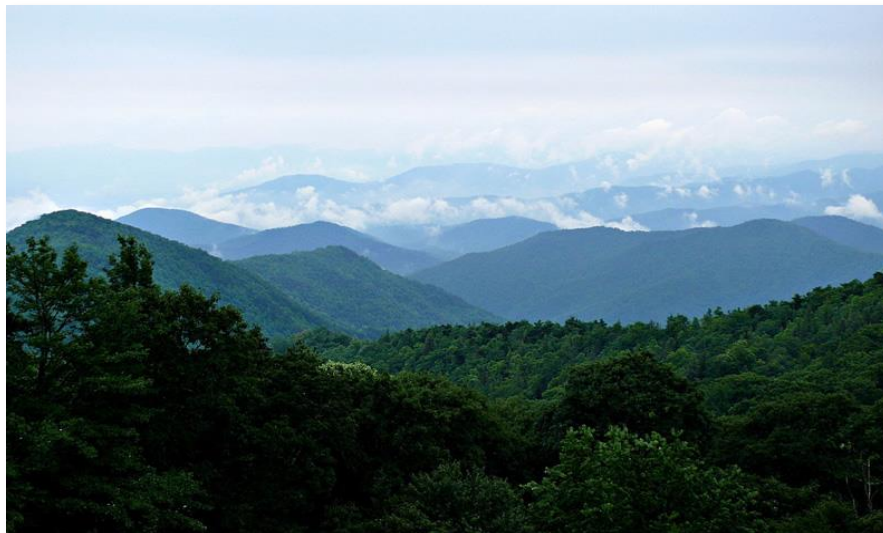
GEOGRAPHY

North Carolina is located in the southeastern United States and borders four states: Virginia, Tennessee, Georgia and South Carolina. In terms of land area, North Carolina is the 28th largest state with 53,819 square miles. There are three distinct geographic regions in North Carolina – the Coastal plain, Mountain region, and Piedmont.



Charlotte skyline

The Coastal plain occupies the eastern part of the state and is a popular tourist destination. Besides its many beaches, the Coastal plain features the Outer Banks, Kill Devil Hills (the site of the Wright Brothers’ first powered flight), a shipwreck museum and lighthouses. The Mountain region is located in the western part of the state and includes hundreds of miles of hiking trails, including the Appalachian Trail. The highest elevation is Mt. Mitchell at 6,684 feet – the highest peak east of the Mississippi River. In between the Coastal



Blue Ridge Mountains

and Mountain regions lies the Piedmont, which is the state’s most urbanized and densely populated region. North Carolina’s capital (Raleigh) and largest city (Charlotte) are both in the Piedmont.

TRANSPORTATION

North Carolina has the second largest state highway system in the country. The transportation system includes 105,063 miles of roadway, 1,254 miles of interstate highways and 69,450 miles of rural roads. According to the Federal Highway Administration (FHWA), North Carolina had 6,822,902 licensed drivers in 2013, an increase of 2% from 2012. Eighty-six percent (86%) of the driving-age population in the state is licensed. FHWA records indicate a total of 7,813,854 registered vehicles in 2013, of which 3,462,557 were privately owned automobiles and 195,479 were privately owned motorcycles.

Multiple vehicle ownership is common in North Carolina. According to the U.S. Census, 77% of North Carolina residents report having access to two or more vehicles. Twenty-one percent (21%) say they have access to only one vehicle, while 3% say they have access to no vehicles. Among employed adults in North Carolina, the vast majority drive to work alone (81%). Eleven percent (11%) report carpooling to work, while only a small percent take public transportation (1.1%), walk (1.8%), or bike (0.2%). Almost two-thirds (72%) work in the same county in which they live; 25% work in another county, and 3% work in another state. The mean time to travel to work is 23.5 minutes (U.S. Census, 2012).

MEDIA IN NORTH CAROLINA

North Carolina has a large number of media outlets including 153 newspapers, 40 television stations, and 71 radio stations. The state also has several major business journals, magazines, college newspapers, and a North Carolina news network.

Project Selection Process

TRAFFIC SAFETY PROJECT PROPOSALS

Each year, GHSP provides funds for projects that are designed to reduce crashes, injuries and fatalities in North Carolina. GHSP uses a web-based application system to streamline the process for organizations, municipalities and state agencies who apply for highway safety grants. The system is integrated with NCDOT's Federal Aid, Grants and Financial System and allows users to view the status of an application and make changes to a contract at any time. In addition to reducing paperwork, GHSP staff can approve applications electronically. Proper authorization is necessary to access the system.

Some general guidelines about GHSP highway safety grants program:

- All funding from GHSP must be for highway safety purposes only.
- All funding must be necessary and reasonable.
- All funding is based on the implementation of evidence-based strategies
- All funding is performance-based. Substantial progress in reducing crashes, injuries and fatalities is required as a condition of continued funding.
- All funding is passed through from the Federal government and is subject to both federal and state regulations.
- All funding is considered to be "seed money" to get programs started. In most cases the grantee is expected to provide a portion of the project costs and is expected to continue the program after GHSP funding ends.
- Projects are only approved for one full or partial federal fiscal year at a time. However, projects are typically funded for up to three consecutive years.
- Funding cannot be used to replace or supplant existing expenditures, nor can they be used to carry out the general operating expenses of the grantee.
- All funding is on a reimbursement basis. The grantee must pay for all expenses up front and then submit a reimbursement request to receive the funds.
- Special provisions for law enforcement agencies include:
 - Must conduct a minimum of one day-time and one night-time seat belt initiative per month and one impaired driving checkpoint per month; and
 - Must participate in all "Click It or Ticket" and "Booze It & Lose It" campaigns.

All traffic safety project proposals are due to GHSP by January 31st of each year. GHSP utilizes an in-house review team to select the best project applications. GHSP Highway Safety Specialists (HSSs) conduct the initial review of projects based on the applicants' problem identification, goals and objectives, use of evidence-based strategies and activities, budget, and past performance. Specialists also consider whether the application is within the top 25 target

Project Selection Process

counties. GHSP then has a review meeting that includes all GHSP HSSs, the Director, Assistant Director, Law Enforcement Liaison, and Finance Officer.

GHSP relies heavily on the HSS review of the application, the summary documentation provided by the HSS, and the actual review conducted in the group setting. All applications are projected individually via an overhead projection system to allow the entire review team to critique the individual applications, provide input, and ask questions concerning the individual proposals. GHSP also solicits input from the Regional Law Enforcement Liaison (RLEL) network or other partners (when appropriate) as part of the decision making process.

Risk Assessment

The review process GHSP conducts includes a risk assessment of the agency and the proposed project. This information is captured on the project review form initially completed by the HSS. The risk assessment may include such information as the past performance of the agency during previous grants including claim and reporting timeliness and accuracy, previous participation in GHSP sponsored campaigns and events, tenure of agency head, agency size, agency's current emphasis on highway safety, agency's highway safety enforcement efforts for the three previous years, monitoring results from other Federal agency awards, and any other incidental or anecdotal information that may provide an indication of project success or failure. Prior to funding any project, checks of debarred lists and for known single audit findings that may indicate a high risk are made. If a project is funded, but deemed a higher than normal risk GHSP typically will require enhanced reporting and/or monitoring to better track the project progress.

Once a traffic safety project proposal is approved by GHSP and NHTSA, an agreement is electronically signed and returned to the applicant agency with an approval letter.

The Highway Safety Plan:

The Highway Safety Plan (HSP) is a compilation of all the approved highway safety projects with a short description of each project and how they address the identified problems. The GHSP Planning, Programs and Evaluation staff drafts the HSP on the basis of the problems identified and the various approved projects. The Plan is submitted to the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) for review. It is also sent to the Governor and to the NCDOT Secretary. Once approved, the HSP is implemented on October 1 and is in effect through September 30 of the following year. For FY2016, the University of North Carolina Highway Safety Research Center assisted in the preparation of North Carolina's Highway Safety Plan.

PLANNING PROCESS

Below is a brief overview of the planning process used to identify the projects that will have the greatest impact in promoting highway safety awareness and reducing the number of traffic crashes, injuries and fatalities in the state. The highway safety planning process is circular and

continuous. The efforts from each year influence the problem areas and performance targets for the following year.

1. Solicit potential grantees (January)

Organizations and agencies who are interested in developing projects that address GHSP's identified priority program areas are encouraged to attend the one-on-one session at the Highway Safety Symposium or review the guidelines for project proposals. They are also encouraged to contact a Highway Safety Specialist if they have any questions. The online information outlines the priority program areas and the type of grant activities that GHSP is seeking for the next fiscal year. In addition, instructions and timelines for submitting an application using the online system are available. Grantees who have received funding from GHSP in previous fiscal years as well as potential new applicants are encouraged to review this information.

2. Review highway safety grant applications (February – April)

As described above, the GHSP Highway Safety Specialists review projects and prioritize applications based on the applicants' problem identification, goals and objectives, use of evidence-based strategies and activities, budget, and past performance. GHSP also receives input from the Regional Law Enforcement Liaison network and other partners before final selections are made.

3. Project agreements (May – July)

Applicants are informed about decisions on their applications. During this period, the final Highway Safety Plan and Performance Plan are submitted to NHTSA and FHWA.

4. Monitoring and reporting (August – December)

New grants are implemented beginning October 1. GHSP monitors grantees to ensure compliance with standards and project agreements. Throughout the year, grantees are required to submit quarterly progress reports documenting their activities, accomplishments, and any potential problems that may have arisen. Finally, GHSP prepares the Annual Report which is due December 31 of each year.

Project Selection Process

Problem Identification & Target Setting Process

PROBLEM IDENTIFICATION

The North Carolina's Governor's Highway Safety Program conducts an extensive problem identification process to develop and implement the most effective and efficient plan for the distribution of federal funds. Problem identification is vital to the success of our highway safety program and ensures the initiatives implemented address the crash, fatality, and injury problems within the state. It also provides appropriate criteria for the designation of funding priorities and provides a benchmark for administration and evaluation of the overall Highway Safety Plan.

GHSP uses the problem identification process and guidelines outlined in the NHTSA Traffic Safety Performance Measures for States and Federal Agencies and the GHSA Guidelines for Developing Highway Safety Performance Plans.

NC STRATEGIC HIGHWAY SAFETY PLAN

In accordance with MAP-21 requirements, GHSP strives to assure that the targets and goals of the NC Highway Safety Plan are aligned with the goals of the North Carolina Strategic Highway Safety Plan (SHSP). NC's Strategic Highway Safety Plan was initially developed in 2004 and most recently revised in 2014 by the North Carolina Executive Committee for Highway Safety and its partner organizations. These safety stakeholders include State, regional, local, and tribal agencies, as well as other public and private partners.

North Carolina is a Vision Zero State—even one fatality is too many on our roadways. This Plan articulates the way forward to achieve Vision Zero. The Plan's vision, mission, and goals guide the development and implementation of strategies and actions to achieve Vision Zero. The working goal of the revised Strategic Plan is to cut fatalities and serious injuries in North Carolina in half based on the 2013 figures, reducing the total annual fatalities by 630 fatalities and the total serious injuries by 1,055 serious injuries before 2030.

The goals of the Plan will be achieved through the implementation of strategies and actions in nine safety emphasis areas:

- Demographic Considerations
- Driving While Impaired
- Emerging Issues and Data
- Intersection Safety

Problem ID & Target Setting

- Keeping Drivers Alert
- Lane Departure
- Occupant Protection/Motorcycles
- Pedestrians and Bicyclists
- Speed

Emphasis area working groups (EAWGs) were convened for each focus area and were tasked with developing a plan for each emphasis area that defines the problem, describes past and ongoing efforts to address it, and identifies strategies and actions moving forward to further improve safety in that area. These emphasis areas represent the greatest opportunity for the safety stakeholders to focus their efforts to achieve the goals of the Plan. The safety stakeholders selected these emphasis areas cooperatively through a data-driven approach, noting that many individual crashes can be attributed to more than one emphasis area. For example, a crash may involve speeding, intersection safety, and occupant protection. Therefore, these emphasis areas provide an opportunity to address crashes from multiple perspectives.

The North Carolina Governor's Highway Safety Program was a key player in the process of updating the NC SHSP with Highway Safety Specialists and other GHSP staff serving on each of the EAWGs. This participation allows GHSP to align the targets and strategies of the NC Highway Safety Plan with the goals and strategies of the NC Strategic Highway Safety Plan to the greatest degree possible. Refer to the "Alignment of Targets with the North Carolina Strategic Highway Safety Plan" section in the "Performance Measures & Targets" chapter for additional information.

SOURCES OF INFORMATION

A number of data sources are examined to give the most complete picture of the major traffic safety problems in the state. The sources of information that informed our problem identification process for FY2016 are described below.

Traffic Crash Data

North Carolina is fortunate to have a centralized source for all traffic data. This data is collected from the Division of Motor Vehicles (DMV) as well as from other Department of Transportation (NCDOT) staff members throughout the state. This data is channeled to the State Traffic Safety Engineer within NCDOT and is readily available to GHSP and, on a more limited basis, the public. In addition to the crash data, GHSP has access to North Carolina licensure data (state-wide and by county), registered vehicle data (state-wide and by county), and vehicle miles traveled data.

Additionally, GHSP has access to the National Highway Traffic Safety Administration's Fatality Analysis Reporting System (FARS) which is the primary tool for comparing NC data to the national numbers to identify our state's ongoing concerns. GHSP compares current year crash

data with crash data from the previous 5-10 years. This data is critical to monitoring trends and establishing appropriate targets. The FY2016 Highway Safety Plan includes FARS data and North Carolina crash data through 2013 – the most recent years available at the time this HSP was prepared.

Crash data are critical for evaluating the effectiveness of highway safety initiatives and establishing targets for future years. Within the crash data, each of the following variables were examined as part of the problem identification process: crash severity (fatal, injury or property damage only), driver age, driver gender, time of day of the crash, vehicle type, and whether the crash occurred on an urban or rural road. Crash data were also examined for each of North Carolina's 100 counties. The county-specific data were used to rank the counties in terms of their relative contributions to specific traffic safety problems in North Carolina such as alcohol-impaired driving, seat belt non-use, and speeding.

Enforcement and Adjudication Data

GHSP conducts highway safety campaigns throughout the year. Law enforcement agencies are asked to report their citation totals weekly from activities conducted during each campaign week. GHSP campaigns and reporting deadlines are listed on the GHSP Yearly Planning Calendar. Law enforcement agencies are also asked to report their year-round traffic safety activities such as seat belt enforcement initiatives, DWI checking stations, and saturation patrols. These special enforcement data reports for GHSP campaigns and events are submitted to GHSP through an on-line reporting system.

North Carolina also has a centralized system of courts administered by the Administrative Office of Courts (AOC). This enables GHSP to obtain accurate and up to date data on citations including the status and disposition of cases.

Census Data (State-Wide and by County)

The State Demographics branch of the North Carolina Office of State Budget and Management (OSBM) is responsible for producing annual population estimates and projections of the population of North Carolina's counties and municipalities that are used in the distribution of state shared revenues to local governments. County population projections, available by age, race (white/other) and sex, are used for long range planning on the county level for traffic safety problems in the state.

Seat Belt Use Observational Survey

North Carolina's annual seat belt use survey is conducted each year in June. The last survey for which data is available was conducted in June, 2014 in 15 counties across the state. Trained observers recorded information from stopped or nearly stopped vehicles. Data were collected during rush hours (weekdays between 7am and 9am or 3:30pm and 6pm), non-rush hours (weekdays between 9am and 3:30pm), and on weekends (Saturday or Sunday between 7am

Problem ID & Target Setting

and 6pm). Data from the annual seat belt use survey is used to track how belt use has changed over time, and to identify high-risk populations for seat belt non-use.

Consultation with Other Organizations

GHSP collaborates with many organizations as part of the problem identification process 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. The information provided by these agencies is supplemented by data from other state and local agencies. Federal mandates and the nine national priority program emphasis areas also influence problem identification.

In summary, GHSP, works in conjunction with a team of partner agencies and uses a variety of data sources to identify specific traffic safety problems facing North Carolina. Based on this information, specific targets are established addressing each problem area. The target setting process is described below.

TARGET SETTING PROCESS

Many factors were considered when setting performance targets for FY2016. The overall objective was to set performance targets that were challenging, but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: As mentioned above, trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years. For example, motor vehicle fatalities have decreased from 1,676 during 2007, to 1,289 during 2013. The fatality rate per 100 million vehicle miles traveled also decreased from 1.62 to 1.23 between 2007 and 2013. During that same period, reductions have also been achieved in the number of fatalities involving a driver with a BAC of .08 or above, unrestrained passenger vehicle occupant fatalities, young driver fatalities, motorcyclist fatalities, and speed-related fatalities. A primary objective is to build upon this success by setting ambitious, but achievable targets for further reductions in fatalities.
- Ceiling/floor effects: As crashes or fatalities become rarer, progress becomes increasingly difficult to achieve. For example, North Carolina has averaged about 15 unhelmeted motorcycle fatalities each year during the past 7 years. This rate is very low, and would be difficult to improve upon. Rather than spending funds to reduce this rate even further, resources might be better spent on other problem areas where greater progress can be achieved.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence was also considered. These may include economic factors, gasoline prices, changes to the population, geographic, topographic and

roadway system factors. For example, North Carolina's population has steadily increased during the past decade. The larger population – along with the resulting increase in licensed drivers and registered vehicles – elevate the potential for crashes and fatalities to occur. However, other factors such as a slow economy and high gas prices may serve to dampen this effect. To the extent possible, we considered the potential effect of these external forces in setting targets.

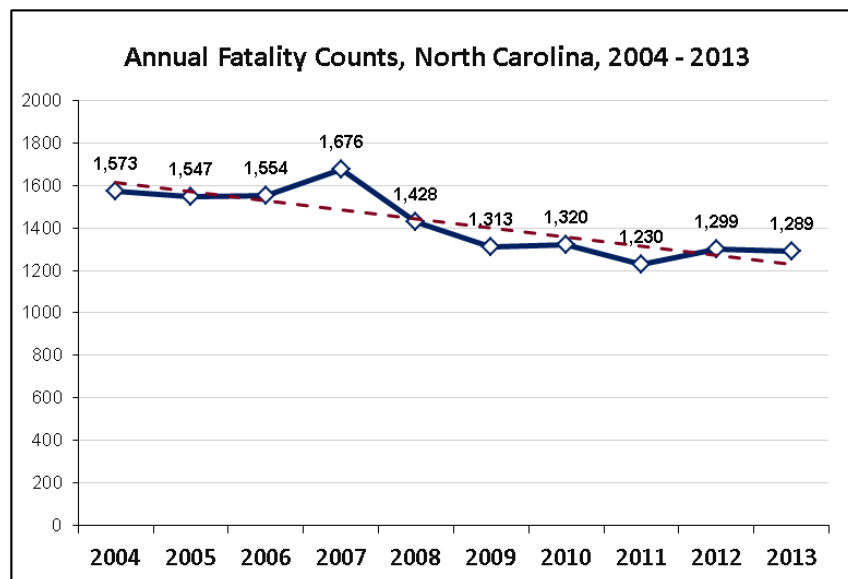
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are. With some problem areas, such as alcohol-impaired driving, there are a number of proven countermeasures for reducing crashes and fatalities. For example, high-visibility sobriety checkpoints receive a maximum rating of 5-stars for effectiveness in NHTSA's Countermeasures that Work. Hence, we set fairly challenging, but achievable targets for this problem area. With regard to young drivers, there is only one proven countermeasure – graduated driver licensing (GDL). North Carolina is fortunate to have an excellent GDL system in place. However, achieving further reductions in young driver crashes may be challenging given the lack of other proven programs currently available. There are several young driver initiatives underway in North Carolina such as the StreetSafe program, VIP for a VIP, and Time to Drive. Evaluations of some of these programs are currently underway, but have not yet been completed, so their effectiveness is unknown. The targets for reducing young driver crashes are therefore somewhat less ambitious than for alcohol-impaired driving.

The FY2016 Highway Safety Plan targets were established after considering the above factors. The specific performance measures and targets for North Carolina are described in the next section.

Performance Measures & Targets

PERFORMANCE MEASURES

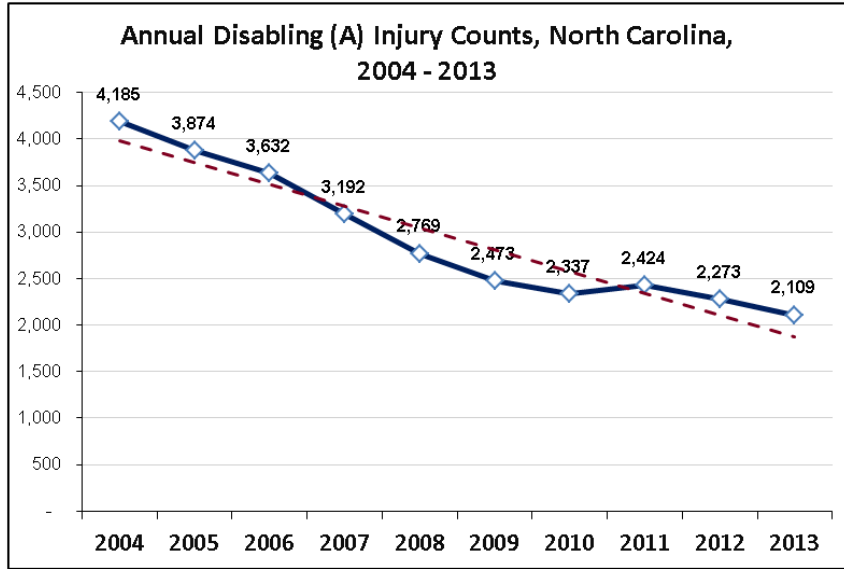
North Carolina’s 17 key traffic safety indicators are shown beginning on page 26. During 2013, there were 1,289 fatalities resulting from motor vehicle crashes in North Carolina – a slight (0.8%) decrease from the 1,299 fatalities in 2012. The increase seen between 2011 and 2012 likely reflected improving economic conditions in North Carolina and greater travel during that time. The decrease in overall fatalities between 2012 and 2013 reflects that there has been a gradual downward trend in motor vehicle fatalities in North Carolina over the past decade, as shown in the figure below.



Source: FARS 2004 – 2013

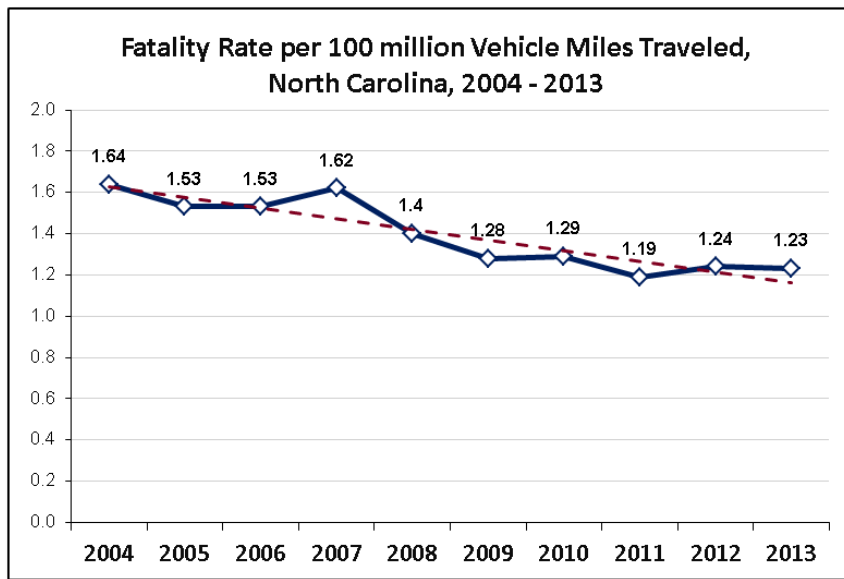
Traffic fatalities in North Carolina remain near historic lows. Nonetheless, the rise in fatalities from 2011 to 2012 was concerning and reminds us how important it is for GHSP to remain committed to funding proven programs and countermeasures to reduce motor vehicle fatalities in North Carolina.

As shown in the following figure, the number of disabling (A) injuries decreased in 2013, continuing a long-standing downward trend. It is encouraging that the number of fatalities and disabling injuries both decreased in 2013.



Source: NC DOT Motor Vehicle Crash Data: 2004 – 2013

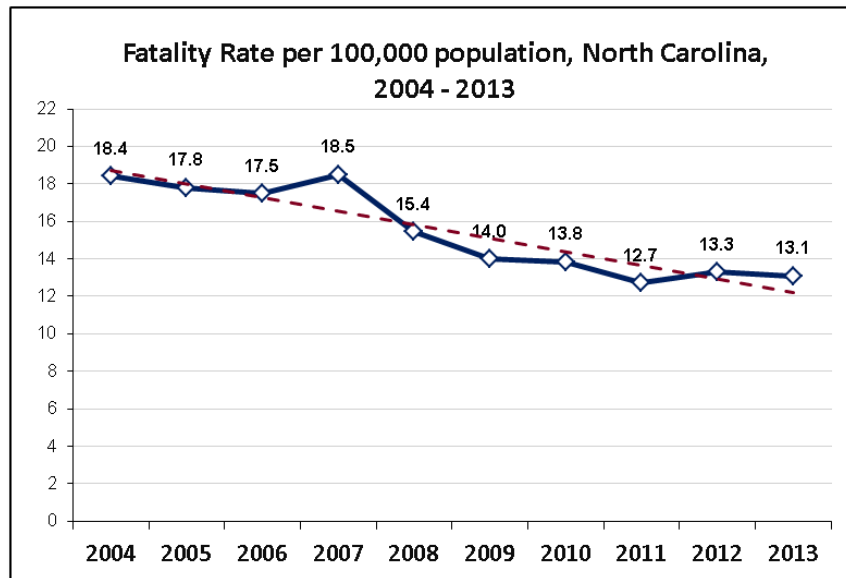
In addition to decreases in fatalities and disabling injuries, the fatality rate per vehicle mile traveled (VMT) also decreased slightly in 2013 after increasing in 2012. There were 1.23 fatalities per 100 million VMT during 2013, compared to 1.24 in 2012 and 1.19 during 2011. Once again, the long-term trend suggests a decrease in fatalities per VMT, as shown below.



Source: FARS 2004 – 2013

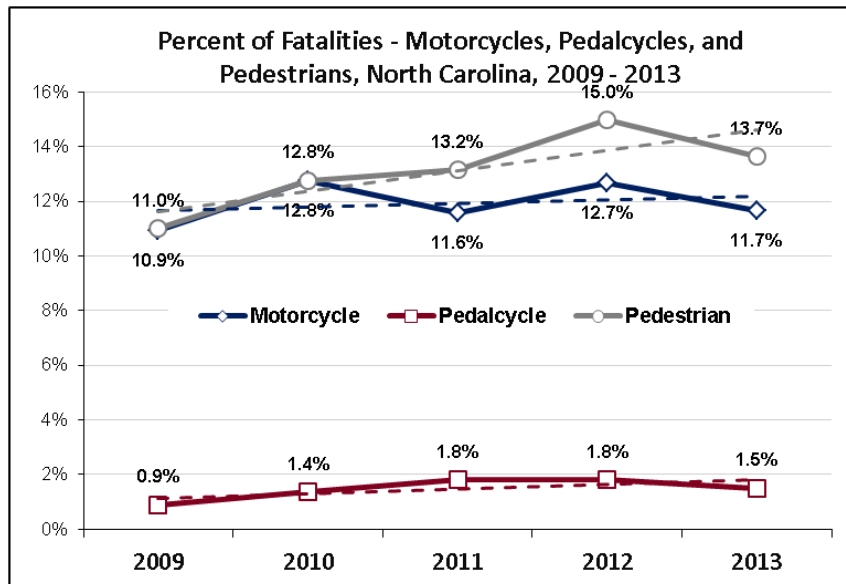
As mentioned earlier in the “State Demographics” section, North Carolina’s population has grown considerably during the last decade. Consequently, it is important to consider fatality rates per capita. The figure below shows fatality rates per 100,000 population in North Carolina from 2004 through 2013. Similar to the previous analyses, there was a slight decrease in the per

population rate for 2013. Again, the overall pattern suggests a steady decline in fatal crashes per capita.



Source: FARS 2004 – 2013 and U.S. Census Bureau

During 2013, fatalities most commonly involved occupants of passenger cars (41%), followed by pedestrians (14%), motorcyclists (12%), occupants of SUVs (12%), and pickup trucks (10%). As shown in the figure below, motorcyclists and pedestrians have accounted for a growing share of the fatalities in North Carolina over the past five years.

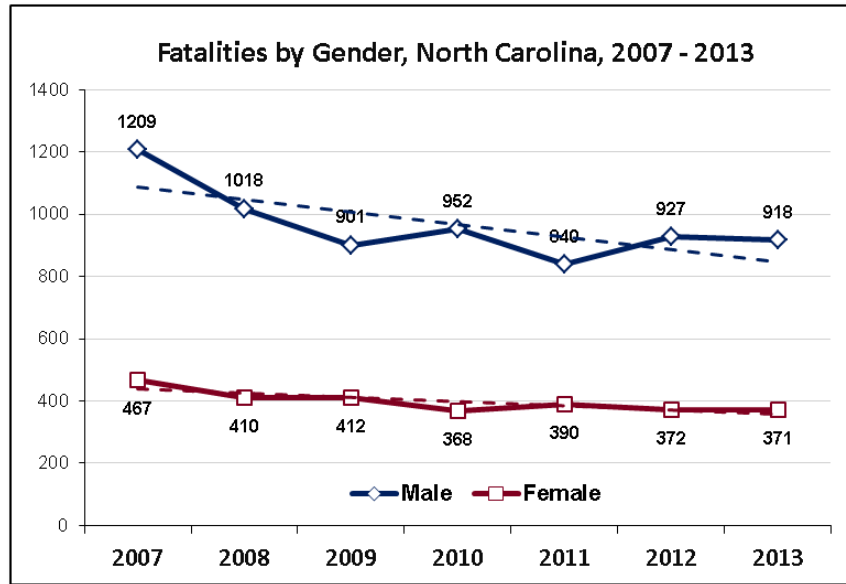


Source: NC DOT Motor Vehicle Crash Data: 2004 – 2013

Fatalities among males decreased slightly this past year, down from 927 fatalities in 2012, to 918 fatalities in 2013. Fatalities among females stayed virtually the same, from 372 to 371. Over

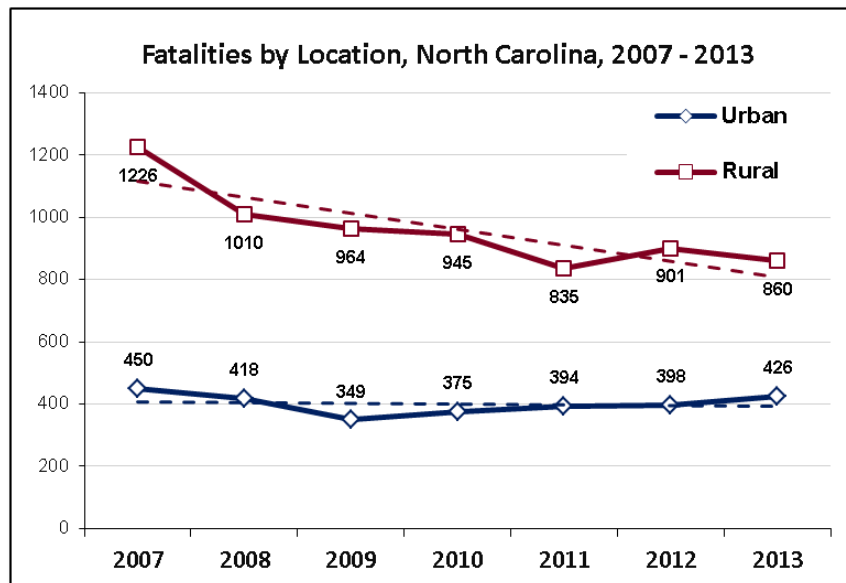
Performance Measures

the past five years, about 70% of the total fatalities were males. The overall trend over the past seven years has been a decrease in fatalities for both males and females, as shown below, but the decline for males has been somewhat greater.



Source: FARS 2007 – 2013

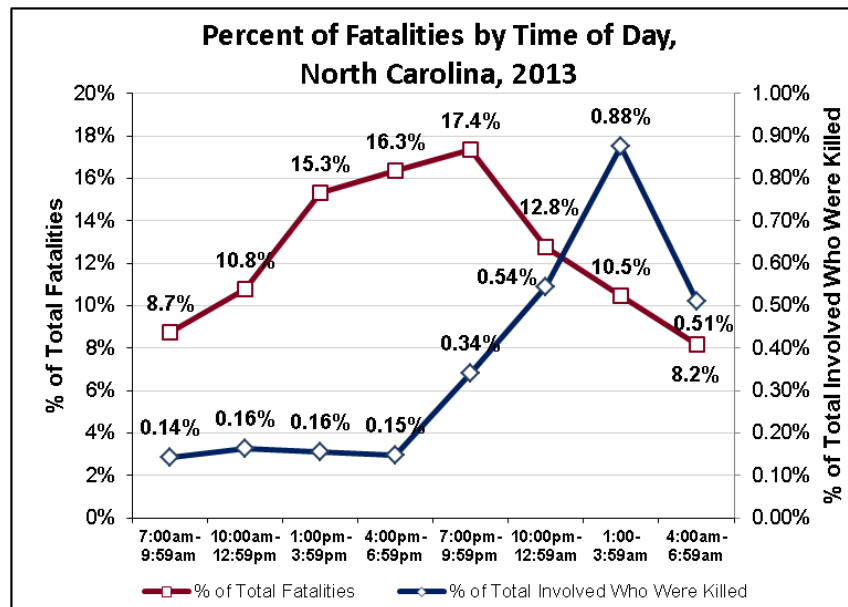
Rural roadways account for approximately 70% of fatalities each year in North Carolina. Although fatalities in rural locations have decreased over the past seven years, there was a noticeable increase in urban fatalities during 2013, as shown in the figure below.



Source: FARS 2007 – 2013

Fatalities also vary based on time of day. As shown by the red line in figure below, the highest percent of fatalities during 2013 was between 4:00 p.m. and 10:00 p.m. This coincides with the

daily “rush hour” and early evening traffic. The blue line in the figure shows the percent of motor vehicle occupants in crashes who were killed by time of day. The percent of those in crashes who are killed is quite low – below 1 percent. However, it can readily be seen that a much larger proportion of drivers and occupants in crashes during the late night and early morning are killed. The percent of drivers/occupants killed increases sharply after 7 p.m. and reached a peak between 1:00 a.m. and 3:59 a.m. The overrepresentation of fatalities at night is evident when considering that only 23% of crashes occur between 7:00 p.m. and 6:59 a.m., but 49% of fatalities occur during those hours. Fatigue, alcohol, and seat-belt nonuse all contribute to the increased risk of fatal crashes at nighttime.

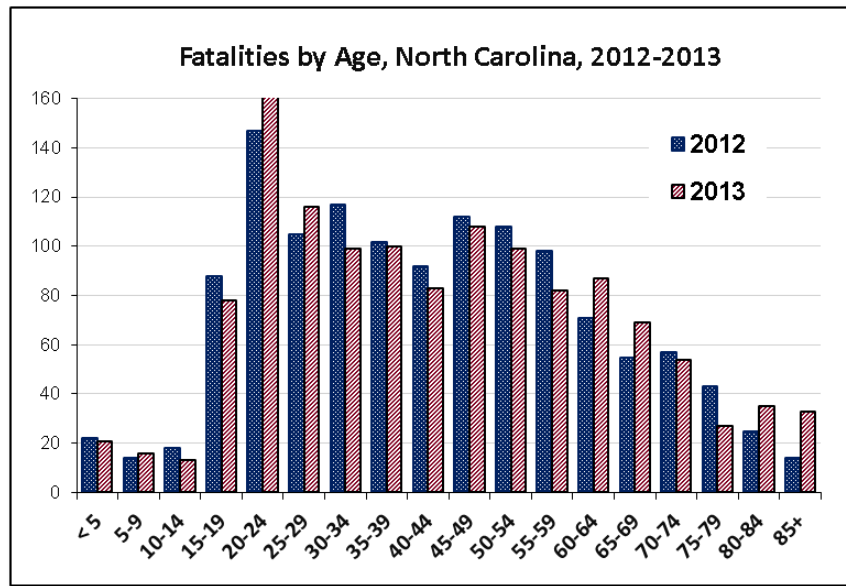


Source: FARS 2013

The age of persons fatally injured in motor vehicle crashes in North Carolina is shown on the following page. During 2013, there were 50 fatalities among persons age 14 or younger, a decrease from the 54 fatalities in this age group in 2012. Fatalities increase substantially once teens reach driving age. During 2013, there were 78 fatalities among those ages 15 to 19, down from 88 in 2012. Among all age groups, fatalities were highest among young adults between the ages of 20 and 24.

As mentioned previously, fatality counts, fatalities per VMT, and disabling (A) injuries all decreased in 2013. In addition, a number of other traffic safety indicators showed improvement during 2013 including:

- Speed-related fatalities decreased from 441 to 413.
- The number of drivers age 20 or younger involved in fatal crashes decreased from 170 to 153.
- The number of pedestrians killed in crashes dropped from 200 to 173.
- The number of pedalcyclists killed in crashes dropped from 27 to 22.



Source: FARS 2012 – 2013

These decreases in traffic safety indicators are likely due to a variety of factors including ongoing high visibility enforcement and education efforts, a changing population, and economic factors that influence driving. As part of the FY2016 Performance Plan, we have set goals to further reduce fatalities and serious injuries in North Carolina by the year 2016.

Other performance measures showed little change during 2013, or changed in the wrong direction. The number of fatalities involving drivers or motorcycle operators with a BAC of .08 or greater only dropped by one fatality, from 372 to 371. GHSP is not satisfied with maintaining the status quo and remains committed to removing impaired drivers from our roadways. GHSP is funding a number of initiatives during FY2016 to address impaired driving including DWI enforcement teams, checking stations, DWI courts, alcohol interlocks, and expedited blood testing. North Carolina has a Statewide Impaired Driving Task Force that created an Impaired Driving Plan that provides a comprehensive strategy for preventing and reducing alcohol-impaired driving in North Carolina. North Carolina conducted a NHTSA facilitated impaired driving program assessment during April 2015 and GHSP will work on implementing the recommendations through this Task Force as well as other means.

Another area of continuing concern is motorcycle rider fatalities. During 2013, motorcycle fatalities fell slightly from 198 to 189, but motorcyclists now account for 15% of traffic fatalities in North Carolina – twice the level of 10 years ago (7.3%). One positive finding is the vast majority of fatally injured motorcyclists in North Carolina were wearing a helmet when they crashed. In all likelihood, North Carolina would have experienced many more fatalities if the state did not have a universal helmet law and a high rate of helmet use. To address the growing problem of motorcycle rider fatalities, GHSP has expanded the “BikeSafe NC” program with a system of regional coordinators.

As noted above, the number of pedestrians killed decreased in 2013 from 200 in 2012 to 173. Although crashes involving pedestrians represent only about 1% of the total reported crashes in North Carolina, pedestrians are highly over-represented in fatal crashes. Pedestrian fatalities accounted for 14% of all traffic fatalities during the last three years 2011 - 2013. GHSP continues to consider new approaches to address this growing problem.

Finally, several areas have shown little change in recent years, such as older driver fatalities, bicyclist fatalities, and seat belt use. The observed belt use rate for drivers and front seat occupants in 2013 was 88.6%, up slightly from 87.5% in 2012. The most recent observational survey (conducted in June 2014) found the observed belt use rate had finally surpassed 90% (at 90.6%). Even though seat belt use is now over 90%, GHSP will continue to support proven countermeasures to increase seat belt use including high visibility enforcement targeting nighttime belt use and focusing on those counties with the highest numbers of unrestrained fatalities. North Carolina conducted a NHTSA-facilitated occupant protection program assessment in July, 2013 and many of the recommendations from this assessment have been incorporated into a Strategic Plan developed by a Statewide Occupant Protection Task Force.

The table that follows provides a summary of the 17 traffic safety indicators for North Carolina for the years 2007 to 2013.

Summary of North Carolina Traffic Safety Indicators							
Indicator	Year						
	2007	2008	2009	2010	2011	2012	2013
Fatalities	1,676	1,428	1,313	1,320	1,230	1,299	1,289
Fatality Rate / 100 million VMT	1.62	1.40	1.28	1.29	1.19	1.24	1.23
Number of "Disabling" (A) Injuries	3,192	2,769	2,473	2,337	2,424	2,273	2,109
Number of Fatalities Involving Driver or MC Operator w/ > .08 BAC	497	423	358	389	359	372	371
Number of Unrestrained Passenger Vehicle Occupant Fatalities	541	476	416	415	379	354	355
Number of Speeding-Related Fatalities	622	474	517	487	476	441	413
Number of Motorcyclist Fatalities	201	169	154	191	170	198	189
Number of Unhelmeted Motorcyclist Fatalities	14	14	15	11	11	23	17
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	270	227	207	202	176	170	153

Performance Measures

Summary of North Carolina Traffic Safety Indicators							
Indicator	Year						
	2007	2008	2009	2010	2011	2012	2013
Number of Pedestrian Fatalities	172	160	146	169	161	200	173
Number of Pedalcyclists Killed in Crashes	18	32	16	23	25	27	22
Observed Belt Use by Passenger Vehicle Drivers & Right Front Seat Occupants	88.8%	89.8%	89.5%	89.7%	89.5%	87.5%	88.6%
Seat Belt Citations Issued During Grant-Funded Enforcement Activities	57,421	50,704	49,495	44,700	38,099	40,767	43,543
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	15,303	15,789	16,145	16,096	13,833	14,533	13,011
Speeding Citations Issued During Grant-Funded Enforcement Activities	184,969	175,603	176,100	174,250	147,045	148,561	133,794
Rural Fatality Rate /100 million VMT	3.19	2.72	2.37	2.36	2.07	2.19	2.12
Urban Fatality Rate /100 million VMT	0.69	0.65	0.56	0.60	0.62	0.62	0.66

Note: Disabling injury data come from North Carolina Crash Data. Observed belt use comes from North Carolina's annual seat belt use survey. Data for enforcement activities is reported directly to GHSP from participating law enforcement agencies. All other data are from FARS.

NATIONAL COMPARISONS

Although North Carolina has seen improvement in recent years across many of the 17 key traffic safety indicators, there are several areas where the state lags behind the U.S. as a whole. The table below shows how North Carolina compares to the nation on a variety of performance measures. All figures are based on 2013 FARS data except observed belt use (which comes from the annual seat belt use survey).

Comparison of North Carolina to the U.S., 2013			
Performance Measure	North Carolina	United States	NC +/- US
Fatalities per 100 million VMT	1.23	1.09	+ 0.14
Fatalities per 100,000 population	13.09	10.35	+ 2.74
Alcohol-impaired driving fatalities (BAC = .08+) per 100 million VMT	0.35	0.34	+ 0.01
Percent of fatalities with the highest driver BsAC in the crash of .08+	29%	31%	- 2%
Percent of passenger vehicle occupant fatalities who were unrestrained	34%	39%	- 5%

Comparison of North Carolina to the U.S., 2013			
Performance Measure	North Carolina	United States	NC +/- US
Observed belt use by passenger vehicle drivers & right front seat occupants	89%	87%	+ 2%
Percent of fatalities that are speed-related	32%	29%	+ 3%
Percent of motorcyclists killed who were unhelmeted	9%	38%	- 29%
Percent of motorcyclists killed with a BAC=.08+	31%	30%	+ 1%
Percent of fatalities to persons age 65 and older	17%	17%	0
Pedestrian fatalities per 100,000 population	1.76	1.50	+ 0.26
Pedalcyclist fatalities per million population	2.23	2.34	- 0.11

Compared to the U.S., North Carolina has a higher rate of fatalities per capita and per mile traveled. The percent of speed-related fatalities is also somewhat higher in North Carolina than the U.S., as is the number of pedestrian fatalities per capita. These are all areas where North Carolina can improve.

Meanwhile, there are several areas where North Carolina compares quite favorably to the nation. For example, helmet use among motorcyclists is quite strong in North Carolina. Additionally, North Carolina has a low percent of fatalities who were unrestrained. These are strengths upon which North Carolina can build for the future.

COUNTY COMPARISONS

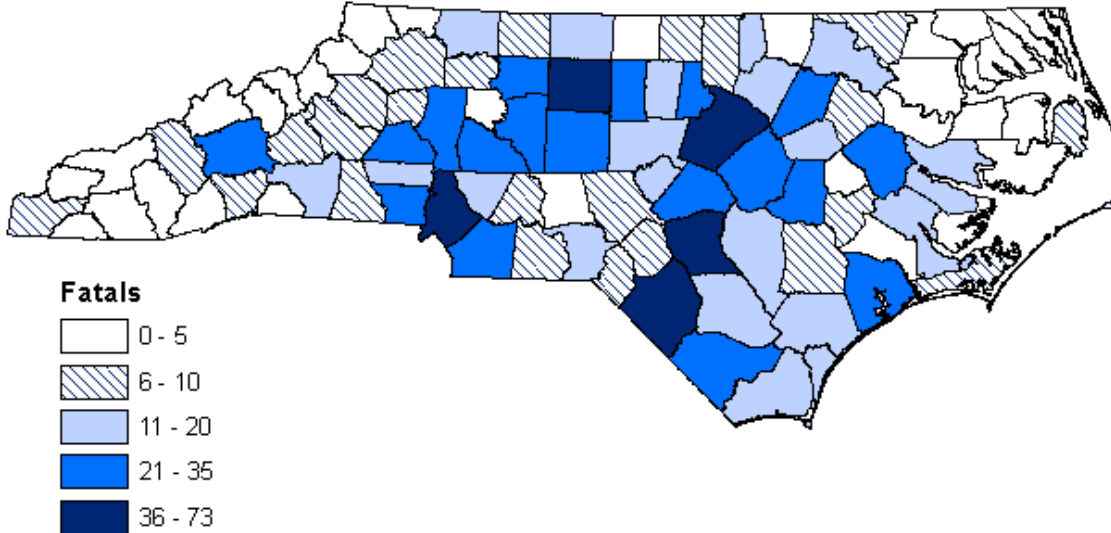
North Carolina is comprised of 100 counties. As would be expected, there are sizeable differences between individual counties in the occurrence of motor vehicle fatalities. The first map on the following page shows the total number of fatalities in each of North Carolina's 100 counties during 2013.

The fifteen counties with the highest number of fatalities in 2013 included Wake (73), Mecklenburg (67), Cumberland (53), Guilford (44), Robeson (42), Buncombe (35), Davidson (31), Johnston (28), Forsyth (27), Harnett (27), Rowan (27), Wayne (26), Durham (25), Onslow (25), and Alamance (23). Not surprisingly, many of these counties are also among the most populous counties in the state.

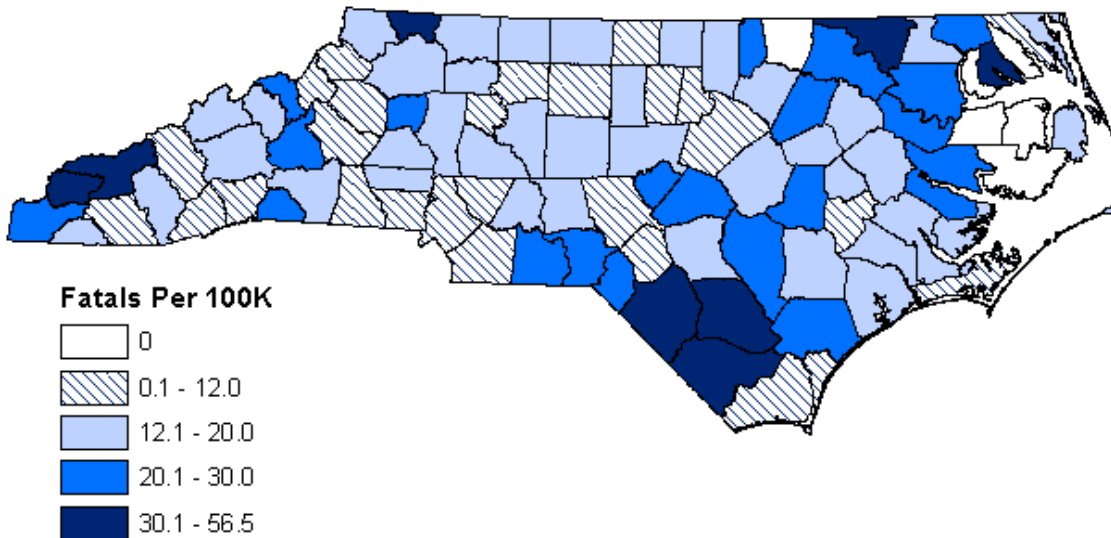
The second map on the following page shows the fatality rate per 100,000 population during 2013. Here, the pattern is very different. The counties with the highest fatality rate per capita tend to be rural counties, primarily in the eastern (coastal) part of the state. This part of the state is a popular tourist destination. Additionally, the I-95 corridor passes through this region. Since most of these counties have relatively small populations, even small numbers of fatalities produce high fatality rates. The counties with the highest rate of fatalities per 100,000 population include Graham (56.47 fatalities per 100,000 population), Bladen (45.44), Columbus (38.10), Perquimans (36.31), Alleghany (36.19), Swain (34.27), Northampton (32.95), Robeson

(31.34), Vance (28.85), Beaufort (27.21), Pender (26.99), Anson (26.60), Richmond (26.06), Mitchell (25.96), and Lee (25.28),

Total Fatalities in North Carolina, by County, 2013



Fatalities in North Carolina per 100,000 Population, by County, 2013



To achieve statewide targets for decreasing motor vehicle fatalities, both the counties with the highest number of fatalities and the counties with a greater than expected contribution of fatalities per population must be considered. Each of the individual sections of the Highway Safety Plan (e.g., alcohol-impaired driving, occupant protection) identify the specific counties in North Carolina where highway safety problems are most significant.

The table below presents the total number of fatalities and fatalities per 100,000 population during 2013 for all 100 counties in North Carolina. The table also includes the rank of each county (with “1” being the most fatalities or highest rate per population). The fatality data shown in the table are from FARS and the population numbers are from U.S. Census estimates for 2013.

Fatalities in Motor Vehicle Crashes, by County, 2013											
County	Population	Fatalities		Per100KPop		County	Population	Fatalities		Per100KPop	
		#	Rank	Rate	Rank			#	Rank	Rate	Rank
Alamance	153,595	23	15	14.97	52	Johnston	177,308	28	8	15.79	45
Alexander	37,436	8	53	21.37	25	Jones	10,554	2	89	18.95	33
Alleghany	11,052	4	76	36.19	5	Lee	59,344	15	28	25.28	15
Anson	26,318	7	59	26.60	12	Lenoir	59,046	7	59	11.86	68
Ashe	27,434	5	68	18.23	36	Lincoln	79,745	12	37	15.05	50
Avery	17,872	2	89	11.19	74	Macon	34,151	4	76	11.71	71
Beaufort	47,777	13	31	27.21	10	Madison	21,372	3	83	14.04	60
Bertie	20,595	5	68	24.28	18	Martin	23,750	5	68	21.05	26
Bladen	35,209	16	27	45.44	2	McDowell	45,231	10	44	22.11	22
Brunswick	115,716	13	31	11.23	73	Mecklenburg	991,867	67	2	6.75	94
Buncombe	248,872	35	6	14.06	59	Mitchell	15,407	4	76	25.96	14
Burke	89,519	9	47	10.05	78	Montgomery	27,768	4	76	14.41	54
Cabarrus	186,457	19	24	10.19	77	Moore	91,937	9	47	9.79	81
Caldwell	82,504	8	53	9.70	82	Nash	94,744	21	20	22.16	21
Camden	10,174	1	94	9.83	80	New Hanover	213,809	18	25	8.42	87
Carteret	69,239	8	53	11.55	72	Northampton	21,244	7	59	32.95	7
Caswell	23,844	2	89	8.39	88	Onslow	193,925	25	13	12.89	64
Catawba	155,411	21	20	13.51	62	Orange	139,694	15	28	10.74	76
Chatham	67,620	12	37	17.75	37	Pamlico	13,071	2	89	15.30	49
Cherokee	27,471	6	64	21.84	24	Pasquotank	39,458	0	95	0.00	95
Chowan	14,815	0	95	0.00	95	Pender	55,568	15	28	26.99	11
Clay	10,794	2	89	18.53	35	Perquimans	13,771	5	68	36.31	4
Cleveland	97,429	8	53	8.21	90	Person	39,192	6	64	15.31	48
Columbus	57,739	22	17	38.10	3	Pitt	173,879	21	20	12.08	67
Craven	104,421	17	26	16.28	41	Polk	20,603	5	68	24.27	19
Cumberland	332,553	53	3	15.94	44	Randolph	142,561	22	17	15.43	47
Currituck	24,506	4	76	16.32	40	Richmond	46,041	12	37	26.06	13
Dare	35,273	7	59	19.85	29	Robeson	134,010	42	5	31.34	8
Davidson	163,770	31	7	18.93	34	Rockingham	92,254	13	31	14.09	58
Davie	41,507	4	76	9.64	83	Rowan	138,666	27	9	19.47	30
Duplin	60,104	9	47	14.97	53	Rutherford	67,807	11	42	16.22	42
Durham	286,053	25	13	8.74	85	Sampson	64,313	13	31	20.21	28
Edgecombe	55,704	8	53	14.36	55	Scotland	36,223	9	47	24.85	17
Forsyth	360,471	27	9	7.49	93	Stanly	60,612	10	44	16.50	39
Franklin	62,697	12	37	19.14	32	Stokes	46,731	9	47	19.26	31
Gaston	209,571	23	15	10.97	75	Surry	73,344	11	42	15.00	51
Gates	11,880	3	83	25.25	16	Swain	14,590	5	68	34.27	6
Graham	8,854	5	68	56.47	1	Transylvania	33,220	3	83	9.03	84

Performance Measures

Fatalities in Motor Vehicle Crashes, by County, 2013											
County	Population	Fatalities		Per100KPop		County	Population	Fatalities		Per100KPop	
		#	Rank	Rate	Rank			#	Rank	Rate	Rank
Granville	57,910	8	53	13.81	61	Tyrrell	4,143	0	95	0.00	95
Greene	21,073	3	83	14.24	57	Union	211,539	21	20	9.93	79
Guilford	507,419	44	4	8.67	86	Vance	45,056	13	31	28.85	9
Halifax	53,705	12	37	22.34	20	Wake	964,616	73	1	7.57	92
Harnett	123,316	27	9	21.89	23	Warren	20,453	0	95	0.00	95
Haywood	59,674	7	59	11.73	70	Washington	12,826	0	95	0.00	95
Henderson	109,287	9	47	8.24	89	Watauga	52,682	4	76	7.59	91
Hertford	24,621	3	83	12.18	66	Wayne	125,101	26	12	20.78	27
Hoke	50,672	6	64	11.84	69	Wilkes	69,754	10	44	14.34	56
Hyde	5,806	0	95	0.00	95	Wilson	81,397	13	31	15.97	43
Iredell	164,974	22	17	13.34	63	Yadkin	38,131	6	64	15.74	46
Jackson	40,810	5	68	12.25	65	Yancey	17,921	3	83	16.74	38
						TOTAL	9,861,952	1,289	--	13.07	--

PROGRAM TARGETS

North Carolina's Highway Safety targets are presented in the table below. The targets established for the individual program areas are also provided in subsequent sections of the report.

Summary of North Carolina Traffic Safety Targets for FY2016	
Program Area	Target(s)
Overall targets	<p>Reduce traffic-related fatalities by 20 percent from the 2009-2013 average of 1,290 to 1,032 by December 31, 2016.</p> <p>Reduce the fatality rate per 100 million VMT by 20 percent from the 2009-2013 average of 1.25 to 1.0 by December 31, 2016.</p> <p>Reduce the number of serious injuries by 20 percent from the 2009-2013 average of 2,323 to 1,859 by December 31, 2016.</p>
Alcohol-impaired Driving	Decrease alcohol impaired driving fatalities 20 percent from the 2009-2013 average of 370 to 296 by December 31, 2016.

Summary of North Carolina Traffic Safety Targets for FY2016	
Program Area	Target(s)
Occupant Protection	<p>Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 25 percent from the 2009-2013 average of 384 to 288 by December 31, 2016.</p> <p>Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 2 percentage point(s) from the 2010-2014 average usage rate of 89.0 percent to 92.0 percent by December 31, 2016</p>
Police Traffic Services	Reduce speeding-related fatalities by 25 percent from the 2009-2013 average of 467 to 350 by December 31, 2016
Young Drivers	Decrease drivers age 20 or younger involved in fatal crashes 25 percent from the 2009-2013 average of 182 to 137 by December 31, 2016.
Motorcycles	<p>Decrease motorcyclist fatalities 20 percent from the 2009-2013 average of 180 to 144 by December 31, 2016.</p> <p>Decrease unhelmeted motorcyclist fatalities 15 percent from the 2009-2013 average of 15 to 13 by December 31, 2016.</p>
Older Drivers	Decrease the number of older drivers involved in fatal crashes 10 percent from the 2009-2013 average of 197 to 169 by December 31, 2016.
Pedestrians	Decrease the number of pedestrian fatalities 20 percent from the 2009-2013 average of 170 to 136 by December 31, 2016.
Bicyclists	Decrease the number of bicyclist fatalities 20 percent from the 2009-2013 average of 23 to 18 by December 31, 2016.
Traffic Records	Provide direction and facilitate coordination among the safety data stewards and stakeholders to improve the transportation safety information systems in North Carolina through on-going Traffic Records Coordinating Committee activities.

ALIGNMENT OF TARGETS WITH THE NC STRATEGIC HIGHWAY SAFETY PLAN

The State of North Carolina revised its Strategic Highway Safety Plan (SHSP) during 2014 and released the final version in March 2015. The goals stated in the SHSP are to cut the fatalities and serious injuries in North Carolina in half by 2030; that is, reducing the total annual fatalities by 630 and the total number of serious injuries by 1,055.

As required by MAP-21, the targets for fatalities, fatality rate / 100 million VMT, and for the number of "disabling" (A) injuries of this FY2016 GHSP Highway Safety Plan have been aligned with the goals of the North Carolina Strategic Highway Safety Plan. When trend lines are generated for these traffic safety indicators, North Carolina is on track to achieve the goals of the NC Strategic Highway Safety Plan of cutting total fatalities from 1,260 to 630, cutting the fatality rate per million VMT from 1.23 to 0.62, and cutting the number of disabling injuries from 2,109 to 1,054 by 2030.

The goals of the Plan will be achieved through the implementation of strategies and actions in nine safety emphasis areas:

1. Demographic Considerations (in particular—older drivers and younger drivers)
2. Driving While Impaired
3. Emerging Issues and Data
4. Intersection Safety
5. Keeping Drivers Alert
6. Lane Departure
7. Occupant Protection/Motorcycles
8. Pedestrians and Bicyclists
9. Speed

It was determined that these emphasis areas represent the greatest opportunity for safety stakeholders to focus their efforts to achieve the goals of the SHSP. The safety stakeholders selected these emphasis areas cooperatively through a data-driven approach and noted that many individual crashes can be attributed to more than one emphasis area.

As noted, the North Carolina Strategic Highway Safety Plan only included specific goals for three measures. The next page includes a letter signed by Kevin Lacy, Chief Traffic Engineer for the North Carolina Department of Transportation (NCDOT), indicating the goals of the FY2016 GHSP Highway Safety Plan support the goals for the NC Strategic Highway Safety Plan, in accordance with MAP-21 requirements for FY2016, and that NCDOT approves the targets (i.e., goals) laid out in the FY2016 Highway Safety Plan.



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

PAT MCCRORY
GOVERNOR

ANTHONY J. TATA
SECRETARY

June 12, 2015

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

Dear Dr. Baker:

The North Carolina Department of Transportation is responsible for the development and implementation of North Carolina's Strategic Highway Safety Plan (SHSP). North Carolina revised its SHSP during 2014 and released the final version in March 2015. The goals stated in the SHSP are to "Cut the fatalities and serious injuries in North Carolina in half based on the 2013 figures, reducing the total annual fatalities by 630 fatalities and the total serious injuries by 1,055 serious injuries before 2030."

As required by MAP-21, the targets for the number of fatalities, the number of "disabling" (A) injuries, and the fatality rate per 100 million VMT of GHSP's FY2016 Highway Safety Plan are aligned with the goals of the North Carolina Strategic Highway Safety Plan. Analyses of these traffic safety targets show that North Carolina is on track to achieve the goals of the Strategic Highway Safety Plan of cutting total fatalities from 1,260 to 630, and cutting the number of disabling injuries from 2,109 to 1,056 by 2030. In addition, North Carolina is on track to cut the fatality rate per million VMT in half, from 1.23 to 0.62.

The targets of the FY2016 GHSP Highway Safety Plan support the goals for the NCDOT Strategic Highway Safety Plan and in accordance with MAP-21 requirements for FY2016, the North Carolina Department of Transportation approves the targets (i.e., goals) laid out in the North Carolina Governor's Highway Safety Program's FY2016 Highway Safety Plan.

If there are any questions or clarifications needed, please contact me at (919) 773 2800.

Sincerely,

J. Kevin Lacy, PE
State Traffic Engineer

JKL:co

cc: Anthony J. Tata, Secretary of Transportation
Mike Charbonneau, Deputy Secretary of Communications
Don Nail, Director of Governor's Highway Safety Program

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GARNER, NC 27529

Program Areas and Selection of Evidence-Based Countermeasures

During FY2016, GHSP will fund a variety of programs, projects and activities with federal transportation funds, which are intended to advance the traffic safety targets set forth in this Highway Safety Plan. GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement.

Evidence-Based Traffic Safety Enforcement Plan

The NC GHSP has developed policies and procedures to ensure that enforcement resources are used efficiently and effectively to support the goals of North Carolina's highway safety program. North Carolina incorporates an evidence-based approach in its statewide enforcement program through the following components:

DATA-DRIVEN PROBLEM IDENTIFICATION

As was previously noted, GHSP conducts an extensive problem identification process to develop and implement the most effective and efficient plan for the distribution of federal funds. A number of data sources are examined to give the most complete picture of the major traffic safety problems in the state. These include, but are not limited to, motor vehicle crash data, enforcement and adjudication data, and seat belt use observational surveys. The problem identification process helps to ensure that the initiatives implemented address the crash, fatality, and injury problems within the state. This process also provides appropriate criteria for the designation of funding priorities as well as providing a benchmark for administration and evaluation of the overall highway safety plan.

The data analyses conducted in the problem identification process are designed to identify which drivers or other road users are under- or overinvolved in crashes, and to determine when (day vs. night, weekday vs. weekend) and where (counties and cities, urban vs. rural roads) crashes are occurring. Behavioral measures, such as alcohol impairment and seat belt non-use, are also examined.

GHSP utilizes an in-house review team to review project applications and prioritize the applications based on the applicants' problem identification, goals and objectives, use of evidence-based strategies and activities, budget, and past performance.

SELECTION OF EVIDENCE-BASED COUNTERMEASURES

To address the problem areas described above and to meet North Carolina's goals for 2016, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 7th Edition of NHTSA's Countermeasures that Work (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

Countermeasures will include high-visibility enforcement of alcohol, speed, and occupant protection laws using enforcement checkpoints and saturation patrols. Associated media plans ensure these enforcement efforts are well advertised to the driving public.

CONTINUOUS MONITORING

To help ensure these law enforcement projects remain committed to their stated plans, various tracking mechanisms are utilized to enable GHSP Highway Safety Specialists to monitor the progress of each project. Quarterly progress reports are required from each agency receiving grant funding to ensure that the goals and outcomes of each project are met. Projects including enforcement personnel are required to report on monthly enforcement actions taken, educational programs delivered and hours worked. During each statewide enforcement campaign, GHSP requires law enforcement agencies with grant funding to report their citation totals online on a weekly basis. GHSP also solicits non-grant funded agencies to participate in these campaigns and report as well. These reports of checkpoint and saturation patrol activities include data on the locations and times worked, the number of officers present, and the number of tickets issued. This monitoring allows GHSP to make adjustments to the enforcement plans for each agency in sufficient time to provide the greatest use of resources to address targeted traffic safety problems.

PROGRAM AREAS

During FY2016, GHSP will fund a variety of programs, projects and activities with federal transportation funds, which are intended to advance the traffic safety targets set forth in this Highway Safety Plan. The North Carolina Governor's Highway Safety Program has identified the following areas as top priorities for program funding for FY2016:

- Alcohol-Impaired Driving (accounting for 371 fatalities in 2013)
- Occupant Protection (355 unrestrained fatalities)
- Speeding and Police Traffic Services (413 fatalities)
- Young Drivers (153 fatalities)
- Motorcycles (189 fatalities)

- Traffic Records
- Other Highway Safety Priorities: Older Drivers (218 fatalities); Pedestrians (173 fatalities); Bicyclists (22 fatalities); Distracted Driving (126 fatal crashes)

The order in which the program areas are discussed generally coincides with their position in the GHSP overall set of priorities, with the top priorities being alcohol-impaired driving and occupant protection.

Each program area begins with the target for the problem area (reductions in fatalities, increases in belt use, etc.). The evidence considered in establishing the target is then reviewed. This includes crash/fatality data, findings from observational surveys, attitude & awareness questionnaires, and other data sources. Statewide campaigns/programs to address the problem area are then briefly described. Finally, there is a listing of projects currently approved by the review team for FY2016.

FUNDED PROJECTS AND ACTIVITIES

The following list includes projects that are included as a part of the original submission of the FY2016 North Carolina Highway Safety Plan to provide funding for the NC Governor's Highway Safety Program to carry out the administrative and operational tasks necessary for the office to function and administer funds received from NHTSA.

A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document.

Agency: Governor's Highway Safety Program
Project Number: PA-16-01-01
Project Title: Planning and Administration
Project Description: This is an ongoing project that provides funding for the Director and Assistant Director positions to manage the day-to-day operations of the highway safety office. This project also provides funding for the Finance Officer, Administrative Assistant and a Program Assistant positions to carry out the administrative tasks necessary for the office to function.
CMTW: NA

Agency: Governor's Highway Safety Program
Project Number: SA-16-09-01
Project Title: Programs and Operations Support
Project Description: This is an ongoing project that provides funding for Highway Safety Specialist positions responsible for administering and monitoring grants, a Law Enforcement Liason position to coordinate and enhance law enforcement participation, a Public Information Officer position to promote and manage events (such as the Highway Safety Symposium,

State Fair Safety City display and kick-off events), and a Materials Manager position to coordinate the distribution of information and materials. This project also provides funding for operational expenses and highway safety events throughout the year.

CMTW: NA

Agency: UNC - Highway Safety Research Center
Project Number: SA-16-09-03
Project Title: Highway Safety Plan and Annual Report
Project Description: This is an ongoing project to prepare the North Carolina Highway Safety Plan and the Governor's Highway Safety Program's Annual Report.
CMTW: NA

Alcohol-Impaired Driving

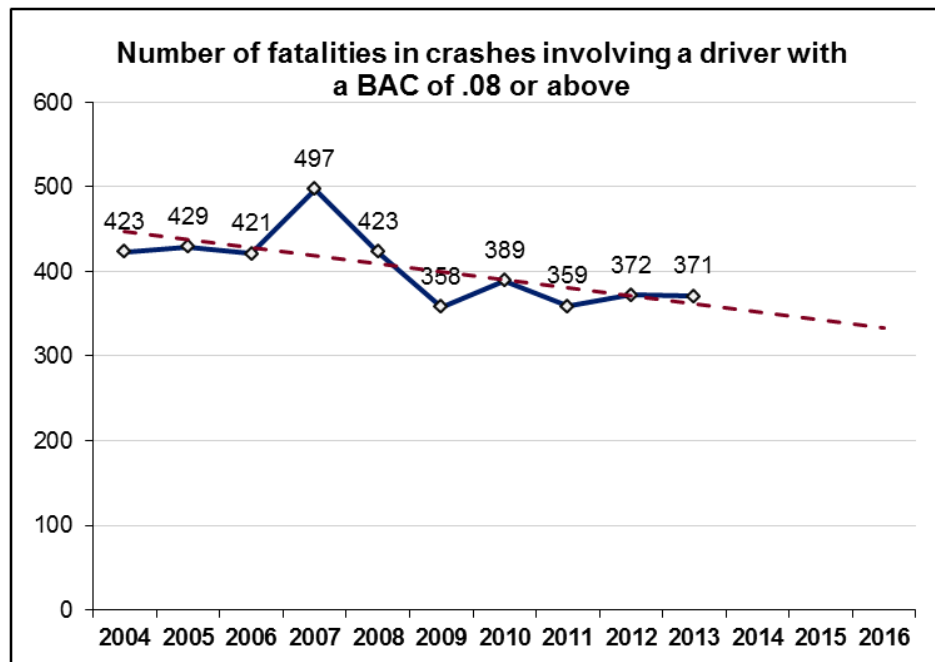
TARGET

- ❖ GHSP's goal is to decrease alcohol impaired driving fatalities 20 percent from the 2009-2013 average of 370 to 296 by December 31, 2016.

EVIDENCE CONSIDERED

Crashes, Deaths, and Injuries

During 2013, 371 persons were killed in crashes in North Carolina involving a driver or motorcycle operator with a BAC of .08 or above. This is unchanged from the 372 alcohol-involved fatalities in 2012. As shown in the figure below, North Carolina has demonstrated a gradual decline in traffic fatalities involving an impaired driver.



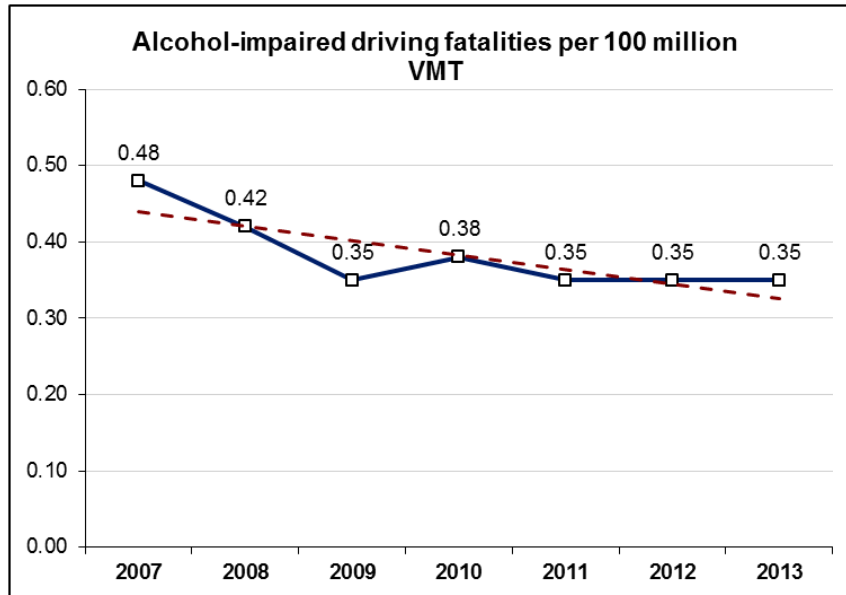
Source: FARS 2004 - 2013

Based on the current trend, North Carolina will experience approximately 325 alcohol-impairing driving fatalities in 2016. The GHSP believes that number can be further reduced through a combination of enforcement and educational programs designed to deter driving while impaired. Hence, we have set a target that reduces alcohol-impaired driving fatalities by 20 percent, to 296 fatalities by 2016.

Alcohol-Impaired Driving

The percent of fatalities that involve an impaired driver has been very consistent since 2004. Slightly fewer than 30 percent of fatalities in North Carolina have involved a driver with a BAC of .08 or above. In 2013, 29% of fatalities involved an impaired driver.

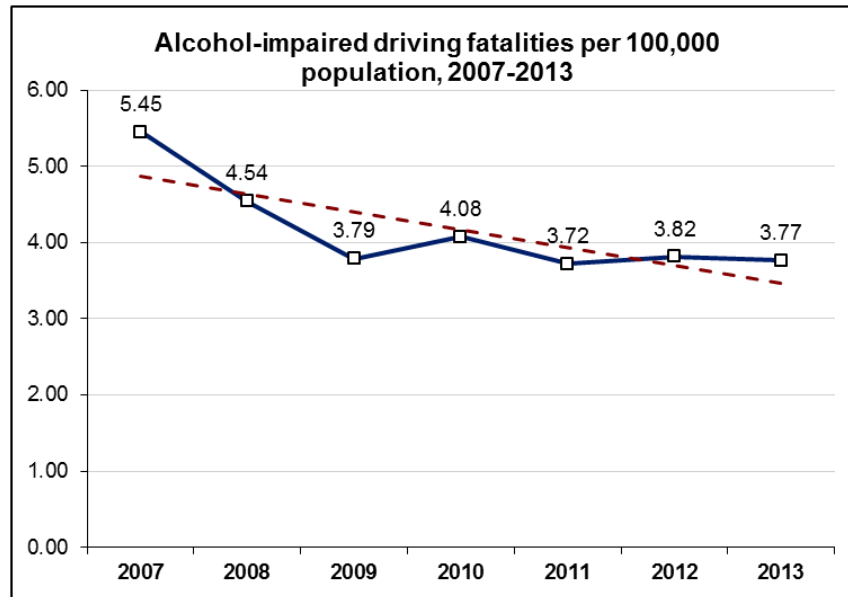
During 2013, there were 0.35 alcohol-impaired driving fatalities per 100 million vehicle miles traveled (VMT). This figure is unchanged for the past three years. The longer-term trend, however, is a decrease in alcohol-impaired fatalities per VMT, as shown below.



Source: FARS 2007 – 2013 and FHWA

As mentioned in the “State Demographics” section, North Carolina’s population has grown considerably during the last decade. Consequently, it is important to consider fatality rates per capita. The figure on the following page shows alcohol-impaired driving fatalities per 100,000 population in North Carolina from 2007 through 2013. Similar to the previous analyses, there has been little meaningful change in recent years, although the overall pattern suggests a decline in alcohol-impaired fatalities per capita.

In addition to the 371 alcohol-impaired driving fatalities during 2013, there were 341 serious (“A”) injuries, 4,720 less severe injuries, and 4,976 property damage only crashes. Alcohol is less often involved in non-fatal crashes. Among all drivers in crashes in North Carolina during 2013, 2.9% had been drinking (based on the judgment of the law enforcement officer who completed the crash report form). This is slightly lower than in 2012 (3.1%).

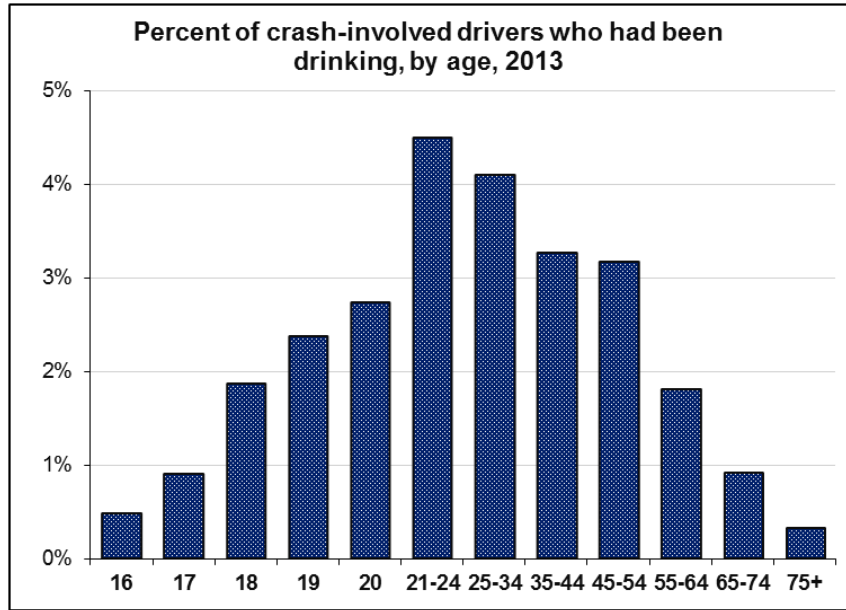


Source: FARS 2007 – 2013

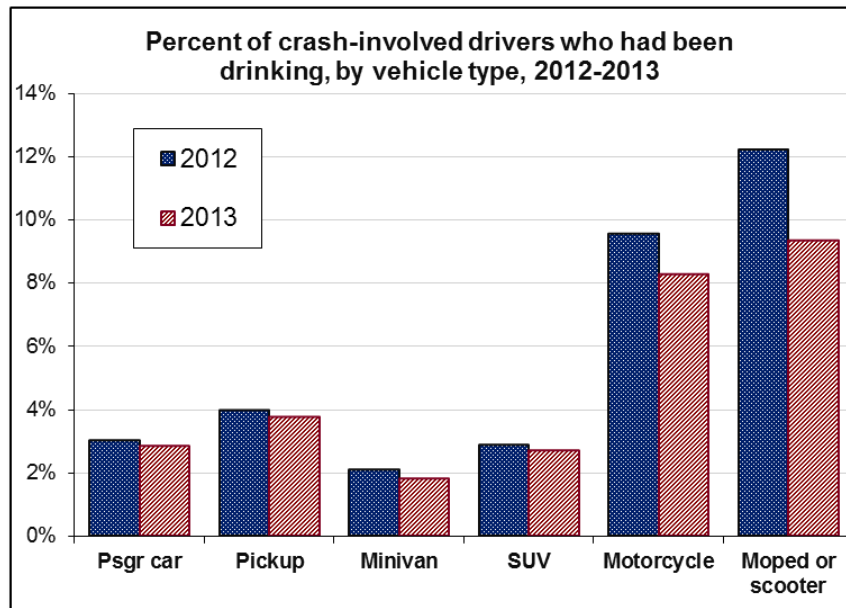
Alcohol-involvement in crashes was higher among males than females: 4.0% versus 1.5%. Additionally, alcohol involvement was more common among drivers involved in rural crashes (4.1%) than urban crashes (2.1%). Rural roadways are inherently more dangerous than urban roadways, and they can be particularly difficult to handle if a driver has been drinking.

Alcohol-involvement also varies substantially by the age of the driver. As shown in the first figure on the following page, alcohol involvement is highest among crash-involved drivers between the ages of 21 and 34. Contrary to popular notion, North Carolina's youngest drivers seldom drink and drive. The percent of 16 and 17 year-old crash-involved drivers who had been drinking is comparable to that of drivers age 65 and older.

Drivers of different vehicle types also vary in their rate of alcohol-involvement in crashes (see the second figure on the following page). Alcohol-involvement in crashes is highest among riders of motorcycles and mopeds/scooters. During 2013, 8% of motorcycle and 9% of moped/scooter crashes involved a driver who had been drinking. Compared to 2012, however, alcohol-involvement decreased noticeably for riders of motorcycles and mopeds/scooters.

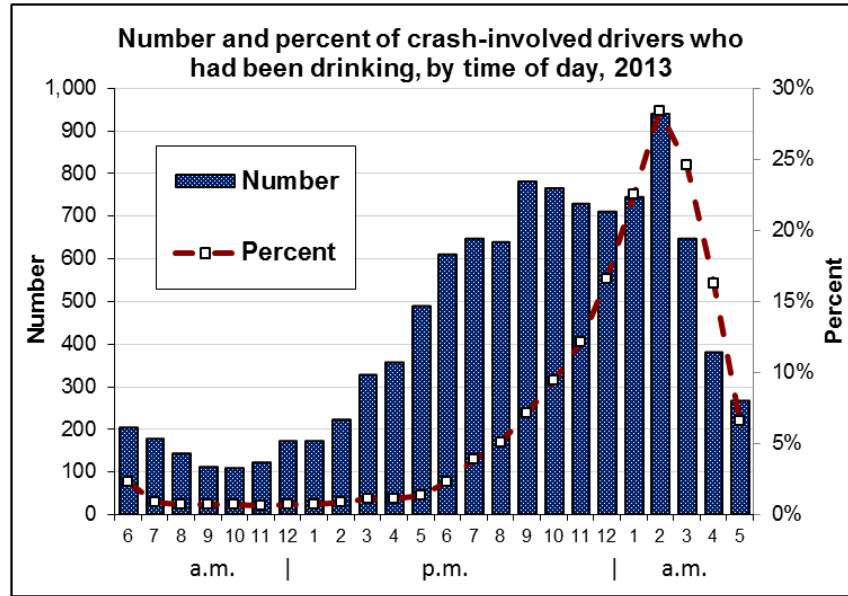


Source: NC Motor Vehicle Crash Data 2013



Source: NC Motor Vehicle Crash Data 2012-2013

The figure below shows the number (left axis, blue bars) and percent (right axis, red line) of crashes involving alcohol by time of day. Both the number and percent of alcohol-involved crashes peaks at 2 a.m. During 2013, there were 940 crashes involving alcohol between 2:00–2:59 a.m., accounting for approximately 28% of all crashes at that hour of day. Generally speaking, the hours of 1 a.m. to 3 a.m. represents a period with a very high concentration of alcohol-involved crashes.



Source: NC Motor Vehicle Crash Data 2013

North Carolina has 100 counties. The following table shows the 39 counties with the most fatalities in crashes from 2009 to 2013 involving a driver with a BAC of .08 or above. Wake and Mecklenburg counties had the most alcohol-involved fatalities during this period, followed by Cumberland, Robeson, and Guilford counties. Altogether, the 39 counties listed in the table account for 76% of all alcohol-involved fatalities in North Carolina’s from 2009 to 2013. The table also shows the alcohol-involved fatality rate per 10,000 population. Note that many of the counties with high per capita rates of alcohol-involved fatalities are located in the southeastern part of the state (e.g., Robeson, Columbus, and Hoke counties) or along the border with Virginia (e.g., Stokes, Vance, Granville and Halifax counties).

Fatalities in Crashes Involving a Driver with a BAC of .08 or Above, 2009-2013			
County	Fatalities in alcohol-involved crashes	Fatalities per 10,000 population	% of all alcohol involved fatalities
Wake	105	0.22	5.72%
Mecklenburg	104	0.21	5.66%
Cumberland	78	0.47	4.25%
Robeson	75	1.12	4.08%
Guilford	74	0.29	4.03%
Forsyth	53	0.29	2.89%
Johnston	47	0.53	2.56%
Onslow	44	0.45	2.40%
Catawba	41	0.53	2.23%
Davidson	41	0.50	2.23%
Harnett	37	0.60	2.02%
Brunswick	35	0.60	1.91%
Wayne	35	0.56	1.91%
Columbus	34	1.18	1.85%
Iredell	33	0.40	1.80%

Alcohol-Impaired Driving

Fatalities in Crashes Involving a Driver with a BAC of .08 or Above, 2009-2013			
County	Fatalities in alcohol-involved crashes	Fatalities per 10,000 population	% of all alcohol involved fatalities
Union	32	0.30	1.74%
Rowan	30	0.43	1.63%
Nash	29	0.61	1.58%
Randolph	29	0.41	1.58%
Pitt	27	0.31	1.47%
Buncombe	26	0.21	1.42%
Durham	26	0.18	1.42%
Gaston	25	0.24	1.36%
New Hanover	24	0.22	1.31%
Rockingham	24	0.52	1.31%
Alamance	23	0.30	1.25%
Wilson	23	0.57	1.25%
Granville	22	0.76	1.20%
Stokes	22	0.94	1.20%
Cabarrus	21	0.23	1.14%
Sampson	21	0.65	1.14%
Hoke	20	0.79	1.09%
Surry	20	0.55	1.09%
Vance	20	0.89	1.09%
Craven	19	0.36	1.03%
Halifax	19	0.71	1.03%
Pender	19	0.68	1.03%
Caldwell	18	0.44	0.98%
Orange	18	0.26	0.98%

Source: FARS 2009 -2013

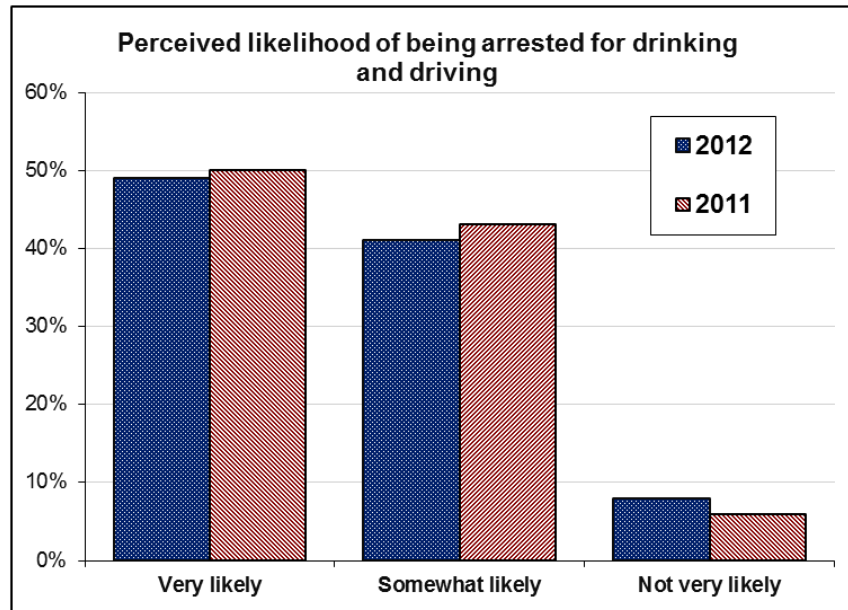
Attitudes & Awareness

The Governor's Highway Safety Program conducted a statewide telephone survey in December, 2012, including a standard series of questions recommended by NHTSA, to gauge public opinion and awareness of occupant protection issues. A random sample of 601 North Carolina residents age 15½ or older who were licensed to drive a motor vehicle were interviewed between December 9 and December 19, 2012.

Thirty-seven percent (37%) of respondents reported having consumed at least one alcoholic drink during the previous 30 days, a figure that is noticeably lower than 2010 (45%) and 2011 (43%). Among this group, 24% reported they had driven a vehicle within two hours after drinking during the past month. This is similar to the percent (22%) who reported drinking and driving in the 2011 survey.

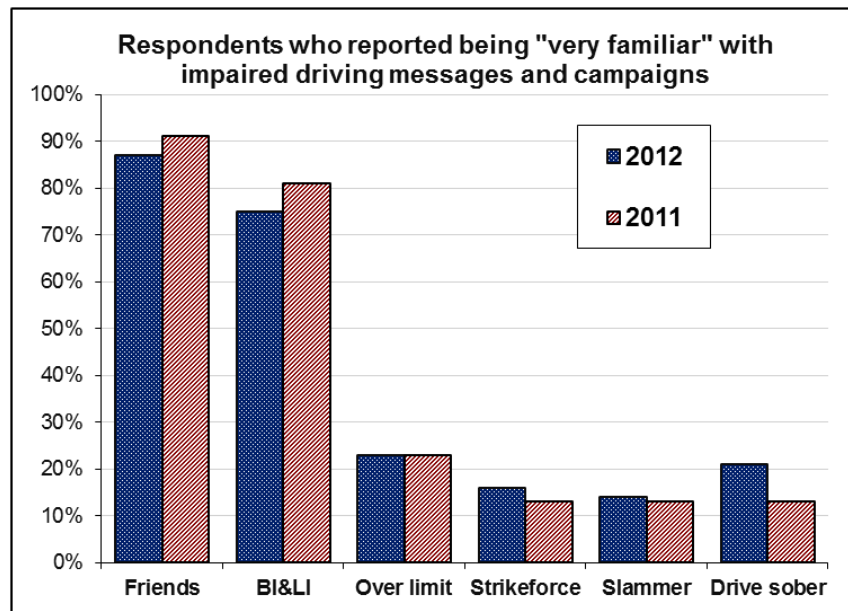
More than six out of ten respondents (62%) reported having read, seen or heard something about drunk driving enforcement by police during the previous 30 days. This compares to 60% in the 2011 survey. Most respondents believe the chances are good that drinking drivers will be arrested. Half (49%) of respondents said drivers are "very likely" to be arrested if they drive

after drinking (comparable to 50% in 2011. Only 8% said it is “not very likely” a person who drinks and drives will be arrested.



Respondents were asked about their familiarity with six impaired driving messages and campaigns. As shown on the following page, “Friends Don’t Let Friends Drive Drunk” and “Booze It & Lose It” are clearly the most recognizable impaired driving messages/campaigns in North Carolina, rated as “very familiar” by 87% and 75% of respondents, respectively. Awareness of both messages has decreased somewhat since 2011. Respondents are considerably less familiar with other messages/campaigns including Over the Limit, Under Arrest (23% “very familiar”), Checkpoint Strikeforce (16%), Sober or Slammer (14%), and Drive Sober or Get Pulled Over (21%).

Finally, respondents were asked whether they favored or opposed five potential penalties for drinking drivers. Eighty-two percent (82%) favor increasing the fine for drunk driving, while nearly as many support lengthening the suspension period for those who drink and drive (77%). The survey findings also show strong support for lengthening the revocation period of a driver’s license for convicted offenders (74%) and attaching a breath testing device on an offender’s vehicle (73%). The only penalty not favored by a majority of respondents is a lowering of the blood alcohol level to be considered driving under the influence, which is favored by 39% of respondents. Opinions about penalties for drinking drivers have changed little since 2011.



STATEWIDE CAMPAIGNS/PROGRAMS

Enforcement Activities

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

- St. Patrick's Day Booze It & Lose It (March 14-17)
- Booze It & Lose It: Operation Firecracker (June 27-July 6)
- Labor Day Booze It & Lose It (August 15-September 1)
- Halloween Booze It & Lose It (October 31-November 3)
- Holiday Booze It & Lose It (December 12-January 4, 2014)

Across all five waves, 37,094 checkpoints and saturation patrols were conducted, resulting in a total of 9,332 DWI charges (see the table below). Compared to 2013, 20% fewer checkpoints and saturation patrols were conducted during Booze It & Lose It enforcement activities in 2014; however, these activities resulted in roughly the same number of DWI charges.

Checkpoints and DWI Charges		
	2014	2015
St. Patrick's Day Booze It & Lose It		
Checkpoints and saturation patrols	3,959	2,391
DWI charges	815	690
Booze It & Lose It: Operation Firecracker		
Checkpoints and saturation patrols	8,018	7,682
DWI charges	1,929	1,737
Labor Day Booze It & Lose It		
Checkpoints and saturation patrols	9,642	13,386
DWI charges	2,757	2,866
Halloween Booze It & Lose It		
Checkpoints and saturation patrols	1,701	4,340
DWI charges	583	842
Holiday Booze It & Lose It		
Checkpoints and saturation patrols	13,774	18,441
DWI charges	3,248	3,164
Totals		
Checkpoints and saturation patrols	37,094	46,240
DWI charges	9,332	9,299

The information about checkpoint activity and DWI charges was provided to GHSP, as required, by law enforcement agencies participating in Booze It & Lose It enhanced enforcement periods. Each campaign included approximately 400 participating law enforcement agencies across the state, including local police departments, Sheriff's departments, and the NC State Highway Patrol.

In addition to DWI charges, the five waves of the Booze It & Lose It campaign during 2014 also resulted in 22,616 charges for occupant restraint violations, 10,212 arrests for drug violations, 8,304 fugitives apprehended, and 21,650 citations for driving without a license. An additional 2,837 DWI charges were made during other enhanced enforcement periods in 2014, such as Click It or Ticket.

SUMMARY

During 2014, there was little change in alcohol-impaired driving in North Carolina. The number of fatalities involving drivers or motorcycle operators with a BAC of .08 or greater dropped by only one fatality (from 372 to 371). In addition, the percent of fatalities involving alcohol and the rate of alcohol-impaired fatalities per 100 million vehicle miles traveled were unchanged in 2013.

Alcohol-Impaired Driving

As in previous years, there continue to be certain groups who are at higher risk for alcohol involvement in crashes. This includes males, drivers 21 to 29, motorcycle and motor-scooter riders, and drivers on rural roadways. Alcohol-involved crashes are most common at nighttime, especially during the hours of midnight to 3 a.m. The counties that account for the most alcohol-involved fatalities are Wake, Mecklenburg, Cumberland, Robeson, and Guilford counties.

GHSP is not satisfied with maintaining the status quo and remains committed to removing impaired drivers from our roadways. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward a reduction of 20% in fatalities by 2016 involving drivers with a BAC of .08 or above.

COUNTERMEASURES AND FUNDING PRIORITIES

To address the problem areas described above and to meet North Carolina's goals for 2016, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 7th Edition of NHTSA's Countermeasures that Work (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP is implementing an initiative to establish DWI Enforcement Teams in counties that were overrepresented in alcohol-related 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 were most likely to be on the roadways – typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m. the following morning. During FY2016, GHSP will fund teams in Buncombe, Brunswick, Forsyth, Guilford, Mecklenburg, Union, Wake and Wayne counties. GHSP will also fund a State Highway Patrol DWI Enforcement Team to work in Columbus, Cumberland and Robeson counties. Collectively, these nine counties accounted for more than 30 percent of the alcohol-involved fatalities in North Carolina during the past five years, and they include the five counties with the highest number of fatalities. By focusing proven enforcement strategies in this select group of counties, GHSP expects to maximize the impact with the resources available. In addition, GHSP will encourage more communities that are overrepresented in alcohol-related fatalities to be involved in the DWI Enforcement Team approach. GHSP will provide access to data and county maps to these communities to communicate the location of impaired driving crashes, injuries, and fatalities, as well as the time of day and day of week that these are occurring. Access to data will be provided to other areas of the State as well, in order to assist them with focusing their enforcement efforts in the most appropriate locations and times.

GHSP is also committed to supporting enforcement efforts statewide and particularly to the support of agencies that seek assistance to establish impaired driving checking stations. Checking stations have been proven by NHTSA to be extremely effective in curbing impaired

driving and are supported by an overwhelming percentage of the population. GHSP is also fully supportive of the continued operation and expansion of the North Carolina BAT Mobile Program, operated by the Forensic Tests for Alcohol Branch. This program has been in operation since 1996 and since the program's inception has resulted in almost 2,300 checking stations and netted over 12,000 DWI arrests. During FY2016, GHSP is funding four new B.A.T. Mobile Units to meet demand for on-site impaired driver processing by law enforcement. This will allow for units to be deployed regionally assuring additional checking station coverage throughout the State.

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. During FY2016, GHSP plans to continue support for Dedicated DWI Treatment Courts in two counties (Buncombe and Cumberland). DWI Courts deal only with impaired driving cases and are proven to reduce recidivism among offenders. GHSP plans to establish and implement more DWI Courts and will evaluate assistance in other counties where GHSP funds dedicated DWI Enforcement Teams. During FY2016, GHSP will continue to support a DRE coordinator, who will schedule trainings across the state to help officers detect impaired driving suspects under the influence of drugs. The DRE coordinator will also provide training for DRE's and DRE instructors to ensure state of the art training for all certified DRE personnel in North Carolina.

Currently, approximately 10,000 alcohol interlocks are installed in the vehicles of DWI offenders in North Carolina. During 2016, GHSP will provide funding to DMV for hardware and software improvements to upgrade the interlock system. DMV is responsible for monitoring and overseeing the ignition interlock program in the state. With more participants, vendors and legislative mandates, the ignition interlock program has increased exponentially over the past several years. The DMV is having difficulty maintaining the overall effectiveness of the program because it is still a manual process. The goal is to streamline this process by creating an automated system. The new web based system will integrate with the different vendors and will increase efficiency and effectiveness in collecting and monitoring the data that is reported to the state.

The North Carolina State Bureau of Investigation (SBI) laboratory does the blood alcohol testing for the majority of law enforcement agencies in North Carolina. Because of a recent court decision that requires the right to confront your 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. During FY2016, GHSP will continue funding laboratories in Wake County, Pitt County, and Wilmington to expand their existing blood alcohol testing facilities and to expedite the blood alcohol analysis.

GHSP has worked with Governor Pat McCrory to establish a Statewide Impaired Driving Task Force. The Task Force met on four occasions during FY2015. The focus of these meeting was

legislative items the Task Force wanted to pursue for the long session of the General Assembly in 2015. Additionally, the Task Force approved an updated Impaired Driving Plan in June of 2014. The purpose of the Plan is to provide a comprehensive strategy for preventing and reducing alcohol-impaired driving in North Carolina. Finally, GHSP conducted a NHTSA Impaired Driving Assessment during FY2015. GHSP was the lead agency on this Assessment.

MEDIA PLAN

GHSP will support all of the fore mentioned FY2016 impaired driving campaigns with earned and/or paid media to draw attention to each of the campaigns. North Carolina utilizes a variety of media modes to draw attention to the campaigns and the enforcement efforts in the state.

Campaign kickoff events are planned for all FY2016 campaigns, seeking earned media attention that will be gained from partnerships with NC DOT Communications Office, MADD, NC State Highway Patrol, local law enforcement, Conference of District Attorney's, etc. Typically, the kickoff events will feature the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. At times GHSP will change the typical kickoff format to draw attention to a variety of impaired driving issues.

GHSP will continue partnerships with all major universities in the state. The messaging and enforcement will focus on the issue of alcohol abuse at college sporting events. GHSP will promote "Booze It & Lose It" throughout the school year on campuses through targeted sports marketing and media campaigns.

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

GHSP also plans to continue the partnership with the National Hockey League (NHL) Carolina Hurricanes to address alcohol use with their fan base. This will consist of venue signage visible to all fans in attendance or watching on television and will be targeted specifically during the Holiday "Booze It & Lose It" campaign. Certain signage is also visible all year long for those who attend other events at PNC arena such as concerts or events at neighboring Carter Finley Stadium.

GHSP and the Charlotte Hornets plan to continue their partnership for a third upcoming season. Majority of the signage within the venue is visible all year long which includes concerts and the Charlotte Checkers Hockey games.

GHSP also partners with eight of the nine minor league baseball clubs in the state to advertise the "Booze It & Lose It" message. The messaging coincides with the Operation Firecracker and

Labor Day campaigns. Advertising at the ballparks includes outfield signage and program advertisement.

As a pilot program, GHSP is continuing its partnership with Oak City 7, a downtown Raleigh concert series, with hopes to expand to all Live Nation concert venues in North Carolina during the next fiscal year. Alcohol consumption is high at concerts and GHSP recognizes this is a key setting for reaching our target audience.

Additional advertising will be done through our agency of record. Marketing and advertising efforts are becoming more progressive with the ability to micro-target our audience and utilize a variety of mediums to ensure "Booze It & Lose It" makes the most effective use of messaging. Paid media will be utilized during enforcement periods and certain months when increased alcohol-related fatalities occur. In-house social media will also be used throughout the entire year with messaging targeting key demographics and areas.

FY2016 ALCOHOL-IMPAIRED DRIVING PROJECTS

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2016 North Carolina Highway Safety Plan to address alcohol-impaired driving. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency:	Governor's Highway Safety Program
Project Number:	154AL-16-12-01
Project Title:	Alcohol Programs Coordination
Project Description:	This is an ongoing project with the North Carolina Governor's Highway Safety Program (GHSP) to address the impaired driving issue. The goal of GHSP is to reduce alcohol-related fatalities by 20% from the 2009-2013 average of 370 to 296. This project provides funding to promote the "Booze It & Lose" campaign statewide. This project also funds the annual DWI Task Force Summit for all current and anticipated DWI teams. GHSP developed innovative and creative concept called "DWI Task Forces" to address the impaired driving issue. The Task Forces are assembled from multiple agencies and primarily work nights and weekends to focus on apprehending impaired drivers. The primary purpose of the summit is to have the teams from all over the state to collaborate and share their individual successes, accomplishments and lessons learned in an effort to help and lead others.
	CMTW: Chapter 1, Section 2.1, 2.2, 3.1

Alcohol-Impaired Driving

Agency: Asheville Police Department
Project Number: 154AL-16-12-02
Project Title: Asheville Buncombe DWI Task Force
Project Description: This is the third year of a continuation project with the Asheville Police Department for a DWI Task Force. Buncombe County is ranked 21st for alcohol-related fatalities. The Driving While Impaired Task Force consists of six officers from two different agencies, Asheville Police Department and Buncombe County Sheriff Office. The goal of the Buncombe County DWI Task force is to reduce the number of alcohol related fatalities and serious injuries. The Task Force continues to work during the peak night time hours and on weekends when impaired drivers are most prevalent. The Task Force works closely with the local MADD chapter to educate the citizens of Buncombe County about the dangers of drinking and driving.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Department of Health & Human Services - Forensic Tests for Alcohol Branch
Project Number: 154AL-16-12-03
Project Title: Breath Alcohol Testing Mobile Unit Program
Project Description: This is an ongoing project with North Carolina Department of Human Services/Forensic Tests for Alcohol Branch for the Blood Alcohol Testing (BAT) program. This program provides the BAT Mobile Units stationed regionally across the state. The FTA will complete the purchasing process for four newer BAT units this year. These units were initially ordered in FY15 and are included in the FY16 project in the event the final delivery is delayed. This project also includes the salary for three existing BAT coordinators. This project will enhance their ability to assist law enforcement agencies across the state in their efforts to remove impaired drivers from the highways by conducting checkpoints upon request from law enforcement agencies.
CMTW: Chapter 1, Section 2.1

Agency: Department of Public Safety - State Highway Patrol
Project Number: 154AL-16-12-05
Project Title: "Booze It & Lose It" Enforcement
Project Description: This is the third year of a project with the State Highway Patrol (SHP) for overtime enforcement of driving while impaired offenses. The goal of the project is to reduce the number of alcohol-related fatalities and serious injuries. The SHP will accomplish this by strategically placing Troopers in the top 10 counties for impaired driving fatalities during the "Booze It and Lose It" sponsored campaigns. Targeted impaired driving

enforcement efforts will occur during the peak night time hours and on the weekends.

CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Kernersville Police Department
Project Number: 154AL-16-12-06
Project Title: Forsyth County DWI Task Force Expansion
Project Description: This is the first year of a project to expand the Forsyth County DWI Task Force by adding an additional traffic officer to the Kernersville Police Department. Forsyth County ranks 6th in alcohol-related fatalities and 6th in alcohol-related injuries for the period 2009-2013. Due to the increase in population within the service area, the number of motorists traveling on roads in Forsyth County has increased, including a significant rise in the number of impaired drivers. These rankings offer insight into the prevalence of impaired drivers in Forsyth County and the safety risk they pose. In an effort to protect motorists and pedestrians, this project funds an additional officer to enhance participation in the existing Forsyth County DWI Task Force, a multi-agency task force between the police departments of Kernersville and Winston-Salem and the Forsyth County Sheriff's Office. An additional officer serving on this task force will augment current efforts in reducing the number of impaired drivers and both the traffic crashes and fatalities which they cause.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Wilmington Police Department
Project Number: 154AL-16-12-07
Project Title: Regional Laboratory Expansion
Project Description: This is the third year of project with the Wilmington Police Department for blood alcohol analysis. New Hanover County is ranked 24th for alcohol-related fatalities. The North Carolina State Bureau of Investigation 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 your 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 of less than 10 days for the blood alcohol testing results. The Wilmington Police Blood Laboratory expanded the blood alcohol testing to the Tri-County region and now provides analysis for several counties. The expanded laboratory increased the local and state agencies served from 16 to 34 agencies covering the counties of New Hanover, Brunswick and Pender. The Wilmington Blood Lab intends to

expand blood analysis services even further into Duplin, Onslow and Cumberland counties.

CMTW: NA

Agency: Union County Sheriff's Office
Project Number: 154AL-16-12-08
Project Title: Union County DWI Task Force
Project Description: This is the initial year of a project with the Union County Sheriff's Office for a DWI Task Force. Union County is ranked 16th for alcohol-related fatalities. This project will fund four deputies, one sergeant and their equipment. The project will focus on impaired drivers during the night time hours and on the weekends. The project will also focus on the young drivers and conduct presentations at the local high schools about the dangers of drinking and driving. The Task Force will coordinate their efforts with the Union County Traffic Safety Task Force to hold impaired driving checking stations and saturation patrols on selected weekend nights.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Wayne County Sheriff's Office
Project Number: 154AL-16-12-09
Project Title: Wayne County DWI Task Force
Project Description: This is a first year project for a DWI Task Force in Wayne County consisting of four deputies to address the impaired driving problem. Wayne County is ranked 12th in overall fatalities, 14th in alcohol-related fatalities and 19th in young-driver fatalities. Wayne County is the home to Seymour Johnson Air Force Base resulting in a large population of younger drivers therefore special enforcement and education efforts are aimed at the 18 - 25 age group .
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Department of Public Safety - State Highway Patrol
Project Number: 154AL-16-12-10
Project Title: DWI Task Force
Project Description: This is the second year of a project with the State Highway Patrol for a DWI Task Force. The DWI Task Force is assigned to three counties. The counties and their alcohol-related fatality rankings are: Columbus 14th, Cumberland 3rd and Robeson 4th. The project funds seven Troopers and one Sergeant. The goal of the North Carolina Highway Patrol is to reduce the number of alcohol-related fatalities and serious injuries in the target counties. The Task Force will accomplish this by focusing on driving while impaired during the peak night time hours and on the weekends.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Charlotte-Mecklenburg Police Department
Project Number: 154AL-16-12-11
Project Title: DWI Task Force
Project Description: This is the third year of a continuation project with the Charlotte-Mecklenburg Police Department for a DWI Task Force. Mecklenburg County is ranked 2nd for alcohol-related fatalities. The Task Force consists of seven officers with the goal to reduce the number of alcohol-related fatalities and serious injuries. They will accomplish this by focusing on impaired driving during the peak night time hours and on the weekends. The Task Force will educate teen drivers about the dangers of drinking and driving by working closely with the Carolinas Health Care safe teen driving project.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Pitt County
Project Number: 154AL-16-12-12
Project Title: Pitt County Impaired Driving Laboratory Analysis Program
Project Description: This is the third year of a project for blood alcohol analysis with the Pitt County Sheriff's Office. The North Carolina State Bureau of Investigation 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 your 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 project is to provide a blood alcohol testing facility for Pitt County. This lab will expedite the adjudication process by offering the court system the immediate availability of the lab technician that performed the blood testing.
CMTW: NA

Agency: Judicial Department - Administrative Office of the Courts
Project Number: 154AL-16-12-14
Project Title: Buncombe County DWI Treatment & Prevention Court
Project Description: This is an ongoing project with the Buncombe County Administrative Office of the Courts. Buncombe County is ranked 21st overall for alcohol-related fatalities. Buncombe County is the 7th most populated County in North Carolina; however the county has a higher conviction rate for habitual DWI offenders in comparison with other counties which have a larger population. Buncombe County is aggressively targeting repeat offenders with a DWI Treatment Court, which follows in similar fashion, their Drug Treatment Court. Part of the overall process is to identify

Level 1 and 2 offenders and facilitate entry into the program. This project funds a Legal Assistant to work in conjunction with the Buncombe County DWI Treatment Court Coordinator. This is a companion project with 154AL-16-12-24.

CMTW: Chapter 1, Section 3.1

Agency: Raleigh Police Department
Project Number: 154AL-16-12-15
Project Title: Raleigh Police Department DWI Squad
Project Description: This is the third year of a project for a five officer DWI Squad. The DWI Squad is 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 officers will also target unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours. Along with enforcement efforts, informational presentations are planned for Driver's Education classes. The unit aims to reduce the number of impairment-related fatalities within the city limits by 10% from the 2012-2014 average of 37 to 33 by the end of 2016.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Raleigh/Wake City-County Bureau of Identification (CCBI) Crime Laboratory
Project Number: 154AL-16-12-16
Project Title: Wake County DWI Blood Analysis
Project Description: This is the second year of a project for a blood alcohol analysis laboratory. Wake County DWI Blood Analysis offers an avenue to receive blood alcohol test results much quicker than the State Crime Laboratory can provide them with two full-time chemists. Wake County aims to continue expedited analysis of blood alcohol cases, reduce the number of alcohol related crashed by repeat offenders, and increase efficiency in the laboratory with additional personnel and backup instrumentation.
CMTW: NA

Agency: Garner Police Department
Project Number: 154AL-16-12-17
Project Title: DWI Enforcement Officer
Project Description: This is the third year of a project for a DWI enforcement officer. Garner Police Department's DWI officer is deployed during the peak night time and weekend hours when impaired drivers are known to be on the road. Garner Police Department aims to increase the number of DWI arrests by 10% from 157 in 2014 to 173 by 2016 in the Town of Garner.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Guilford County Sheriff's Office
Project Number: 154AL-16-12-18
Project Title: DWI Task Force Educator
Project Description: This is the second year of a project for a DWI Task Force Educators position. Guilford County ranks 5th in both overall fatalities and alcohol-related fatalities. This position works in conjunction with the Guilford County DWI Task Force to educate the public regarding impaired driving. This project continues to provide funding for the position.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Wake County Sheriff's Office
Project Number: 154AL-16-12-19/M2HVE-16-13-09
Project Title: Wake County Sheriff's Office DWI Team
Project Description: This is the third year of a project for a five Deputy DWI team. The Wake County Sheriff's DWI team is 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 officers will also target unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours. They aim to reduce the number of alcohol-related fatalities by 10% from the 2009-2013 calendar year average of 21 fatalities to 19 fatalities between October 1, 2015 and September 30, 2016.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Division of Motor Vehicles
Project Number: 154AL-16-12-20
Project Title: Ignition Interlock Program Management System
Project Description: This is the second year of a continuation project with the North Carolina Division of Motor Vehicles (DMV). The DMV is responsible for monitoring and overseeing the ignition interlock program in the state. With more participants, vendors and legislative mandates, the ignition interlock program has increased exponentially over the past several years. The DMV is having difficulty maintaining the overall effectiveness of the program due to the manual processes involved. The goal of the project is to streamline this process by creating an automated system. The new web based system will integrate with the different vendors and increase the efficiency and effectiveness when collecting and monitoring the data reported to the state.
CMTW: Chapter 1, Section 4.2

Alcohol-Impaired Driving

Agency: Cumberland County
Project Number: 154AL-16-12-23
Project Title: Cumberland County Sobriety Court Coordinator/Community Liaison
Project Description: This is an ongoing project for the Cumberland County DWI Treatment Court. Cumberland County is ranked 3rd in overall fatalities and 3rd in alcohol-related fatalities. Cumberland County has one of the highest per capita arrest rates for DWI in North Carolina. Cumberland County continues to aggressively target repeat offenders with a DWI Treatment Court. Part of the overall process is to identify Level 1 and Level 2 offenders who are eligible to participate in the program.
CMTW: Chapter 1, Section 3.1

Agency: Buncombe County
Project Number: 154AL-16-12-24
Project Title: Buncombe County DWI Treatment Court
Project Description: This is the third year of a continuation project with Buncombe County for a DWI Treatment Court. Buncombe County is ranked 21st for alcohol-related fatalities. Buncombe County is the 7th most populated County in North Carolina; however, it has a higher conviction rate for Habitual DWI offenders than other counties with a larger population. Buncombe County is aggressively targeting repeat offenders with a DWI Treatment Court. Part of the overall process is to identify Level 1 and Level 2 offenders and facilitate entry into the program. This project funds a DWI Treatment Court Coordinator to work in conjunction with the Administrative Office of the Courts Legal Assistant. This is a companion project with 154AL-16-12-14.
CMTW: Chapter 1, Section 3.1

Agency: Governor's Highway Safety Program
Project Number: AL-16-02-01
Project Title: Impaired Driving Program Support
Project Description: This is an ongoing project to fund impaired driving programs and events. The Governor's Highway Safety Program (GHSP) continues to plan and implement "Booze It & Lose It" events and activities, including the annual "Tree of Life" event which focuses attention on victims of impaired driving crashes. GHSP will develop and update materials as needed to enhance the "Booze It & Lose It" highway safety message. This project will support all Statewide DWI Task Force meetings and other impaired driving program events.
CMTW: Chapter 1, Section 2.1, 2.2

Agency: Division of Motor Vehicles
Project Number: AL-16-02-02
Project Title: Administrative Hearings Training
Project Description: This is a continuation project with the North Carolina Division of Motor Vehicles. The project provides funding to train 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 are also educated on any and all law changes (case law and statutes) to ensure that they conduct and hold hearings in accordance with all applicable laws.
CMTW: NA

Agency: Department of Public Safety - Alcohol Law Enforcement
Project Number: AL-16-02-03
Project Title: Keys to Life and Mobile Enforcement Program
Project Description: This is the fourth year of the Keys to Life and Mobile Enforcement project. The North Carolina Department of Public Safety Alcohol Law Enforcement Division conducts Keys to Life as an educational program targeting high school and younger college students during times of the year associated with underage drinking, including prom, spring break, and graduation. In addition, Mobile Enforcement projects with saturated patrols and alcohol compliance checks are conducted throughout the state at events with a higher likelihood of underage drinking, including festivals, back-to-school events, and concerts. The Alcohol Law Enforcement Division will conduct 10 public information programs and 15 mobile enforcement projects between October 1, 2015 and September 30, 2015.
CMTW: Chapter 1, Section 2.1, 2.2

Agency: Forest City Police Department
Project Number: AL-16-02-05
Project Title: DWI Equipment
Project Description: This is a one-time project to purchase DWI Checking Station equipment. Forest City is ranked 11th in fatal crashes of cities with a population of less than 10,000. Rutherford County is ranked 60th for alcohol related traffic fatalities and 45th in alcohol related crashes. The GHSP County Coordinator position resides in the Forest City Police Department. This equipment will enhance the ability to conduct multi-agency operations throughout the county.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Alcohol-Impaired Driving

Agency: Department of Health & Human Services - Forensic Tests for Alcohol Branch

Project Number: M5CS-16-15-01

Project Title: Drug Recognition Expert Program

Project Description: This is an ongoing project with North Carolina Department of Human Services/Forensic Tests for Alcohol Branch for the Drug Recognition Expert (DRE) Program. This project includes funding for the DRE coordinator. The coordinator schedules training across the state to help officers detect impaired suspects under the influence of drugs. The coordinator also provides instruction for DRE's and DRE instructors to ensure state of the art training for all certified DRE personnel. The goal of the project is to conduct at least 12 Advanced Roadside Impaired Driving Enforcement (ARIDE) training classes throughout the state and at least one Drug Impairment Training for Educational Professionals (DITEP). The coordinator will assist with conducting Prosecuting the Drugged Driver and Lethal Weapon training in conjunction with the North Carolina District Attorney's Association.

CMTW: Chapter 1, Section 7.1

Agency: Department of Health & Human Services - Forensic Tests for Alcohol Branch

Project Number: M5CS-16-15-02

Project Title: Science Program

Project Description: This is an ongoing project with North Carolina Department of Human Services/Forensic Tests for Alcohol Branch for the Science Program. This project provides and maintains the breath alcohol testing instruments statewide. The project also conducts all the training for law enforcement officers on these instruments. The goal of this project 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 project will also train an additional 1,200 law enforcement officers statewide on the EC/IR II instrument. The Science project will perform preventive maintenance and repair 291 existing EC/IR II instruments and purchase 445 Alcohol Screening Test Devices.

CMTW: Chapter 1, Section 2.3

Agency: Department of Health & Human Services - Forensic Tests for Alcohol Branch

Project Number: M5CS-16-15-03

Project Title: Standardized Field Sobriety Testing Program

Project Description: This is an ongoing project with North Carolina Department of Human Services/Forensic Tests for Alcohol Branch for the Standardized Field

Sobriety Testing Program (SFST). This project provides training to law enforcement officers for SFST and Advanced Roadside Impaired Driving Enforcement (ARIDE) across the state. The goal of this project is to instruct law enforcement officers in the detection and apprehension of drivers impaired by alcohol and other substances. The project will increase the number of SFST/ARIDE trained law enforcement officers across the state and provide continuing education for SFST/ARIDE instructors and practitioners.

CMTW: Chapter 1, Section 2.1

Agency: Wilson Police Department
Project Number: M5HVE-16-15-02/M2HVE-16-13-06
Project Title: Wilson Police Department DWI Personnel
Project Description: This is the second year of a project to provide two additional officers to address the growing traffic problem caused by the impaired driver. Wilson County ranks 27th in alcohol-related fatalities and these officers along with the existing traffic officers will address the impaired driving problem. This traffic unit is the primary provider of traffic enforcement in the county.

CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Guilford County Sheriff's Office
Project Number: M5HVE-16-15-04/M2HVE-16-13-08
Project Title: DWI Taskforce
Project Description: This is the fourth year of an impaired driving enforcement project. Guilford County ranks 5th in fatalities, 5th in alcohol-related fatalities and 4th in unrestrained fatalities. With a population of over half a million residents, the total number of impaired driver and unrestrained passengers of motor vehicles in Guilford County has become a monumental concern to not only law enforcement, but also to citizens who must travel within this area. This project continues the funding for a multi-agency DWI Task Force (Guilford County Sheriff's Office, Greensboro Police Department and High Point Police Department). The Task Force maintains a high level of impaired driving arrests through strict enforcement and increased daytime and night time checkpoints. In addition to impaired driving enforcement this project uses zero tolerance to focus on increasing countywide seat belt use above 90 percent. This project provides funding for five deputies/officers.

CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Alcohol-Impaired Driving

Agency: MADD North Carolina
Project Number: M5HVE-16-15-07
Project Title: Drunk Driving and Underage Drinking Prevention
Project Description: This is an ongoing project with MADD North Carolina. MADD North Carolina trains and educates the public about the destructive decisions associated with drinking and driving. The project will continue to fund the Program Specialist and Court Monitor Specialist positions along with materials and events. The main duty of the Court Monitor Specialist is to train volunteers to observe pending DWI cases and note their outcomes. The project's goals are to significantly reduce alcohol-related fatalities and injuries, instances of impaired driving, and to continue educating the youth on highway safety issues and making positive choices/decisions.
CMTW: Chapter 1, Section 6.5

Agency: Lumberton Police Department
Project Number: 154AL-16-12-13/M2HVE-16-13-05
Project Title: Lumberton DWI Task Force
Project Description: This is the second year of a continuation project to support a DWI/SB unit. Robeson County is ranked 4th for alcohol-related fatalities and 1st for unrestrained fatalities. The unit will deploy during the peak night time hours when impaired drivers are known to be on the road. Collaboration with other agencies and municipalities within Robeson County is key to the success of this project. Along with their enforcement efforts, the unit will also educate the public by going out into the community and speaking with civic groups, students and other citizens around the county. The unit aims to help decrease the number of alcohol-related and unrestrained fatalities by 40%.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Judicial Department - Conference of District Attorney's
Project Number: 154AL-16-12-21/OP-16-04-06
Project Title: Traffic Safety Resource Prosecutors
Project Description: This is an ongoing project with the Conference of District Attorney's. This project funds positions that provide highway safety related information, technical support and training to law enforcement, prosecutors, magistrates and judges. This is provided through individualized and joint training sessions as well as publications and technical support. In FY 15 the Conference of District Attorney's added five additional Traffic Safety Resource Prosecutors (TSRP). The additional TSRP's are assigned regionally and will provide technical assistance, train prosecutor's, law enforcement, judicial officials, and other allied officials in support of the counties where DWI Task Forces have been created.
CMTW: Chapter 3, Section 3.1, 3.2, 3.3, 3.4

Agency: Fayetteville Police Department
Project Number: 154AL-16-12-22/M2HVE-16-13-03
Project Title: Traffic Enforcement Program
Project Description: This is the second year of a project providing four additional officers for traffic enforcement in Fayetteville. Cumberland County is ranked 3rd in overall fatalities, 5th in alcohol-related fatalities and 6th in unrestrained fatalities. With a growing population due to the military presence these officers will be a major influence for the county as a whole.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Cornelius Police Department
Project Number: M2HVE-16-13-04/M5HVE-16-15-01
Project Title: Cornelius Police Department Traffic Unit
Project Description: This is the initial year of a project with the Cornelius Police Department. Mecklenburg County is ranked 2nd for alcohol-related fatalities and 2nd for unrestrained fatalities. This project funds two traffic officers to expand the current three officer dedicated traffic team. The traffic team will work with the Charlotte-Mecklenburg Police Department DWI Task Force on special DWI enforcement campaigns.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Brunswick County Sheriff's Office
Project Number: M2HVE-16-13-07/M5HVE-16-15-03
Project Title: ACE Team 3
Project Description: This is the fifth year of a project for two DWI/SB Enforcement Deputies that are a part of a six deputy unit. The Brunswick County Sheriff's Office DWI/SB Enforcement Team will continue to deploy during the peak night time hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies will also target unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours. Brunswick County currently ranks 12th in alcohol-related fatalities and 11th in unrestrained fatalities. The Sheriff's Office will continue to play a key role in coordinating multi-agency enforcement activities within the region. The unit aims to decrease the number of alcohol-related fatalities by 35% and unrestrained fatalities by 25% in Brunswick County.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Alcohol-Impaired Driving

- Agency:** Brunswick County Sheriff's Office
- Project Number:** M2HVE-16-13-10/M5HVE-16-15-05
- Project Title:** DWI/SB Enforcement Unit
- Project Description:** This is the third year of a project for four DWI/SB Enforcement Deputies that are a part of a six deputy unit. The Brunswick County Sheriff's Office DWI/SB Enforcement Team will continue to deploy during the peak night time hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies will also target unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours. Brunswick County currently ranks 12th in alcohol-related fatalities and 11th in unrestrained fatalities. The Sheriff's Office will continue to play a key role in coordinating multi-agency enforcement activities within the region. The unit aims to decrease the number of alcohol-related fatalities by 35% and unrestrained fatalities by 25% in Brunswick County.
- CMTW:** Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Occupant Protection

TARGETS

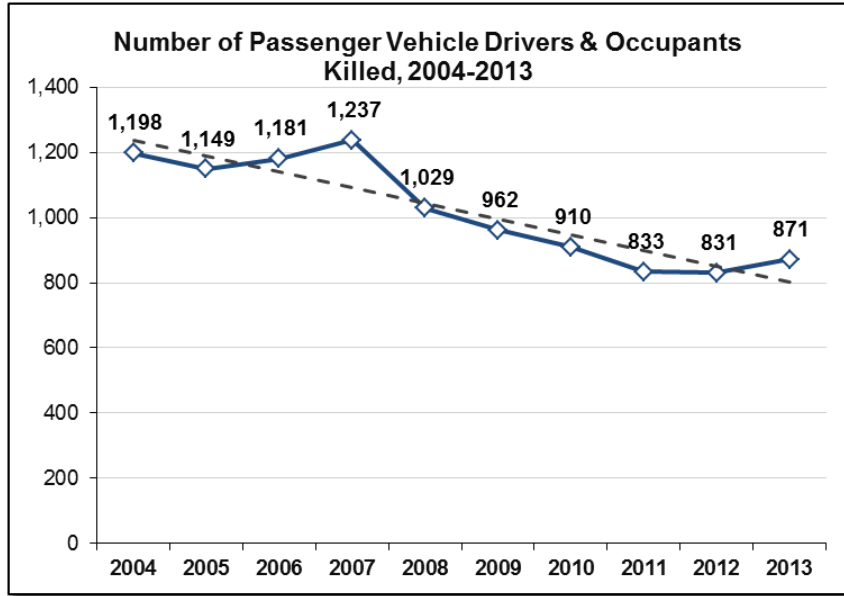
- ❖ GHSP's goal is to decrease unrestrained passenger vehicle occupant fatalities in all seating positions 25 percent from the 2009-2013 average of 384 to 288 by December 31, 2016.
- ❖ GHSP's goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 2 percentage point(s) from the 2010-2014 average usage rate of 89.0 percent to 92.0 percent by December 31, 2016.

EVIDENCE CONSIDERED

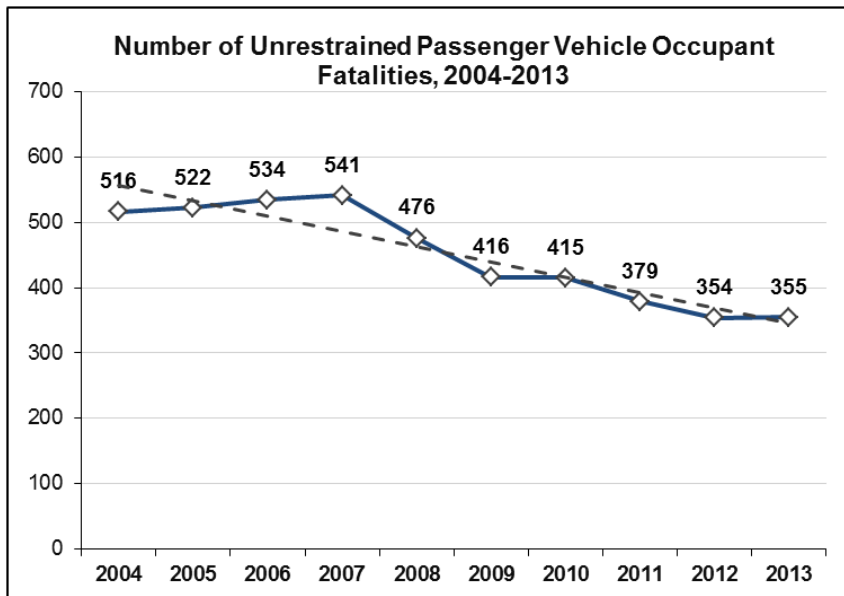
Passenger Vehicle Driver and Occupant Deaths and Injuries

In 2013, there were 871 passenger vehicle drivers and occupants killed. This was an increase of 40 deaths from the 831 fatalities in 2012. As shown in the first figure on the following page, the trend in North Carolina passenger vehicle occupant fatalities has been a steady decline since 2007 until the increase in 2013. The small decrease between 2011 and 2012 as well as the increase seen between 2012 and 2013 likely reflects improving economic conditions in North Carolina and greater travel as the economy improves. With people travelling more, it is especially important to increase seat belt and child car seat use as high as possible to keep deaths and injuries as low as possible.

The main goal of the North Carolina occupant protection program is to get more drivers and passengers to wear their seat belts and to have all young children secured in car seats and booster seats. As restraint use numbers and percentages increase, the number of unrestrained occupant fatalities should decline. As shown in the second figure on the following page, there were 355 fatalities in North Carolina involving an unrestrained passenger vehicle driver or occupant in 2013. This was a one fatality increase from 354 unrestrained fatalities in 2012. The trend in North Carolina unrestrained fatalities has been a relatively steady decline, especially since 2007 when unrestrained fatalities were at their highest over the last ten years.

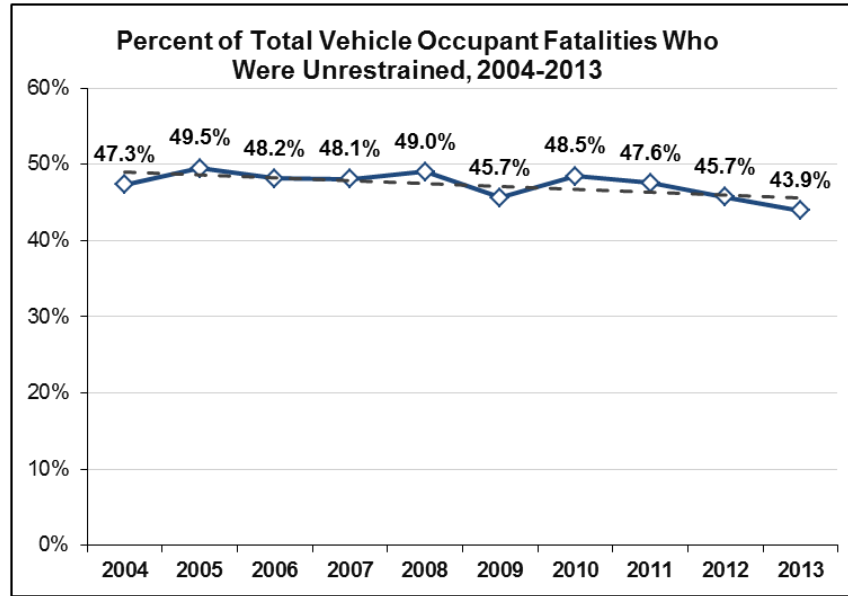


Source: FARS 2004 - 2013



Source: FARS 2004 - 2013

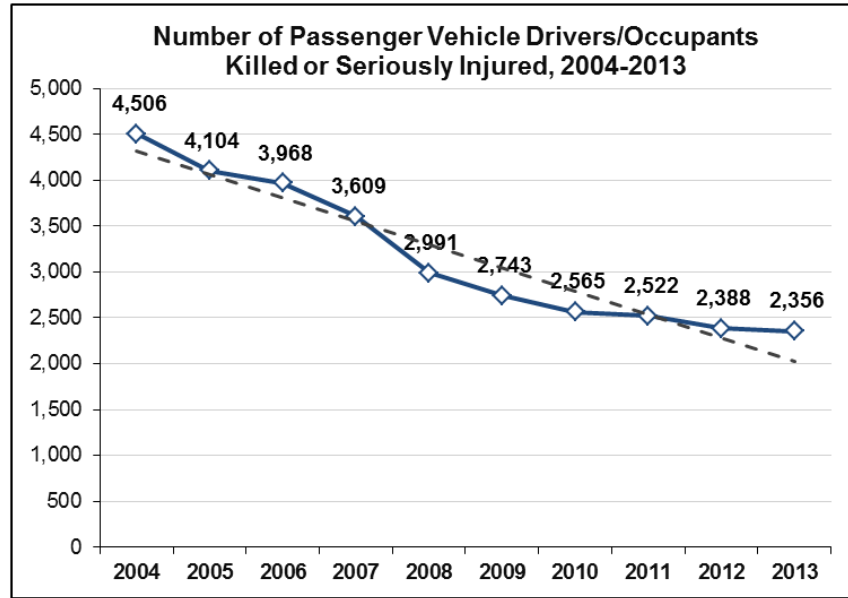
Although the total number of unrestrained fatalities has decreased in recent years, other than the one-fatality increase in 2013, the percent of fatally injured passenger vehicle occupants who were unrestrained at the time of the crash remained essentially unchanged, at just under 50 percent, between 2004 and 2010. As shown in the following figure, an encouraging trend can be seen since 2010 with the percent of unrestrained fatally injured passenger vehicle occupants decreasing by 4.6 percentage points to 43.9 percent.



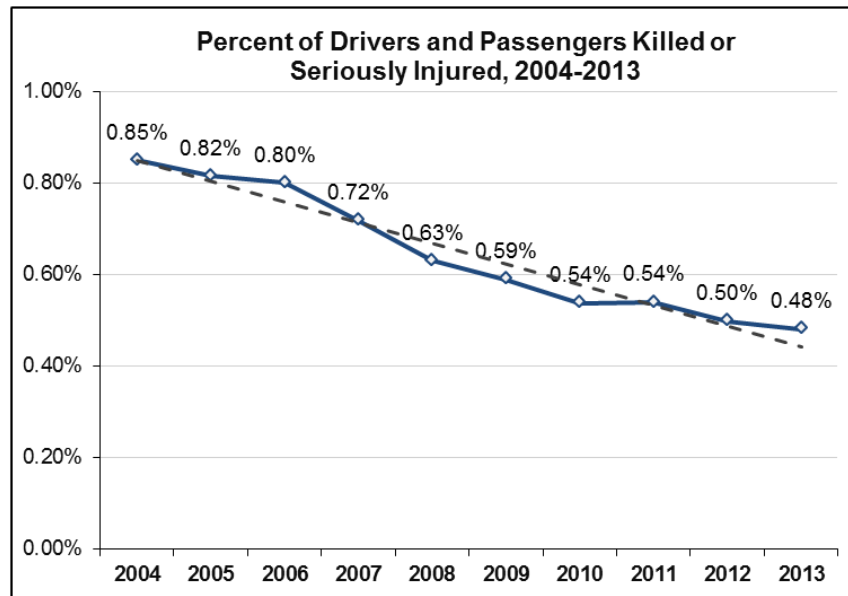
Source: FARS 2004 - 2013

On average, there were 1,024 fatally injured drivers and occupants of passenger vehicles (such as cars, SUVs, and light trucks and vans) each year during the ten-year period 2004-2013. In addition, an average of 2,152 received serious (A-Type) injuries each year. In 2013, there were 1,503 serious injuries in North Carolina which was a decrease from the 1,564 serious injuries in 2012 and the 1,687 serious injuries in 2011. Tracking serious injuries as well as fatalities among occupants can provide additional insight to injury trends since fatalities are a relatively rare event and a few bad crashes with multiple fatalities can skew fatality numbers for any given year. As shown in the first figure on the following page, the number of drivers and occupants of passenger vehicles who were killed or seriously injured has been declining over the last ten years. As with the fatality trend, the decline was especially rapid after 2006-2007 with the decline becoming more gradual since 2010.

As shown in the second figure on the following page, the fatal plus serious injury rate, i.e., the percentage of drivers and occupants of passenger vehicles who were killed or seriously injured, has also been declining over the last ten years. As with the trend for the number of fatalities, the decline in the fatal plus serious injury rate was especially rapid after 2006-2007 with the decline becoming more gradual since 2010. The fatal plus serious injury rate is a measure of the proportion of all crash-involved drivers and occupants who are killed or seriously injured regardless of how many crashes occur. Unlike the trend in the number of fatalities, which can increase or decrease based on how many crashes occur, the fatal plus serious injury rate is not affected by economic declines or improvements. The declines in the fatal plus serious injury rate suggests that increases in occupant restraint use rates during this time have produced the desired outcome of reducing fatalities and serious injuries.



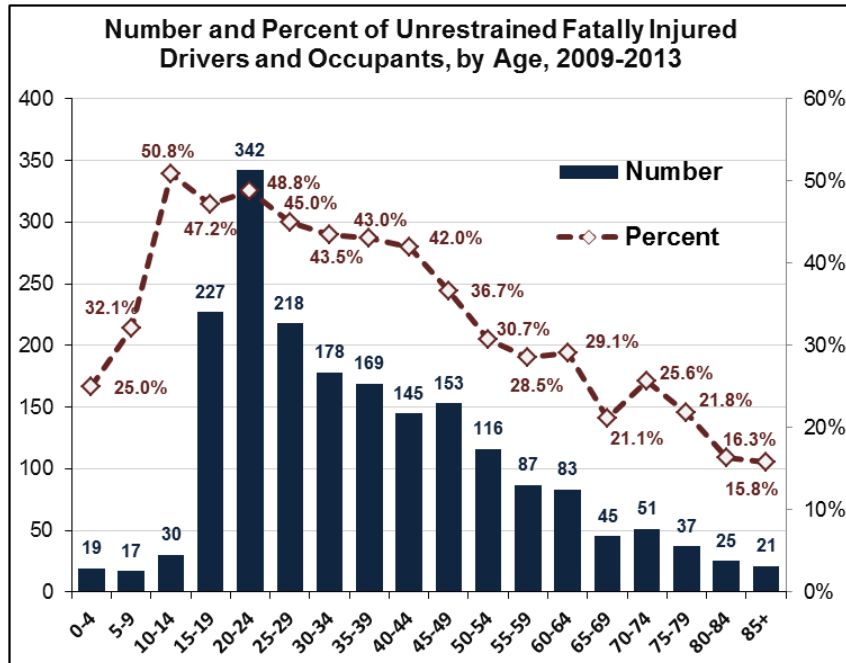
Source: NC DOT Motor Vehicle Crash Data, 2004 - 2013



Source: NC DOT Motor Vehicle Crash Data, 2004 - 2013

During 2013, there were an almost equal number of male and female drivers and passengers involved in crashes in North Carolina (250,853 vs. 243,813 or 50.7% vs, 49.3%). However, the number of male drivers and passengers killed was twice that for females (575 vs. 296) and there were three times as many unrestrained fatalities among males as females (260 vs. 88). These gender differences indicate, among other things, that “buckle up” programs and messages need to be focused more on males than females

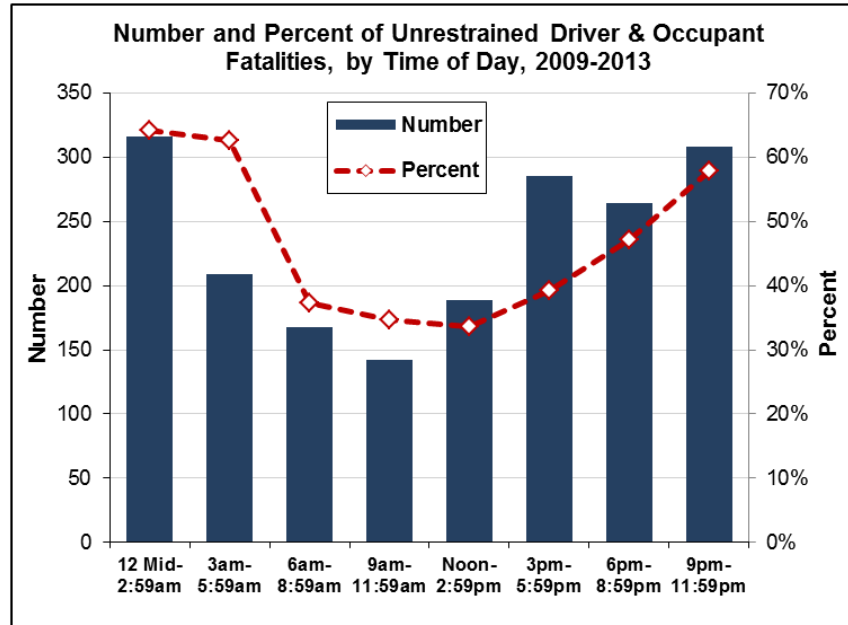
Unrestrained fatalities also vary by age, as shown below. Unrestrained fatalities peak for drivers and occupants ages 20 to 24. By comparison, unrestrained fatalities are relatively rare among those younger than 15 and those age 65 and older due in part to lower unrestrained fatality rates for the youngest and oldest age groups. There were 129 passenger vehicle occupants ages nine and under killed during this time. Of these, 36 (28%) were unrestrained. Of the 868 fatalities ages 65 and older, 179 (21%) were unrestrained. These compare to the 3,230 fatalities ages 15-59 of which 1,432 (44%) were unrestrained.



Source: FARS 2009 - 2013

The figure below shows both the number of fatally injured passenger vehicle occupants and percentage of the fatalities who were unrestrained by time of day. During the five year period of 2009-2013, the total number of unrestrained fatalities and the percent unrestrained varied by time of day. The peaks for the number of fatalities (shown by bars in the figure) were highest during the late afternoon until the hours after midnight. The percent of fatalities who were unrestrained (shown with the line) peaked between the hours of 9:00pm and 5:59am. In general, the percent of fatally injured passenger vehicle occupants who were unrestrained is substantially higher at night.

Occupant Protection



Source: FARS 2009 - 2013

Seat belt observational data is not available at the county level; hence, county-specific analyses focus on unrestrained fatally injured passengers. Counts of fatally injured unrestrained passenger vehicle occupants from 2009 to 2013 are shown in the following table. The table also shows the proportion of fatalities in each county who were unrestrained, and the proportion of total unrestrained fatalities accounted for by each county. Five counties had at least 50 unrestrained passenger vehicle fatalities from 2009 to 2013. In total, the 44 counties listed in the table represent 78% of all unrestrained fatally injured passenger vehicle occupants in North Carolina from 2009 to 2013. Many of the counties with the highest number of unrestrained fatalities also have large populations (for instance, Mecklenburg, Wake, and Guilford Counties), so these same 44 counties also make up 80% of the total NC population (based on 2013 county population estimates). Note also that high proportions of unrestrained fatalities tend to be most common in the southeastern part of the state (e.g., Robeson, Cumberland, Columbus, and Brunswick counties).

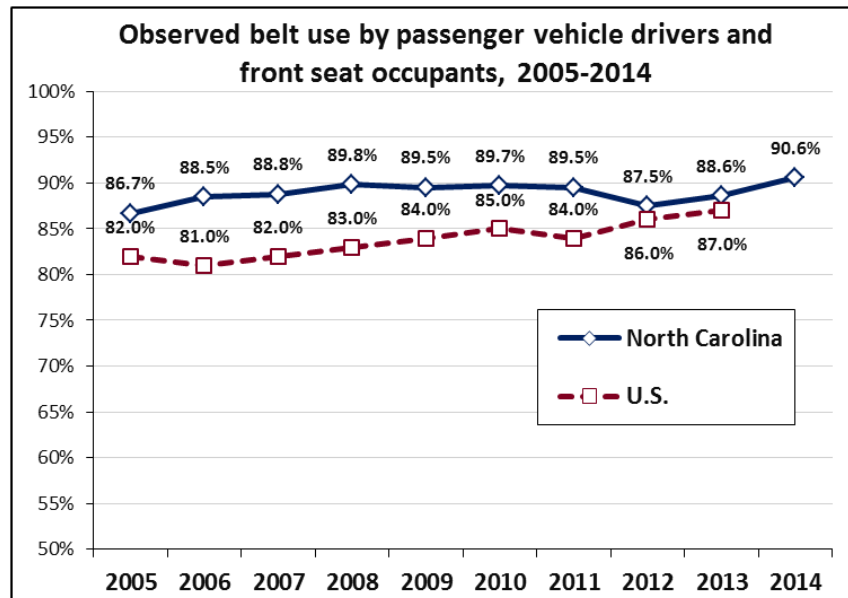
Unrestrained Passenger Vehicle Occupant Fatalities, 2009-2013			
County	Total Unrestrained Fatalities	Percent of Total County Fatalities Who Were Unrestrained	Percent of Total NC Unrestrained Fatalities
Robeson	92	59.0%	4.9%
Mecklenburg	81	47.1%	4.3%
Wake	72	33.2%	3.8%
Guilford	67	42.7%	3.5%
Cumberland	56	38.1%	3.0%
Davidson	47	47.0%	2.5%
Johnston	47	43.9%	2.5%

Unrestrained Passenger Vehicle Occupant Fatalities, 2009-2013			
County	Total Unrestrained Fatalities	Percent of Total County Fatalities Who Were Unrestrained	Percent of Total NC Unrestrained Fatalities
Wayne	46	54.1%	2.4%
Columbus	45	49.5%	2.4%
Buncombe	43	46.2%	2.3%
Brunswick	41	53.9%	2.2%
Forsyth	39	43.3%	2.1%
Rowan	37	47.4%	2.0%
Nash	35	46.7%	1.8%
Onslow	35	43.8%	1.8%
Harnett	33	39.8%	1.7%
Sampson	33	50.0%	1.7%
Durham	32	49.2%	1.7%
Gaston	31	44.3%	1.6%
Union	30	40.0%	1.6%
Rockingham	29	50.0%	1.5%
Cleveland	27	61.4%	1.4%
Alamance	26	51.0%	1.4%
Randolph	26	41.3%	1.4%
Surry	25	45.5%	1.3%
Granville	24	48.0%	1.3%
Beaufort	23	50.0%	1.2%
Catawba	23	28.4%	1.2%
Iredell	23	36.5%	1.2%
Lee	23	52.3%	1.2%
Pender	23	52.3%	1.2%
Pitt	23	33.3%	1.2%
Duplin	22	44.9%	1.2%
Wilkes	22	46.8%	1.2%
New Hanover	21	46.7%	1.1%
Richmond	20	55.6%	1.1%
Franklin	19	52.8%	1.0%
Halifax	19	46.3%	1.0%
Cabarrus	17	26.2%	0.9%
Craven	17	31.5%	0.9%
Henderson	17	34.7%	0.9%
Hoke	17	42.5%	0.9%
Moore	17	43.6%	0.9%
Vance	17	53.1%	0.9%
Wilson	17	42.5%	0.9%
NC TOTAL	1,894	43.0%	100.0%

Behaviors

North Carolina’s most recent annual seat belt use survey for which data is available was conducted in June 2014 in 15 counties. Trained observers recorded information for stopped or nearly stopped vehicles. Data were collected during rush hours (weekdays between 7 a.m. and 9 a.m. or 3:30 p.m. and 6 p.m.), non-rush hours (weekdays between 9 a.m. and 3:30 p.m.), and on weekends (Saturday or Sunday between 7 a.m. and 6 p.m.).

The 2014 observed belt use rate for drivers and front seat occupants was 90.6%. This is two percentage points higher than the June 2013 rate of 88.6%. As shown in the figure below, North Carolina’s observed belt use rate has changed relatively little over the past 7-8 years and finally it exceeded the 90% mark in 2014. North Carolina’s observed belt use rate has been and continues to be higher than the national average.



Source: North Carolina’s annual seat belt use survey reports; NHTSA Traffic Safety Fact Sheets

In 2013, observed belt use was nearly five percentage points higher among drivers (89.6%) than front seat passengers (84.9%). As shown in the table below, driver belt use in 2014 was still higher than for passengers, but the gap was reduced to just over one percentage point (90.9% vs. 89.7%). The gap between drivers and passengers had been the case each year since at least 2000 which is why North Carolina’s recent “Click It or Ticket” campaign messages have been targeting passengers as well as other lower belt use groups. As shown in the table below, groups with relatively low observed seat belt use in North Carolina include males, young drivers, those driving in rural areas, and drivers of pickup trucks and vans. Belt use was also somewhat lower among those driving in the coastal and Piedmont parts of the state as compared to the western part of the state.

Observed Seat Belt Use Rates, June 2014	
Category	Weighted Use (%)
Overall	
Driver	90.9
Passenger	89.7
Combined	90.6
Sex of Driver	
Male	89.2
Female	93.1
Age of Driver	
16–24	89.1
25–64	90.6
65+	95.2
Urban/Rural	
Urban	91.1
Rural	90.2
Vehicle Type	
Car	91.6
Van	86.8
Minivan	94.4
Pickup Truck	86.7
Sport-Utility Vehicle	94.1
Region	
Mountain	93.1
Piedmont	89.8
Coast	90.0

Source: North Carolina Seat Belt Usage Rates, Unweighted and Weighted: 120-Site June 2014 Survey

Seatbelt observations were conducted in 15 counties. As shown below, observed belt use differed somewhat across counties, from a low of 86.5% in Franklin County, to a high of 95.6% in Mecklenburg County.

Observed Seat Belt Use Rates by County, June 2014	
County	Observed Belt Use %
Alamance	90.4
Cabarrus	91.4
Caldwell	93.2
Catawba	92.7
Columbus	91.7
Franklin	86.5
Guilford	88.4
Harnett	92.2
Johnston	92.3

Observed Seat Belt Use Rates by County, June 2014	
County	Observed Belt Use %
Mecklenburg	95.6
Nash	86.9
Onslow	89.3
Robeson	88.6
Rowan	89.3
Wake	88.3

Source: North Carolina Seat Belt Usage Rates, Unweighted and Weighted: 120-Site June 2014 Survey

STATEWIDE CAMPAIGNS/PROGRAMS

Comprehensive Occupant Protection Program Development

North Carolina participated in a July 7-12, 2013 comprehensive NHTSA-facilitated assessment of all elements of the NC occupant protection program. The Out-of-State Assessment Team members examined North Carolina specific legislation and use requirements, enforcement, communication, education, and incentive strategies that are all necessary to achieve significant, lasting increases in seat belt and child safety seat usage. The Assessment concluded with the Assessment Team making some key recommendations for improving the North Carolina occupant protection program.

NC GHSP has and will continue to thoroughly review the Assessment Team's final report that includes a narrative review of the strengths and weaknesses of North Carolina's occupant protection program and that includes specific recommendations from the assessment team for improving the North Carolina occupant protection program. The statewide campaigns, programs, and countermeasures that will be implemented in the next few years will reflect many of the recommendations of the Assessment Team.

One of the key recommendations in the OP Assessment was that the NC GHSP "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."

In response to this recommendation, the North Carolina Governor's Highway Safety Program worked with other Occupant Protection Program partners to establish a Statewide Occupant Protection Task Force. Members of the OP Task Force represent a number of state agencies, university research centers, law enforcement, and healthcare including:

- NC Governor's Highway Safety Program
- Asheville Police Department
- Charlotte-Mecklenburg Police Department
- Injury & Violence Prevention, NC Department of Health & Human Services

- NC Administrative Office of the Courts
- NC Conference of District Attorneys
- NC Department of Insurance, Office of State Fire Marshal
- NC Department of Public Instruction
- NC Department of Transportation, Transportation Mobility and Safety Division
- NC State Highway Patrol
- UNC Highway Safety Research Center
- Western North Carolina Safe Kids, Mission Children's Hospital

The Task Force was convened in May 2014 to discuss occupant protection issues, challenges that need to be addressed, ongoing and planned initiatives, potential new strategies for further consideration, and then finally, as a result of this process, develop an OP Strategic Plan. The comprehensive plan that was developed by the OP Task Force and approved on June 26, 2014 provides data on occupant protection related issues in North Carolina, documents ongoing initiatives to address various aspects of the problem, and presents potential strategies. In accordance with NHTSA's occupant protection guidelines, problems and strategies have been developed 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.

Thus far, the NC Occupant Protection Task Force has met two more times (October 28, 2014 and April 28th, 2015) and has established two working groups. One working group is reviewing the current child passenger safety "diversion" program to determine how this program can be improved. The other working group will be focusing on seat belt use by pre-teens and teenagers with the goal of increasing correct and consistent use among these age groups.

Child Passenger Safety Programs

North Carolina is very active in the field of child passenger safety. As of June 2015, North Carolina had 2,773 certified child passenger safety technicians – including 60 Technician Proxies - and 50 certified instructors in 97 of North Carolina's 100 counties. (Bertie, Northampton, and Pamlico Counties do not currently have any technicians.) More than half (56%) of these technicians are in the fire services (e.g., fire fighters) with the second largest profession represented being law enforcement (17%).

North Carolina has numerous programs that support child passenger safety efforts in the state. In previous years, GHSP funded the NC Buckle Up Kids (BUK) program which was administered through the NC Department of Insurance, Office of State Fire Marshal. Beginning with FY15, the BUK program was dissolved with the intent being to expand the use of permanent checking stations (PCSs) as a means to provide information and technical assistance to parents and caregivers and as an outlet to provide no-cost car seats and education on their use to qualifying families. Using PCSs as car seat distribution sites helps to assure that trained, qualified personnel provide education and installation assistance to parents/caregivers receiving seats purchased through GHSP funds.

During FY2014, nearly 2,400 car seats were distributed through NC BUK programs. These included primarily convertible and booster seats, and to a lesser extent rear-facing-only infant seats and combination restraints. In addition to distributing child restraints, local BUK programs and their partners conducted checkup events and other child passenger safety education programs. During FY2014, 768 child passenger safety events were held and 4,075 seats were checked for 3,826 families in local communities through BUK programs.

Permanent checking stations (PCS) are locations where parents/caregivers can receive information about child passenger safety, have their child restraints and seat belts checked to ensure they are installed and used correctly, and receive education and training from the Technicians on how to install and use their child restraints. As of June, 2015 there are 161 permanent checking station programs in 76 counties, with 208 locations providing services in 81 counties (some programs have more than one location for providing services and some programs provide services to surrounding counties). During FY2014 and through the first six months of FY2015, NC PCS programs served over 10,900 families and checked more than 12,400 car seats. Over half (52%) of these checks were for children less than age two with another 37 percent being for 2-5 year old children.

Enforcement Activities

North Carolina's seat belt law (G.S. 20-135.2A) requires drivers and front and rear seat passengers ages 16 and older to wear seat belts in vehicles required to have them. The NC Child Passenger Safety law (G.S. 20-137.1) requires occupants age 15 and younger to be appropriately restrained in all vehicles required to have seat belts and requires an age and size appropriate child restraint or booster seat for children who are younger than age 8 and who weigh less than 80 pounds. Additionally, children who are younger than age 5 and who weigh less than 40 pounds must be in the rear seat in vehicles with active front passenger airbags.

During 2014, law enforcement agencies in North Carolina conducted three waves of enforcement concerning occupant protection:

- Spring Click it or Ticket (May 19-June 1, 2014)
- Child Passenger Safety Week (September 14-21, 2014)
- Thanksgiving Click it or Ticket (November 24-30, 2014)

Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies. Across all three enforcement waves, 18,820 citations were issued for violations of the seat belt law and 2,107 for violations of the child passenger safety law, for a total of 20,927 occupant restraint citations. Thus far in 2015, 13,208 occupant restraint citations were issued during the Spring 2015 (May 18-31) "Click it or Ticket" Campaign.

NC Seat Belt and Child Passenger Safety Law Citations - Through June, 2015			
Campaign / Violations	2015	2014	2013
<i>Spring "Click It or Ticket" Campaign</i>			
Seat belt violations	12,056	13,204	9,738
Child passenger safety law violations	1,152	1,396	1,200
Total	13,208	14,600	10,938
<i>Child Passenger Safety Week Campaign</i>			
Seat belt violations	na	2,458	824
Child passenger safety law violations	na	358	289
Total	na	2,816	1,113
<i>Thanksgiving "Click It or Ticket" Campaign</i>			
Seat belt violations	na	3,158	3,173
Child passenger safety law violations	na	353	493
Total	na	3,511	3,666
<i>"Click It or Ticket"/CPS Week Overall Totals</i>			
Seat belt violations	12,056	18,820	13,735
Child passenger safety law violations	1,152	2,107	1,982
Total	13,208	20,927	15,717
<i>"Booze It & Lose It" OP Violations Totals</i>			
Seat belt violations	2,185	19,206	22,266
Child passenger safety law violations	291	3,410	3,809
Total	2,476	22,616	26,075
<i>Totals - All Enforcement Campaigns</i>			
Seat belt violations	14,241	38,026	36,001
Child passenger safety law violations	1,443	5,517	5,791
Total	15,684	43,543	41,792
<i>Totals Citations for Year (AOC*)</i>			
Seat belt violations	-	140,158	148,690
Child passenger safety law violations	-	18,988	20,506
Total	-	159,146	169,196
<i>Totals - Non-Enforcement Campaign Citation #</i>			
Seat belt violations	-	102,132	112,689
Child passenger safety law violations	-	13,471	14,715
Total	-	115,603	127,404
<i>Totals - Non-Enforcement Campaign Citation %</i>			
Seat belt violations	-	72.9%	75.8%
Child passenger safety law violations	-	70.9%	71.8%
Total	-	72.6%	75.3%

Sources: NC GHSP Online Reporting system and *NC Administrative Office of the Courts (AOC)

Law enforcement officers are encouraged to issue citations for occupant restraint law violations during all enforcement campaigns and throughout the year between enforcement campaigns. As shown in the table above, an additional 19,206 seat belt violations and 3,410 child passenger safety law violations were issued in 2014 during other enhanced enforcement periods (e.g., “Booze It & Lose It”). An additional 115,603 seat belt and CPS citations were issued in 2014 during non-campaign periods throughout the year. Nearly three-fourths of citations issued in 2014 were during non-enhanced enforcement campaign times of the year. This ratio is slightly skewed as not all agencies report during campaigns. North Carolina averaged 65% of eligible law enforcement agencies reporting during the 2014 campaigns. However, these agencies represent approximately 80% of the population

In addition to the statewide mobilization efforts for “Click It or Ticket”, GHSP conducted a mini-mobilization during April 2015 that focused on 25 counties. 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, Durham, Forsyth, Gaston, Rockingham, Sampson, and Wayne) were included in this group. These counties accounted for over 54% of the unrestrained fatalities in North Carolina for 2013. GHSP paid particular attention to nighttime seat belt enforcement and shared information 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 injuries and fatalities in their county. During the two week “Click It or Ticket” 25-4-92 Campaign (April 20 – May 3) a total of 4,380 occupant restraint citations were written in the 25 counties. This represented a 36% decrease in the number of citations written during the 2014 “Click It or Ticket” - 25-4-92 campaign. An average of 130 agencies participated in the campaign each week with each agency reporting an average of 33 occupant restraint citations.

SUMMARY

Over the past decade, there has been a steady decrease in the number of unrestrained passenger vehicle occupant fatalities in North Carolina. Between 2012 and 2013, unrestrained passenger vehicle occupant fatalities decreased by 7.7%. There was a one fatality (0.3%) increase in unrestrained fatalities between 2012 and 2013.

The fatal plus serious injury rate, i.e., the percentage of drivers and occupants of passenger vehicles who were killed or seriously injured, has also been declining over the last ten years. Unlike the trend in the number of fatalities or serious injuries, the fatal plus serious injury rate is not affected by economic declines or improvements. The declines in the fatal plus serious injury rate suggests that increases in occupant restraint use rates during this time have produced the desired outcome of reducing fatalities and serious injuries.

Observed restraint use for drivers and front seat occupants in North Carolina currently stands at 90.6%. This is two percentage points higher than the June 2013 rate of 88.6%. North

Carolina's observed belt use rate has been and continues to be higher than the national average.

Both unrestrained fatalities and observed belt use paint a similar picture of the problem. Belt use is lower among males, those age 15 to 34, and occupants of pickup trucks. In addition, belt use is lower at nighttime, especially between the hours of 10 p.m. and 3 a.m. Five counties in North Carolina account for nearly 20% of the state's unrestrained fatalities (Robeson, Mecklenburg, Wake, Guilford, and Cumberland). Several smaller counties in the southeast part of the state also disproportionately account for a larger share of unrestrained fatalities.

We believe further reductions in unrestrained passenger vehicle fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working to decrease unrestrained passenger vehicle occupant fatalities in all seating positions 25 percent from the 2009-2013 average of 384 to 288 by December 31, 2016. In addition, GHSP's goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles two percentage points from the 2010-2014 average usage rate of 89.0 percent to 92.0 percent by December 31, 2016.

COUNTERMEASURES & FUNDING PRIORITIES

To address the problem areas described above and to meet North Carolina's goals for 2016, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 7th Edition of NHTSA's Countermeasures that Work (CMTW). CMTW is designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP is involved in an ongoing process to implement a comprehensive occupant protection program through a strategic plan developed by a statewide occupant protection task force. This strategic plan is based in part on the recommendations from the July 2013 NHTSA-facilitated occupant protection program assessment. The statewide campaigns, programs, and countermeasures that follow may change as needed in response to additional recommendations generated by the statewide Occupant Protection Task Force and working groups that have been established to address specific programs and target groups.

GHSP will focus law enforcement and media attention on the enforcement of seat belts during the times of day where most unrestrained fatalities occur and will require seat belt enforcement efforts by subgrantees to devote at least 50 percent of their enforcement efforts at night. Through support and refinement of the Vision Zero Analytics project, GHSP continues to facilitate the collection and sharing of data and county maps with agencies in occupant restraint focus counties that are either survey counties or overrepresented in unrestrained fatalities. Data shared with the counties will include the locations of these fatal crashes, the day of the week and the time of day they are occurring. Enforcement (citation) data for each county

Occupant Protection

is presented and correlated with unrestrained fatality rates. Collaborative meetings with our partners are used to focus enforcement efforts during campaigns and throughout the year. 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. GHSP is also continuing to fund light towers for a number of communities to aid in conducting nighttime seatbelt enforcement activities.

GHSP will review the 2015 observational seat belt use data in conjunction with fatality data to target counties needing additional attention similar to the “mini-mobilization” conducted in April, 2015. GHSP will receive survey usage data on an additional 10 counties in 2015. This information is used for establishing a baseline and to better identify trends in the high unrestrained fatality counties included in the 25 Occupant Protection Focus Counties.

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

MEDIA PLAN

GHSP will support all of the fore mentioned FY2016 occupant protection campaigns and seat belt mobilizations with earned and/or paid media to draw attention to each of the campaigns. North Carolina utilizes a variety of media modes to draw attention to the campaigns and the enforcement efforts in the state.

Campaign kickoff events are planned for all FY2016 campaigns, seeking earned media attention that will be gained from partnerships with NC DOT Communications Office, Safe Kids North Carolina, NC State Highway Patrol, local law enforcement, etc. Typically, the kickoff events will feature the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. At times GHSP will change the typical kickoff format to draw attention to a variety of occupant protection issues.

GHSP will continue partnerships with all major universities in the state. The messaging and enforcement will focus on the issue of students not buckling up when arriving/leaving college sporting events. GHSP will promote “Click It or Ticket” throughout the school year on campuses through targeted sports marketing and media campaigns.

GHSP also plans to continue the partnerships with the National Football League (NFL) Carolina Panthers, National Hockey League (NHL) Carolina Hurricanes, Charlotte Motor Speedway and the National Basketball Association (NBA) Charlotte Hornets to address seat belt use with their fan base. This will consist of venue signage visible to all fans in attendance, digital aspects, radio and potentially television.

GHSP also partners with eight of the nine minor league baseball clubs in the state to advertise the “Click It or Ticket” message. The messaging coincides with the May campaign, Child Passenger Safety week and Thanksgiving campaigns. Advertising at the ballparks includes but is not limited to outfield signage, program advertisements, digital aspects and radio.

As a pilot program, GHSP is continuing its partnership with Oak City 7, a downtown Raleigh concert series, with hopes to expand to all Live Nation concert venues in North Carolina during the next fiscal year. Fans not wearing their seat belts on the way to and from concerts is a concern and GHSP recognizes this is one key area we can reach our target audience.

Additional advertising will be done through our agency of record. Marketing and advertising efforts are becoming more progressive with the ability to micro-target our audience and utilize a variety of mediums to ensure “Click It or Ticket” the most effective use of messaging to date. Paid media will be utilized during enforcement periods and certain months when increased unbelted fatalities occur. In-house social media will also be used throughout the entire year with messaging targeting key demographics and areas.

FY2016 OCCUPANT PROTECTION PROJECTS

The following section outlines some of the projects that are currently approved by the review team and officially part of the original submission of the FY2016 North Carolina Highway Safety Plan to address occupant protection. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA’s Countermeasures that Work).

Agency:	Lumberton Police Department
Project Number:	154AL-16-12-13/M2HVE-16-13-05
Project Title:	Lumberton DWI Task Force
Project Description:	This is the second year of a continuation project to support a DWI/SB unit. Robeson County is ranked 4th for alcohol-related fatalities and 1st for unrestrained fatalities. The unit will deploy during the peak night time hours when impaired drivers are known to be on the road. Collaboration with other agencies and municipalities within Robeson County is key to the success of this project. Along with their enforcement efforts, the unit will also educate the public by going out into the community and speaking with civic groups, students and other citizens around the county. The unit aims to help decrease the number of alcohol-related and unrestrained fatalities by 40%.
CMTW:	Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Occupant Protection

Agency: Judicial Department - Conference of District Attorney's
Project Number: 154AL-16-12-21/OP-16-04-06
Project Title: Traffic Safety Resource Prosecutors
Project Description: This is an ongoing project with the Conference of District Attorney's. This project funds positions that provide highway safety related information, technical support and training to law enforcement, prosecutors, magistrates and judges. This is provided through individualized and joint training sessions as well as publications and technical support. In FY 15 the Conference of District Attorney's added five additional Traffic Safety Resource Prosecutors (TSRP). The additional TSRP's are assigned regionally and will provide technical assistance, train prosecutor's, law enforcement, judicial officials, and other allied officials in support of the counties where DWI Task Forces have been created.
CMTW: Chapter 3, Section 3.1, 3.2, 3.3, 3.4

Agency: Fayetteville Police Department
Project Number: 154AL-16-12-22/M2HVE-16-13-03
Project Title: Traffic Enforcement Program
Project Description: This is the second year of a project providing four additional officers for traffic enforcement in Fayetteville. Cumberland County is ranked 3rd in overall fatalities, 5th in alcohol-related fatalities and 6th in unrestrained fatalities. With a growing population due to the military presence these officers will be a major influence for the county as a whole.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Department of Public Safety - State Highway Patrol
Project Number: M2HVE-16-13-02
Project Title: "Click It or Ticket" Enforcement
Project Description: This is the third year of an ongoing project that will provide funding to the State Highway Patrol (SHP) for overtime "Click It or Ticket" enforcement. Decreasing the number of unrestrained fatalities and injuries is a top priority for the SHP. The seat belt usage rate in 2014 was 90.6% and the percentage of motor vehicle fatalities that are unrestrained is consistently around 44% from year to year. Using high visibility enforcement through the "Click It or Ticket" model is proven to be effective in getting motorists to wear their seat belts. The SHP will support the "Click It or Ticket" program with increased, sustained enforcement in the 25 Occupant Protection Focus Counties designated by the Governor's Highway Safety Program throughout the year. This project will conduct select waves of overtime enforcement during the May "Click It or Ticket" campaign and other periods.
CMTW: Chapter 2, Section 2.1, 2.2, 2.3

Agency: Governor's Highway Safety Program
Project Number: OP-16-04-01
Project Title: Occupant Protection Program Support
Project Description: This is an ongoing project to fund occupant restraint programs and events. The Governor's Highway Safety Program (GHSP) continues to plan and implement "Click It or Ticket" events and activities. GHSP will develop and update materials as needed to enhance the "Click It or Ticket" highway safety message. This project will support all Occupant Protection Task Force meetings and other occupant protection program events.
CMTW: NA

Agency: WNC Safe Kids
Project Number: OP-16-04-02
Project Title: Safe Transportation for All Children
Project Description: This is an ongoing continuation project with Western North Carolina Safe Kids (WNC Safe Kids) to provide leadership for the State to increase and maintain the base of CPS Technicians trained in Special Needs Transportation. WNC Safe Kids will continue to offer the "Transporting Children with Special Needs" CPS enrichment course 2-3 times per year in different regions of the state. Staff will attend several conferences including BuckleUpNC, Safe Kids NC, and Life Savers. Partnerships with law enforcement will continue to grow while participating in local "Click It or Ticket" enforcement activities. The project will educate tweens and teens through program objectives to become a safe passenger now, as well as in the future as drivers.
CMTW: Chapter 2, Section 7.2, 7.3

Agency: UNC - Highway Safety Research Center
Project Number: OP-16-04-03
Project Title: Continued Development of the BuckleUpNC Resource Center
Project Description: This is an ongoing project to continue to maintain and update the website: www.buckleupnc.org. This project will provide consumer information to the public through a toll free number, website, brochures and flyers. The project will provide program and technical assistance to child passenger safety advocates and administrators by keeping the curriculum current. The Highway Safety Research Center will support the North Carolina Occupant Protection Task Force and continue to collaborate with the Governor's Highway Safety Program and the Office of the State Fire Marshal on Occupant Protection issues.
CMTW: Chapter 2, Section 6.1, 6.2, 7.3

Occupant Protection

Agency: Research Triangle Institute
Project Number: OP-16-04-04
Project Title: North Carolina Seat Belt Survey
Project Description: This is an ongoing project to conduct the annual seat belt survey as required by NHTSA. When drivers and passengers wear seat belts, their risk of being seriously or fatally injured is dramatically reduced. The survey of seat belt use in North Carolina will help inform policy makers and law enforcement about the seat belt usage rates. This project provides funding for training, supplies and implementation of the survey.
CMTW: Chapter 2, Section 1

Agency: Department of Insurance - Office of State Fire Marshal
Project Number: OP-16-04-05
Project Title: Occupant Protection for the Family - CPS and More
Project Description: This is an ongoing project that will allow the office of State Fire Marshal/Safe Kids NC to continue 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 and occupant protection programs. This project will also continue to oversee the child passenger safety diversion program through partnerships with the Governor's Highway Safety Program, District Attorneys' Offices, child passenger safety programs and law enforcement.
CMTW: Chapter 2, Section 7.3

Agency: Cornelius Police Department
Project Number: M2HVE-16-13-04/M5HVE-16-15-01
Project Title: Cornelius Police Department Traffic Unit
Project Description: This is the initial year of a project with the Cornelius Police Department. Mecklenburg County is ranked 2nd for alcohol-related fatalities and 2nd for unrestrained fatalities. This project funds two traffic officers to expand the current three officer dedicated traffic team. The traffic team will work with the Charlotte-Mecklenburg Police Department DWI Task Force on special DWI enforcement campaigns.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Brunswick County Sheriff's Office
Project Number: M2HVE-16-13-07/M5HVE-16-15-03
Project Title: ACE Team 3
Project Description: This is the fifth year of a project for two DWI/SB Enforcement Deputies that are a part of a six deputy unit. The Brunswick County Sheriff's Office DWI/SB Enforcement Team will continue to deploy during the peak night time hours when impaired drivers are known to be on the road. In

conjunction with DWI enforcement, the deputies will also target unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours. Brunswick County currently ranks 12th in alcohol-related fatalities and 11th in unrestrained fatalities. The Sheriff's Office will continue to play a key role in coordinating multi-agency enforcement activities within the region. The unit aims to decrease the number of alcohol-related fatalities by 35% and unrestrained fatalities by 25% in Brunswick County.

CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency:	Brunswick County Sheriff's Office
Project Number:	M2HVE-16-13-10/M5HVE-16-15-05
Project Title:	DWI/SB Enforcement Unit
Project Description:	<p>This is the third year of a project for four DWI/SB Enforcement Deputies that are a part of a six deputy unit. The Brunswick County Sheriff's Office DWI/SB Enforcement Team will continue to deploy during the peak night time hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies will also target unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours. Brunswick County currently ranks 12th in alcohol-related fatalities and 11th in unrestrained fatalities. The Sheriff's Office will continue to play a key role in coordinating multi-agency enforcement activities within the region. The unit aims to decrease the number of alcohol-related fatalities by 35% and unrestrained fatalities by 25% in Brunswick County.</p> <p>CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3</p>

Police Traffic Services

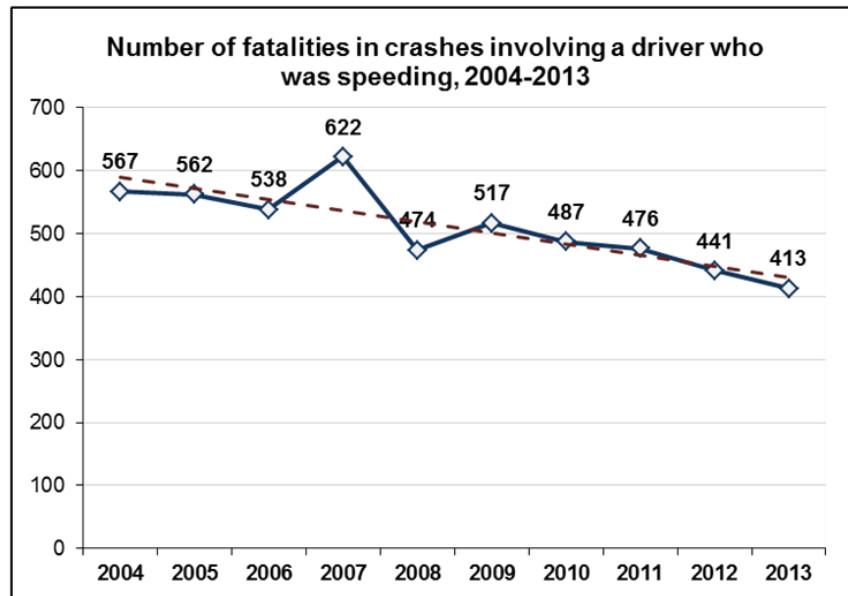
TARGET

- ❖ GHSP’s goal is to reduce speeding-related fatalities by 25 percent from the 2009-2013 average of 467 to 350 by December 31, 2016.

EVIDENCE CONSIDERED

Crashes, Deaths, and Injuries

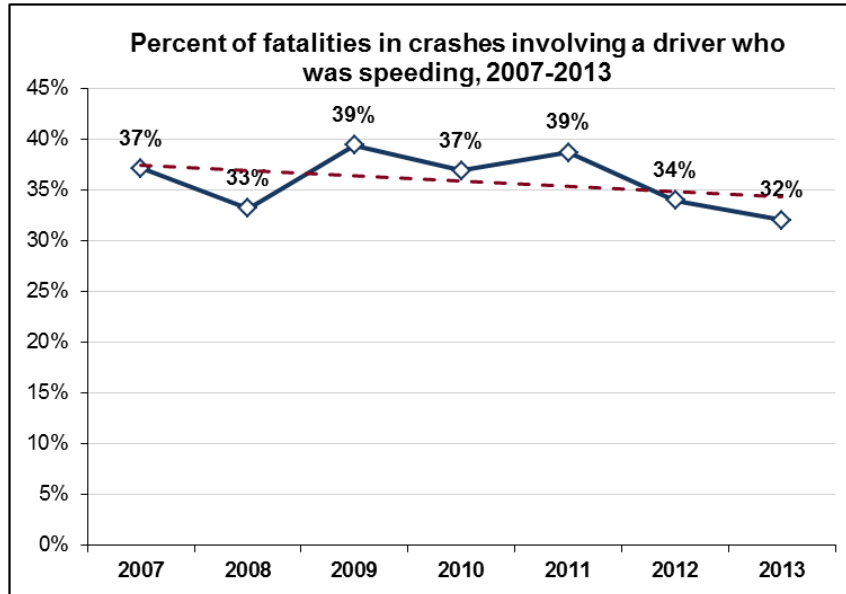
In 2013, 413 persons were killed in crashes in North Carolina involving a driver who was speeding. This is a 6% decrease from the 476 speed-related fatalities in 2012. As shown in the figure below, speed-related fatalities in North Carolina have declined steadily over the past decade. Speed-related fatalities are at their lowest level in more than 10 years.



Source: FARS 2004 - 2013

Based on the current trend, North Carolina will experience approximately 380 speed-related driving fatalities in 2016. The GHSP believes that number can be further reduced through a combination of enforcement and educational programs. Hence, we have set a target that reduces speed-related driving fatalities by 25 percent, to 350 fatalities by 2016.

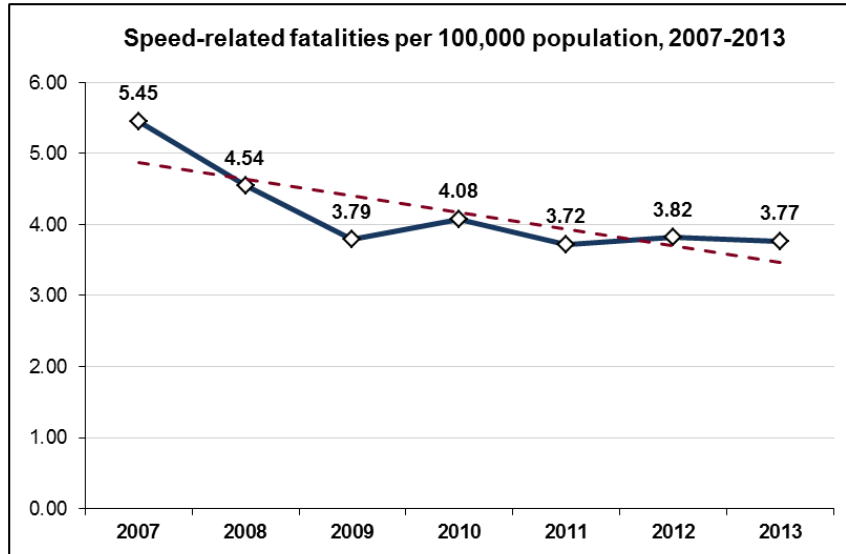
As shown in the figure below, the percent of fatalities involving a driver who was speeding has declined much more slowly than the total number of fatalities. During 2013, 32% of fatalities were speed-related, down slightly from 34% of fatalities in 2012.



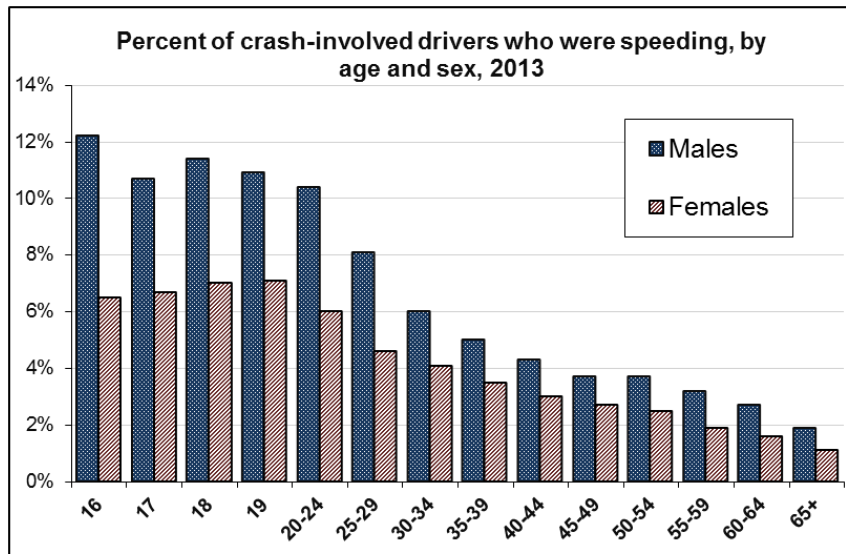
Source: FARS 2007 - 2013

As mentioned previously, North Carolina's population has grown considerably during the last decade. Consequently, it is important to consider fatality rates per capita. The first figure on the following page shows speed-related driving fatalities per 100,000 population in North Carolina from 2007 through 2013. The overall trend shows a decline in speed-related fatalities per capita. However, there has been little change in the fatality rate during the last three years.

Speed is less often involved in non-fatal crashes. Among all drivers in crashes in North Carolina during 2013, 4.8% were speeding (compared to 4.2% in 2012). Male drivers were noticeably more likely to be involved in a speed-related crash than female drivers. Among crash-involved drivers in 2013, 5.7% of males were speeding compared to 3.7% of females. Speeding also varies by the age of the driver. As shown in the second figure on the following page, speed involvement in crashes tends to be highest among the youngest drivers and gradually decreases with age.

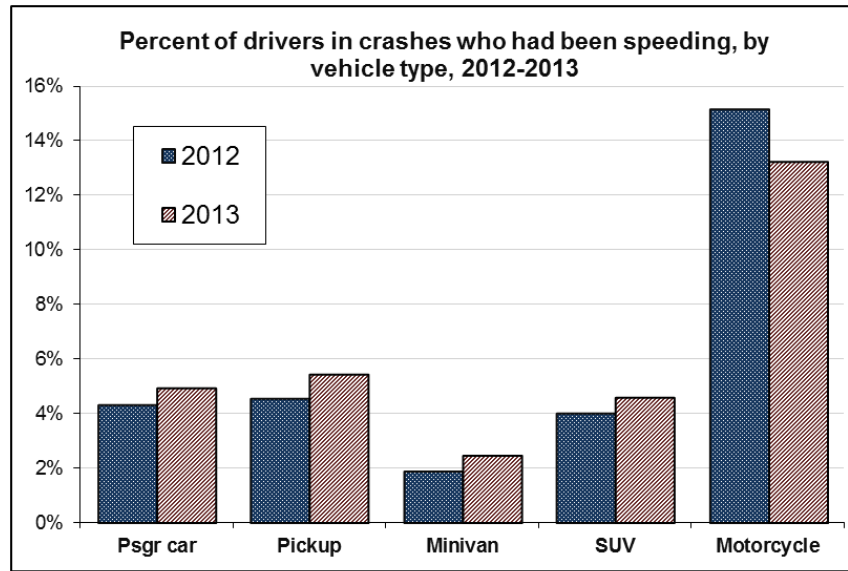


Source: FARS 2007 - 2013



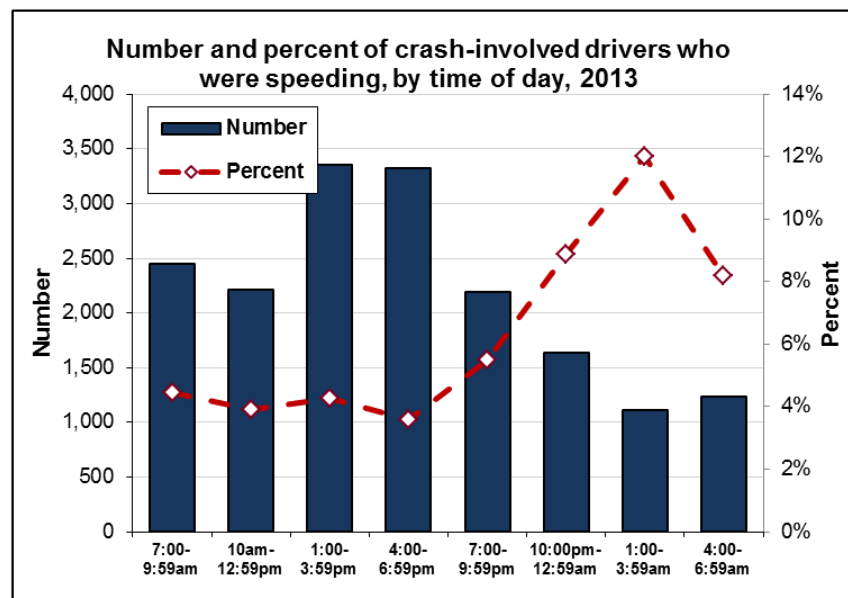
Source: NC Motor Vehicle Crash Data 2013

Speeding is also substantially more common in rural crashes than urban crashes. During 2013, 8.4% of drivers in crashes on rural roads were speeding, compared to 2.6% of drivers who crashed on urban roads. As shown in the figure below, speeding is also quite frequent among crash-involved motorcycle riders. During 2013, 15.2% of crash-involved motorcycle riders were speeding. This is substantially higher than the frequency of speeding for drivers of other types of vehicles. On a more positive note, the frequency of speeding in motorcycle crashes dropped somewhat in 2013 compared with 2012.



Source: NC Motor Vehicle Crash Data 2012-2013

The figure below shows the number and percent of drivers in crashes who were speeding by time of day. The number of crash-involved drivers who were speeding is highest in the afternoon, especially during the hours of 4:00-6:59pm (i.e., rush hour). However, the percent of crash-involved drivers who were speeding is highest late at night, peaking between 1:00 and 3:59 a.m. In other words, the majority of speed-related crashes occur during the day when there are more drivers on the roadway, but crashes occurring late at night are more likely than daytime crashes to involve speeding.



Source: NC Motor Vehicle Crash Data 2013

North Carolina has 100 counties. The table on the next page shows the 39 counties with the most fatalities in crashes involving a driver who was speeding for the years 2009 to 2013. Wake County had the highest number of speed-involved fatalities during this period, followed by Mecklenburg, Guilford, Cumberland and Robeson counties. These five counties are among the largest in North Carolina, and include many of the most populous cities. In total, the 39 counties listed in the table account for 72% of all speed-related fatalities in North Carolina from 2009 to 2013.

The table also shows fatalities per 10,000 population. When looking at speed-related fatalities per capita, the counties that stand out include Columbus (1.52), Robeson (1.12), Sampson (0.90), McDowell (0.88), Halifax (0.86), Surry (0.82), Wilkes (0.80) and Nash (0.78). These counties are well above the overall NC per capita rate of 0.45. Several of the counties with high rates of fatalities per capita are located in the eastern part of the state along the I-95 corridor.

Fatalities in Crashes Involving a Driver Who Was Speeding, 2009-2013			
County	Fatalities in speed-related crashes	Fatalities per 10,000 population	% of all speed-involved fatalities
Wake	128	0.27	5.83%
Mecklenburg	108	0.22	4.92%
Guilford	87	0.34	3.96%
Cumberland	77	0.46	3.51%
Robeson	75	1.12	3.42%
Johnston	56	0.63	2.55%
Forsyth	53	0.29	2.41%
Onslow	45	0.46	2.05%
Buncombe	44	0.35	2.00%
Columbus	44	1.52	2.00%
Durham	44	0.31	2.00%
Harnett	42	0.68	1.91%
Randolph	42	0.59	1.91%
Gaston	37	0.35	1.69%
Nash	37	0.78	1.69%
Catawba	35	0.45	1.59%
Iredell	35	0.42	1.59%
Wayne	34	0.54	1.55%
Davidson	33	0.40	1.50%
Rowan	33	0.48	1.50%
Union	33	0.31	1.50%
Cabarrus	32	0.34	1.46%
Orange	32	0.46	1.46%
Pitt	32	0.37	1.46%
Brunswick	31	0.54	1.41%
Craven	31	0.59	1.41%
Surry	30	0.82	1.37%

Fatalities in Crashes Involving a Driver Who Was Speeding, 2009-2013			
County	Fatalities in speed-related crashes	Fatalities per 10,000 population	% of all speed-involved fatalities
Sampson	29	0.90	1.32%
Wilkes	28	0.80	1.28%
Alamance	26	0.34	1.18%
Caldwell	25	0.61	1.14%
Cleveland	24	0.49	1.09%
Halifax	23	0.86	1.05%
Rockingham	22	0.48	1.00%
Henderson	21	0.38	0.96%
Moore	21	0.46	0.96%
Granville	20	0.69	0.91%
McDowell	20	0.88	0.91%
New Hanover	20	0.19	0.91%

Source: North Carolina Crash Data, 2009-2013

STATEWIDE CAMPAIGNS/PROGRAMS

Enforcement Activities

During 2014, law enforcement agencies in North Carolina conducted seven enhanced enforcement campaigns such as Booze It & Lose It and Click It or Ticket. During these campaigns, 52,346 checkpoints and saturation patrols were conducted resulting in 124,996 speeding citations. This is similar to the 131,603 speeding citations issued during enhanced enforcement periods in 2012. The 2013 campaigns also resulted in 29,714 citations for DWLR, 886 GDL violations, 1,902 work zone violations, and 157,604 citations for other traffic violations.

SUMMARY

The number of fatalities in crashes involving a driver who was speeding has steadily decreased in North Carolina. In 2013, there was a 6% drop in speeding-related fatalities compared to 2012. Nonetheless, speeding is still a factor in one-third (32%) of all motor vehicle fatalities in the state. Speed involvement in crashes is highest among males, young drivers, motorcycle riders, and drivers on rural roadways. Speed also plays a factor in a large percentage of nighttime crashes. The counties that account for the most speed-involved fatalities are Wake, Mecklenburg, Guilford, Cumberland and Robeson counties.

GHSP believes further reductions in speed-related crashes and fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing speed-related fatalities 25% by 2016.

COUNTERMEASURES AND FUNDING PRIORITIES

To address the problem areas described above and to meet North Carolina's goals for 2016, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 7th Edition of NHTSA's Countermeasures that Work (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP will continue to focus law enforcement and media attention on the enforcement of speeding. Through support and refinement of the Vision Zero Analytics project, GHSP continues to facilitate the collection and sharing of data and county maps with agencies in the top 20-25 counties that are overrepresented in speeding fatalities according to the FY2016 Highway Safety Plan. This information will include the locations of these crashes, day of week, and time of day they are occurring. Enforcement (citation) data for each county will also be presented. GHSP's collaboration with our partners is intended to assist in targeting enforcement efforts during campaigns and throughout the year. 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.

MEDIA PLAN

GHSP will support the FY2016 speed enforcement crackdown effort with earned media to draw attention to the campaign. North Carolina utilizes a variety of media modes to raise awareness for enforcement efforts in the state.

Campaign kickoff events will be planned for all FY2016 campaigns, seeking earned media attention that will be gained from partnerships with NC DOT Communications Office, State Highway Patrol, local law enforcement, Conference of District Attorneys, etc. Typically, the kickoff events will feature the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. At times GHSP will change the typical kickoff format to draw attention to a variety of speed-related issues.

GHSP will continue to explore the use of technologies, such as variable message signs or boards, and social media sights such as Facebook and Twitter, to spread the word on the enforcement crackdown. GHSP will rely on the NC DOT Communications Office to assist in this effort.

FY2016 POLICE TRAFFIC SERVICES PROJECTS

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2016 North Carolina Highway Safety Plan to address speeding, aggressive driving, and other traffic safety problems. A complete listing of

projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency: Governor's Highway Safety Program
Project Number: PT-16-06-01
Project Title: Points System Equipment
Project Description: This is an ongoing project to fund an incentive program for traffic safety equipment. The Governor's Highway Safety Program (GHSP) conducts various enforcement efforts throughout the year including several "Booze It & Lose It" and "Click It or Ticket" campaigns. GHSP encourages law enforcement agencies to participate and report their citation totals via online reporting on a weekly basis during each campaign as well as at other times during the year. Agencies are awarded points for participation and reporting as an incentive. These points are later redeemed for highway safety equipment. This project funds the cost of the equipment.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Asheville Police Department
Project Number: PT-16-06-02
Project Title: Region 10 LEL
Project Description: This is an ongoing project for the Region 10 LEL. The Regional LEL will continue to encourage County Coordinators within Region 10 to continue highway safety campaigns and other traffic related initiatives. The LEL will continue promoting highway safety within this region and work with agencies to maintain the seatbelt usage above 90%.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: New Hanover County Sheriff's Office
Project Number: PT-16-06-03
Project Title: Region 3 LEL
Project Description: This is an ongoing project for the Region 3 LEL. The Regional LEL will continue to encourage County Coordinators within Region 3 to continue highway safety campaigns and other traffic related initiatives. The LEL will continue promoting highway safety within this region and work with agencies to maintain the seatbelt usage above 90%.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Rockingham Police Department
Project Number: PT-16-06-04
Project Title: Region 6 LEL
Project Description: This is an ongoing project for the Region 6 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 6 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL will continue promoting highway safety within this region and work with agencies to maintain the seatbelt usage above 90%.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Marion Police Department
Project Number: PT-16-06-05
Project Title: Region 9 LEL
Project Description: This is an ongoing project for the Region 9 LEL. The Regional LEL will continue to encourage County Coordinators within Region 9 to continue highway safety campaigns and other traffic related initiatives. The LEL will continue promoting highway safety within this region and work with agencies to maintain the seatbelt usage above 90%.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Charlotte-Mecklenburg Police Department
Project Number: PT-16-06-06
Project Title: Region 8 LEL
Project Description: This is an ongoing project for the Region 8 LEL. The Regional LEL will continue to encourage County Coordinators within Region 8 to continue highway safety campaigns and other traffic related initiatives. The LEL will continue promoting highway safety within this region and work with agencies to maintain the seatbelt usage above 90%.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Ayden Police Department
Project Number: PT-16-06-07
Project Title: Region 2 LEL
Project Description: This is an ongoing project for the Region 2 LEL. The Regional LEL will continue to encourage County Coordinators within Region 2 to continue highway safety campaigns and other traffic related initiatives. The LEL will continue promoting highway safety within this region and work with agencies to maintain the seatbelt usage above 90%.

CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Kitty Hawk Police Department

Project Number: PT-16-06-08

Project Title: Region 1 LEL

Project Description: This is an ongoing project for the Region 1 LEL. The Regional LEL will continue to encourage County Coordinators within Region 1 to continue highway safety campaigns and other traffic related initiatives. The LEL will continue promoting highway safety within this region and work with agencies to maintain the seatbelt usage above 90%.

CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Jackson County Sheriff's Office

Project Number: PT-16-06-09

Project Title: Region 11 LEL

Project Description: This is an ongoing project for the Region 11 LEL. The Regional LEL will continue to encourage County Coordinators within Region 11 to continue highway safety campaigns and other traffic related initiatives. The LEL will continue promoting highway safety within this region and work with agencies to maintain the seatbelt usage above 90%.

CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Guilford County Sheriff's Office

Project Number: PT-16-06-10

Project Title: Region 7 LEL

Project Description: This is an ongoing project for the Region 7 LEL. The Regional LEL will continue to encourage County Coordinators within Region 7 to continue highway safety campaigns and other traffic related initiatives. The LEL will continue promoting highway safety within this region and work with agencies to maintain the seatbelt usage above 90%.

CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Morrisville Police Department

Project Number: PT-16-06-11

Project Title: Region 5 LEL

Project Description: This is an ongoing project for the Region 5 LEL. The Regional LEL will continue to encourage County Coordinators within Region 5 to continue highway safety campaigns and other traffic related initiatives. The LEL will

continue promoting highway safety within this region and work with agencies to maintain the seatbelt usage above 90%.

CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Tarboro Police Department

Project Number: PT-16-06-12

Project Title: Region 4 LEL

Project Description: This is an ongoing project for the Region 4 LEL. The Regional LEL will continue to encourage County Coordinators within Region 4 to continue highway safety campaigns and other traffic related initiatives. The LEL will continue promoting highway safety within this region and work with agencies to maintain the seatbelt usage above 90%.

CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Holly Springs Police Department

Project Number: PT-16-06-14

Project Title: Holly Springs Traffic Safety Team

Project Description: This is the second year of a project for a two officer traffic enforcement team with the Holly Springs Police Department. Wake County is ranked 1st in overall fatalities. This project will conduct targeted enforcement by increasing patrols in high traffic areas, conduct day and nighttime seatbelt initiatives, host and participate in DWI checking stations, and conduct education outreach in the community. Holly Springs Police Department aims to reduce the number of vehicle crashes by 5% from the 2014 calendar year total of 451 to 428 in calendar year 2016.

CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Dunn Police Department

Project Number: PT-16-06-15

Project Title: Traffic Enforcement and Collision Investigation Detail

Project Description: This is the initial year of a project creating a traffic unit with two officers with the Dunn Police Department. Harnett County is ranked 14th in overall fatalities. The Traffic Enforcement Team will conduct targeted enforcement in high crash locations during peak hours. In addition to enforcement efforts, they will conduct education and outreach in the community to increase awareness of traffic safety issues, including seatbelt use and speed. The unit aims to reduce the traffic related injuries by 10% from the 2012-2014 calendar year average of 125 to 112 injuries during the fiscal year of October 1, 2015 to September 30, 2016.

CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Morganton Public Safety
Project Number: PT-16-06-16
Project Title: Morganton Public Safety Traffic Unit
Project Description: This is the third year of funding providing two full-time traffic officers for the Morganton Department of Public Safety. Burke County ranks 25th in speed-related crashes and 29th in alcohol-related serious injuries. The traffic unit participates in multi-agency checkpoints in conjunction with the Asheville/Buncombe DWI Task Force. The department will continue enforcement efforts along with conducting public education concerning traffic safety. This project also includes out-of-state travel funds to send the DRE certified Traffic Officer to the DRE National Conference. The DRE certified Traffic Officer on the unit was named DRE of the year in North Carolina.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Onslow Sheriff's Department
Project Number: PT-16-06-17
Project Title: Speed Measuring Devices for Onslow County
Project Description: This is a one time project to supply the Onslow County Sheriff's Office with radar units. Onslow County ranks 11th in both overall fatalities and speed-related fatalities. Historically the Onslow Sheriff's Office has not been involved in traffic enforcement. With the election of Sheriff Miller, he and his command staff have directed the department to become more proactive in enforcing the traffic laws throughout the county. The department has established a two Deputy traffic team with local funds to focus on traffic enforcement and education activities. This project will also coordinate with local media and conduct multi-agency enforcement initiatives.
CMTW: Chapter 3, Section 2.2, 2.3

Agency: NC Sheriff's Association
Project Number: PT-16-06-18
Project Title: Legislative Update Training
Project Description: This is an ongoing project that provides training for all sheriff's. During each session of the North Carolina General Assembly, a large number of laws are passed, changed or amended that have a direct impact on the ability of law enforcement officers to perform their duties. Many of these changes are related to motor vehicle laws. This project provides training to law enforcement assisting them in the interpretation of the

law. With the growing highway safety issues, it is important to provide information on statutory changes to law enforcement officers.

CMTW: NA

Agency: Biscoe Police Department
Project Number: PT-16-06-19
Project Title: Biscoe Traffic Officer
Project Description: This is the third year of a project providing one full-time traffic officer with the Biscoe Police Department. Montgomery County is ranked 65th in speed related fatalities. Biscoe has experienced a speeding issue due to the major highways running through town. This officer will concentrate on speeding issues and occupant protection issues and is the primary effort within the county addressing highway safety.
CMTW: Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Waxhaw Police Department
Project Number: PT-16-06-20
Project Title: Heightened Enforcement of Aggressive Traffic (HEAT)
Project Description: This is the second year of a project with the Waxhaw Police Department for traffic safety. Union County is ranked 16th for alcohol-related fatalities and 20th for unrestrained fatalities. This project provides funding for one officer. The goal of the project is to reduce teen, alcohol-related and unrestrained traffic crashes and injuries through enforcement and education efforts. Enforcement efforts will target these drivers by conducting seat belt initiatives and by holding checking stations during the day and nighttime.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 6, Section 4.1

Agency: Richlands Police Department
Project Number: PT-16-06-21
Project Title: Traffic Enforcement Officer
Project Description: This is the third year of a project for a traffic officer. Onslow County ranks 8th in alcohol-related fatalities and 15th in unrestrained fatalities. The Richlands Police Department will continue to address seat belt non-compliance, DWI violations with the goal of reducing traffic crashes and preventing further traffic fatalities. This project aims at increasing the seat belt usage rate in Onslow County from 89.3% in 2014 to 92% by increasing the number of seat belt citations written and by conducting seat belt enforcement initiatives monthly.
CMTW: Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Police Traffic Services

Agency: Albemarle Police Department
Project Number: PT-16-06-22
Project Title: Albemarle Project Safe Roads
Project Description: This is the third year of a project to increase the traffic unit by one officer to address speeding, seatbelts, child restraints and impaired driving. Stanly County ranks 56th in alcohol-related fatalities, 51st in unrestrained fatalities and 28th in alcohol related serious injury. Albemarle is the largest municipality in the county and the addition of this officer continues to impact the overall county ranking.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Leland Police Department
Project Number: PT-16-06-23
Project Title: Traffic Enforcement Officers
Project Description: This is the third year of a project to provide funding for two traffic officers. Brunswick County currently ranks 12th in alcohol-related fatalities and 11th in unrestrained fatalities. A decrease in unrestrained fatalities, alcohol-related fatalities and alcohol-related crashes in Brunswick County are goals for this project. The unit will also work along with the Brunswick County Sheriff's Office and other agencies conducting checking stations and seat belt initiatives.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Department of Justice - Justice Academy
Project Number: PT-16-06-24
Project Title: Equipping Highway Safety Officers With Knowledge
Project Description: This is an ongoing project with the North Carolina Department of Justice/North Carolina Justice Academy. This project provides training to law enforcement officers statewide for crash investigation and radar instructor certification. The Justice Academy will deliver multiple courses taught by the instructional staff of nationally recognized training facilities that will provide a highly advanced level of training. The Justice Academy's goal is to seek out experts in the crash investigation and radar instruction fields to supplement the training programs offered to law enforcement officers.
CMTW: Chapter 3, Section 2.2, 2.3

Agency: Tabor City Police Department
Project Number: PT-16-06-25
Project Title: Tabor City Traffic Safety Unit
Project Description: This is the second year of a personnel project that will continue to fund a dedicated traffic enforcement officer. The Tabor City Police Department

will team with other agencies in Columbus County in enforcement and education activities. Columbus County currently ranks 13th in overall fatalities, 14th in alcohol-related fatalities and 9th in unrestrained fatalities. Through this project, enforcement efforts will greatly increase in Tabor City and throughout Columbus County. This project will raise the seat belt usage rate in Columbus County while reduced traffic fatalities by 20%.

CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3

- Agency:** UNC - Highway Safety Research Center
- Project Number:** SA-16-09-06
- Project Title:** GHSP Points System Maintenance
- Project Description:** This is a second year project for the upgrade and continued maintenance of the Governor's Highway Safety Program web-based points system. This project funds development of the automated points redemption process and automated report summaries. Also funded are additional modifications to the program as needed and housing the points system database.
- CMTW:** Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Young Drivers

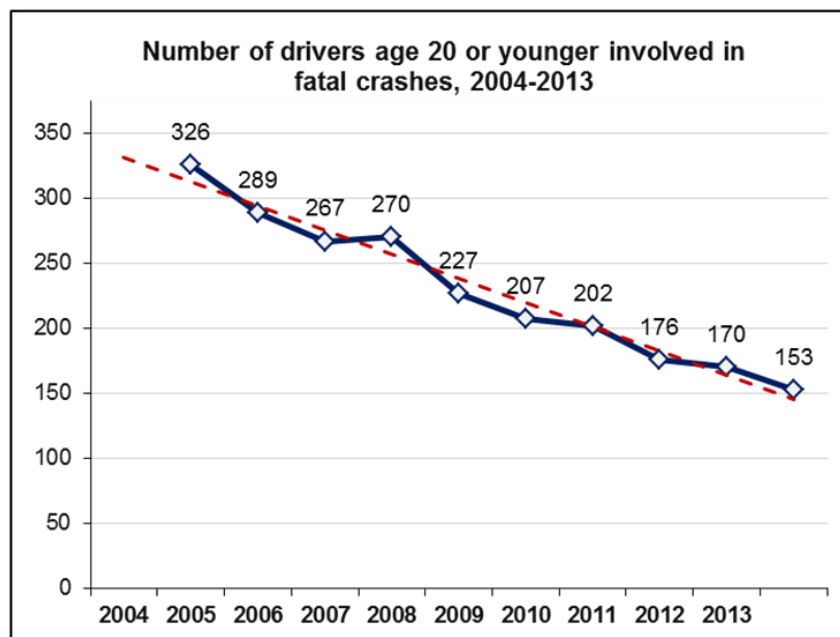
TARGET

- ❖ GHSP’s goal is to decrease drivers age 20 or younger involved in fatal crashes 25 percent from the 2009-2013 average of 182 to 137 by December 31, 2016.

EVIDENCE CONSIDERED

Crashes, Deaths, and Injuries

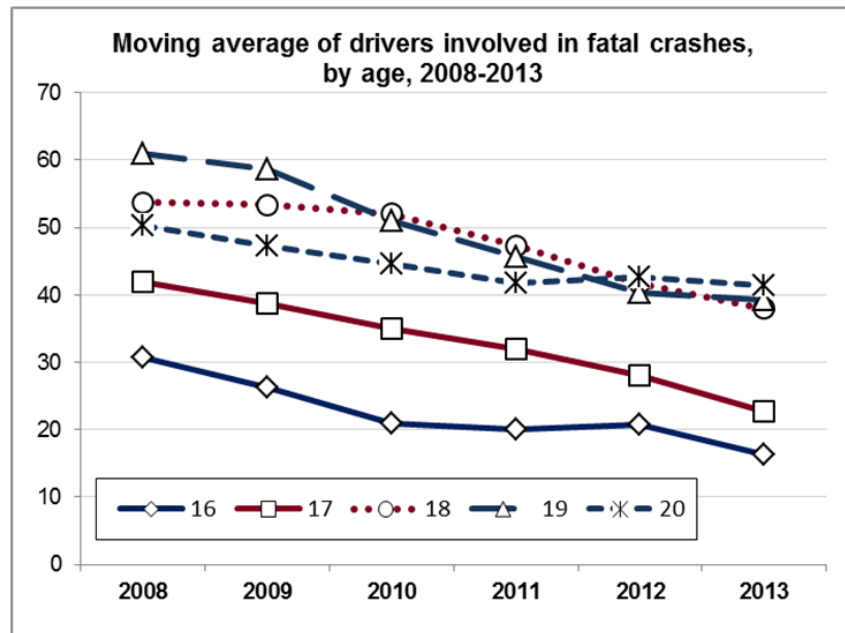
Motor vehicle crashes are the leading cause of death among young people in North Carolina. During 2013, 153 drivers 20 years of age or younger were involved in a fatal crash, a decrease of 10% from 2012. The figure below shows the number of young drivers involved in fatal crashes in North Carolina from 2004 to 2013. As illustrated, North Carolina has seen substantial reductions in fatal crashes involving young drivers. From 2004 to 2013, fatal crashes dropped by 53%.



Source: FARS 2004 – 2013

Young Drivers

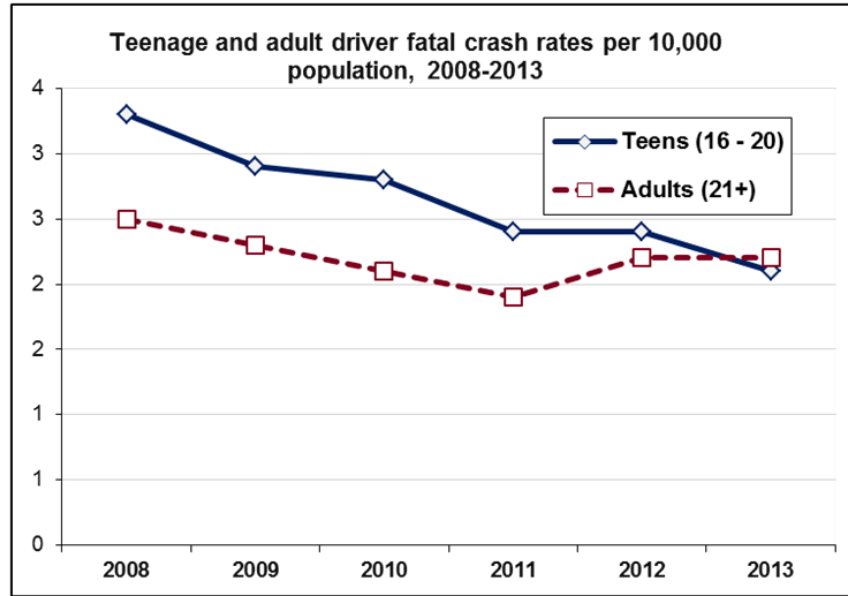
Involvement in fatal crashes has decreased for young drivers of all ages. The figure below shows the moving average of drivers in fatal crashes, separately for ages 16 through 20. Moving averages were used to smooth out the yearly fluctuations in fatalities for each individual age. Generally, 16-year-old drivers experience fewer fatal crashes than their older counterparts. Drivers age 17 have slightly higher involvements in fatal crashes, while involvement is higher still for ages 18 to 20. This is not surprising, since many 16 year-olds (and some 17 year-olds) do not have a license, and younger teens drive fewer miles, on average, than older teens.



Source: FARS 2008 – 2013

North Carolina's population has grown dramatically during the past decade. Consequently, it is important to examine crash involvements per capita in addition to simple counts. The figure below shows fatal crash rates per 10,000 population for young drivers and adult drivers. For young drivers, the fatal crash involvement rate per 10,000 population declined 57% from 2008 to 2013. A similar downward trend is also evident among adult drivers. However, among adult drivers the fatal crash involvement rate per 10,000 population increased 16% from 2011 to 2012 and has stayed level during 2013.

Despite the reduction in young driver fatal crashes in recent years, young drivers in North Carolina continue to be over-represented in crashes and fatalities. In 2013, 16 to 20-year-olds comprised 7% of the population in North Carolina, yet they accounted for 13% of all crashes and eight percent of fatal crashes.



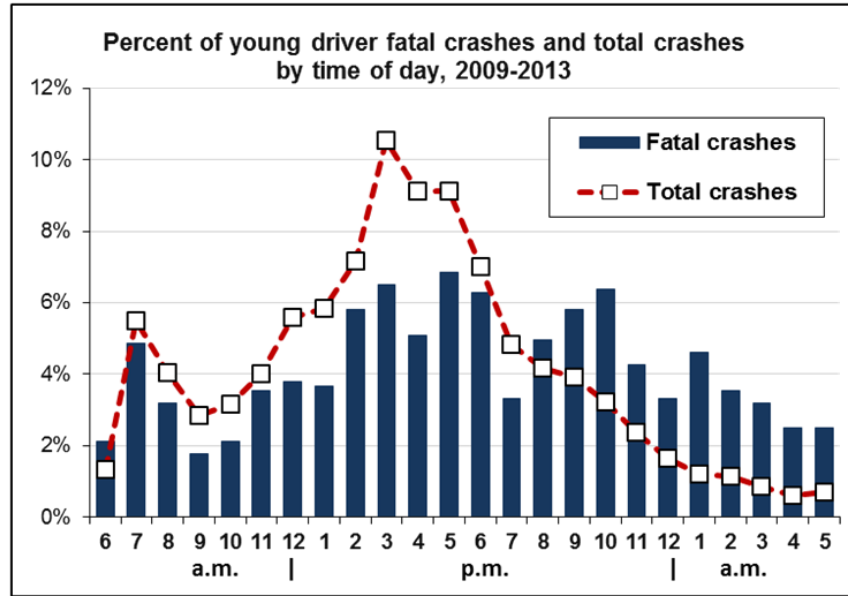
Source: FARS 2008 – 2013 and U.S. Census Bureau

During 2013, young drivers 16 to 20 years old were involved in 46,267 crashes in North Carolina. Consistent with previous years, males (53%) accounted for a somewhat greater proportion of crashes than females (47%). In addition, more young driver crashes occurred on urban roads (58%) than rural roads (42%).

Young driver crashes also vary by time of day. The figure below shows the time of day of fatal crashes and total crashes from 2009 to 2013. When looking at total crashes (the line in the figure), there are distinct peaks near 7 a.m. and 3 p.m. This coincides with times when teens are driving to and from school. Young driver crashes drop off in the evening, and are very low late at night. By comparison, fatal crashes occur at all times of the day, including evening and late at night.

The table on the next page lists the counties with the highest numbers of young drivers involved in fatal crashes from 2009 to 2013. Wake County had the most fatal crashes (58), followed by Mecklenburg County (45), Cumberland County (33), Guilford County (33), and Robeson County (32). In total, the 40 counties listed in the table account for 78% of all young drivers involved in fatal crashes in North Carolina from 2009 to 2013. The counties near the top of the table are generally those with the largest populations. When looking at the rate of young driver fatal crashes per 10,000 population, the counties which stand out are Columbus (9.03), Brunswick (7.78), Bladen (6.20), Beaufort (5.69), and Robeson(5.67).

Young Drivers



Source: NC DOT Motor Vehicle Crash Data, 2009 - 2013

Young drivers involved in fatal crashes, 2009-2013			
County	Young drivers involved in fatal crashes	Rate per 10,000 population	% of all 16-20 involved in fatal crashes
Wake	58	1.83	6.61%
Mecklenburg	45	1.49	5.13%
Cumberland	33	2.60	3.76%
Guilford	33	1.67	3.76%
Robeson	32	5.67	3.65%
Johnston	26	4.55	2.96%
Buncombe	22	3.07	2.51%
Union	22	2.95	2.51%
Brunswick	21	7.78	2.39%
Harnett	20	4.49	2.28%
Forsyth	19	1.53	2.17%
Columbus	17	9.03	1.94%
Durham	17	1.72	1.94%
Nash	17	5.25	1.94%
Pitt	17	1.84	1.94%
Rowan	17	3.52	1.94%
Davidson	16	3.05	1.82%
Onslow	16	1.68	1.82%
Wayne	16	3.74	1.82%
Iredell	15	2.67	1.71%
Catawba	14	2.68	1.60%
Orange	14	1.78	1.60%

Young drivers involved in fatal crashes, 2009-2013

County	Young drivers involved in fatal crashes	Rate per 10,000 population	% of all 16-20 involved in fatal crashes
Cabarrus	13	2.08	1.48%
Rockingham	13	4.46	1.48%
Gaston	12	1.72	1.37%
Randolph	12	2.48	1.37%
Lee	11	5.59	1.25%
Alamance	10	1.70	1.14%
Rutherford	10	4.60	1.14%
Sampson	10	4.48	1.14%
Surry	10	4.00	1.14%
Wilkes	10	4.82	1.14%
Edgecombe	9	4.49	1.03%
Henderson	9	3.29	1.03%
Beaufort	8	5.69	0.91%
Cleveland	8	2.16	0.91%
Craven	8	2.19	0.91%
Duplin	8	4.17	0.91%
Richmond	8	4.49	0.91%
Bladen	7	6.20	0.80%

STATEWIDE CAMPAIGNS/PROGRAMS

As mentioned in the Occupant Protection Chapter, young occupants who are fatally injured are less likely to be restrained. To address this problem, the Governor’s Highway Safety Program developed “Click It or Ticket, Securing Your Future” to encourage safety belt use among teenage drivers. Click It or Ticket, Securing Your Future began in 53 high schools in 16 counties in the fall of 2005. The program requires drivers and passengers at participating schools to buckle their seat belts before leaving school property or risk losing on campus parking privileges. Participating schools are provided exit signs, a citation booklet, brochures that have parent/student agreements, and promotional items to use as incentives for students who are buckled. Students from 325 high schools in over 97 counties participated in “Click It or Ticket, Securing Your Future” in 2014. The program is currently being revamped and reestablished in schools across North Carolina.

Other North Carolina programs that have received support from GHSP include Cinema Drive, StreetSafe and VIP for a VIP. Cinema Drive targets high school students and features distinctive multimedia segments focusing on critical driving and human factors. 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. VIP for a VIP (Vehicle Injury Prevention for a Very Important Person) 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.

It should be noted that several other initiatives, such as “Booze It & Lose It”, “Obey the Sign or Pay the Sign”, and “Click It or Ticket” encompass young drivers as part of the overall driving population. These are discussed in detail elsewhere in the Highway Safety Plan.

SUMMARY

North Carolina has seen a substantial reduction in fatal crashes involving young drivers over the past decade. Between 2004 and 2013, fatal crashes decreased by 53%, with a drop of 10% in 2013 alone. These decreases have been evident for young drivers of all ages, and have also been observed when taking population changes into account.

Despite these improvements, motor vehicle crashes continue to be the leading cause of death among young people in North Carolina. The counties that account for the highest number of young drivers involved in fatal crashes are Wake, Mecklenburg, Cumberland, Guilford and Robeson counties. Columbus County is particularly noteworthy in having both a high number of young drivers involved in fatal crashes and a high rate per capita.

We believe further reductions in the number of young drivers involved in fatal crashes are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing the number of young drivers involved in fatal crashes 25% by December, 31 2016.

COUNTERMEASURES AND FUNDING PRIORITIES

To address the problem areas described above and to meet North Carolina’s goals for 2016, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 7th Edition of NHTSA’s Countermeasures that Work (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP is committed to exploring and evaluating innovative approaches to training young drivers and offering evidence based resources and technical assistance to key stakeholders in North Carolina interested in improving young driver safety.

During FY2013, the GHSP funded the UNC Highway Safety Research Center (HSRC) to begin a formal evaluation of the StreetSafe program. Questionnaires were administered to hundreds of participants at StreetSafe sessions across the state to measure short-term changes in participants' knowledge, beliefs and behaviors. In FY2014, the UNC Highway Safety Research Center (HSRC) began a randomized control trial to examine and to measure long-term behavioral outcomes of StreetSafe participants. The evaluation will be completed in FY2016.

GHSP will continue to fund the North Carolina Teen Driver Resource Center (NCTDRC). The NCTDRC is an information resource center for five community sectors that can play a central role in improving young driver safety in North Carolina: law enforcement, state agencies, community organizations, parents of teenage drivers, and policy-makers.

MEDIA PLAN

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

GHSP is also working to expand its social media presence on Facebook, Twitter and other platforms that are popular among teen drivers. Having a presence on various social media sites allows GHSP to communicate with teen drivers directly and target our messaging to them.

FY2016 YOUNG DRIVER PROJECTS

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2016 North Carolina Highway Safety Plan to address young driver safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency:	Alcoholic Beverage Control Commission
Project Number:	154AL-16-12-25
Project Title:	Fake Identification Data and Outreach Program
Project Description:	This is the second year of a project providing funding for a fraudulent ID position. The goal of the project is to decrease the frequency of underage drinking. The project evaluates the current process to track underage alcohol-related fraudulent identification data. The project will collect data from supporting agencies in the state, i.e., Division of Motor

Vehicles, Bureau of Licensing and Theft, etc. This data will help determine the best way to track false identifications and to prevent the use of fake identifications used by minors to purchase alcohol.

CMTW: Chapter 6, Section 4.1

Agency: Governor's Highway Safety Program
Project Number: AL-16-02-04/OP-16-04-08
Project Title: Youth and Teen Highway Safety Outreach Activities
Project Description: This is the first year of a project for GHSP youth- and teen-focused initiatives. This project includes establishing a teen advisory council, redevelopment of the "Click It or Ticket: Securing Your Future" program, and development of tween and teen focused highway safety messaging. GHSP aims to reduce young driver-involved fatal crashes by 30% from the 2008-2012 average of 196 to 137 by 2020.
CMTW: Chapter 6, Section 2.1, 2.2

Agency: UNC - Highway Safety Research Center
Project Number: DD-16-11-01
Project Title: Evaluate Street Safe Driver Training Program
Project Description: This is the third and final year of an evaluation of the Street Safe Driver Training Program. The evaluation follows court referred young driver participants from Orange County through the training process to determine the effectiveness of the Street Safe program on teen driving skills and behavior.
CMTW: Chapter 6, Section 2.2

Agency: UNC - Highway Safety Research Center
Project Number: DE-16-08-01
Project Title: Teen Driver Resource Center
Project Description: This is the third year of a project to continue the development and expansion of the Teen Driver Resource Center. HSRC aims to provide guidance and assistance to various stakeholder groups with interest in improving teen driver and passenger safety.
CMTW: Chapter 6, Section 2.1, 2.2, 3.1

Agency: Department of Administration - Youth Advocacy and Involvement Office
Project Number: DE-16-08-02
Project Title: Students Against Destructive Decisions Leadership Conference
Project Description: This is an ongoing project to support the North Carolina Students Against Destructive Decisions (SADD) conference. The conference will train 250+ youth and youth leaders in proven peer intervention techniques to enable them to conduct effective highway safety programs and initiatives in their schools and communities. SADD aims to reduce the number of

young driver-involved fatal crashes by 20% from the 2009-2013 calendar year average of 175 fatal crashes to 140 fatal crashes during the fiscal year October 1, 2015 to September 30, 2016.

CMTW: Chapter 6, Section 2.1, 2.2

Agency: Pitt Memorial Hospital Foundation
Project Number: SA-16-09-02
Project Title: Project PittCo Teen Safe Drivers: Creating a Community Focused on Teen Driving Safety
Project Description: This is the third year of a project to effectively reduce the crash rate among Pitt County teen drivers. The PittCo Teen Safe Drivers Program uses a peer-to-peer model and a variety of evidence-based strategies to create a community focused on safe driving. The third year of the project will focus on expansion to South Central High School, aiming to increase seatbelt usage among teen drivers by 2% from 78% to 80% and reduce impaired driving among teen drivers by 2% by September 2016.
CMTW: Chapter 6, Section 2.1, 2.2

Agency: UNC - Highway Safety Research Center
Project Number: SA-16-09-05
Project Title: A Statewide Initiative Targeting Restraint Use Among Tweens and Young Teens
Project Description: This is the second and final year of a project to measure the effectiveness of the program curriculum and web-based resources for Child Passenger Safety technicians and instructors developed in year one. The program will be evaluated as delivered directly to a group of tweens and their parents, as well as delivered through the diversion program or a Permanent Checking Station.
CMTW: Chapter 2, Section 6.1; Chapter 6, Section 2.1

Agency: Carolinas Medical Center
Project Number: SA-16-09-07
Project Title: WIN Big Year Three, long term implementation for young drivers and exploring new options
Project Description: This is the third year of a project to effectively reduce the crash rate among Mecklenburg County teen drivers. Mecklenburg County ranks 2nd in young driver-involved fatal crashes. This project uses evidence-based programming and a peer-to-peer delivery model to change motor vehicle safety habits of motor vehicle passengers and drivers. This project will reduce young driver crashes by 30% from 16,892 in 2007-2011 to 11,825 from 2012-2016.
CMTW: Chapter 6, Section 2.1, 2.2



Motorcycle Safety

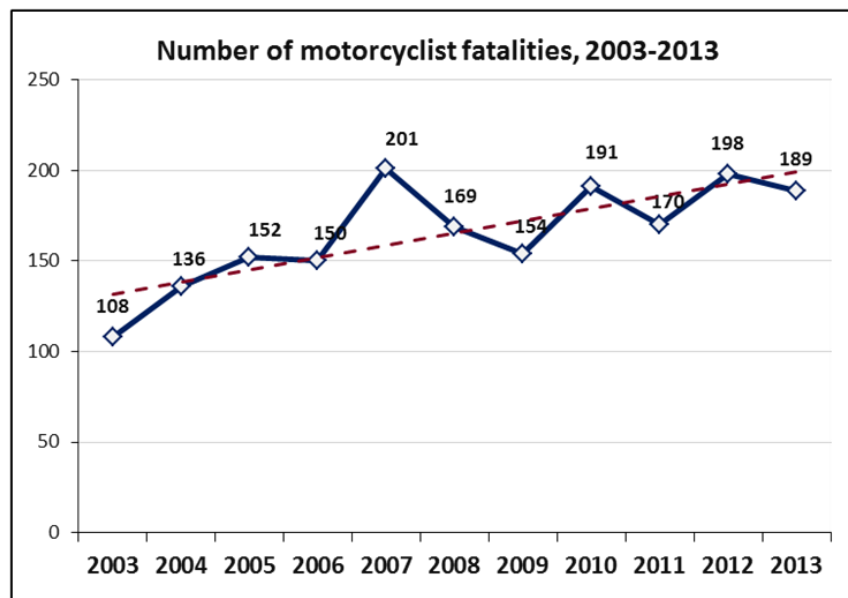
TARGET

- ❖ GHSP’s goal is to decrease motorcyclist fatalities 20 percent from the 2009-2013 average of 180 to 144 by December 31, 2016.

EVIDENCE CONSIDERED

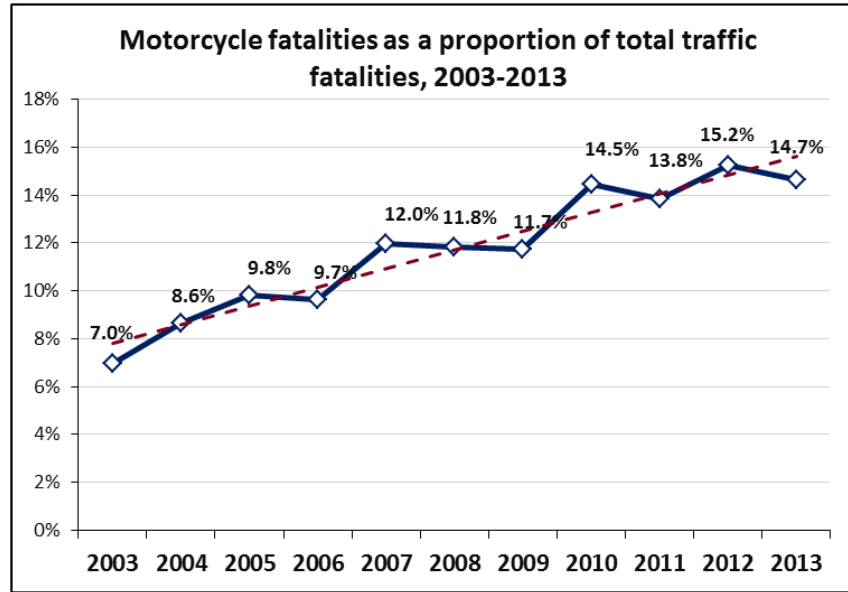
Crashes, Deaths, and Injuries

In 2013, there were 189 motorcycle rider fatalities in North Carolina. This includes 184 motorcycle operators and five passengers. Motorcycle fatalities decreased by 4.5% in 2013 compared to 2012. During the past decade, year to year fluctuations in the total number of motorcyclist fatalities have been occurring. However, as illustrated below, motorcycle rider fatalities have been gradually increasing in North Carolina during this time.



Source: FARS 2003 - 2013

An additional concern is that motorcyclists represent an increasing proportion of traffic fatalities in North Carolina. Motorcyclists currently account for 15% of traffic fatalities, up from 7% of traffic fatalities in 2003.



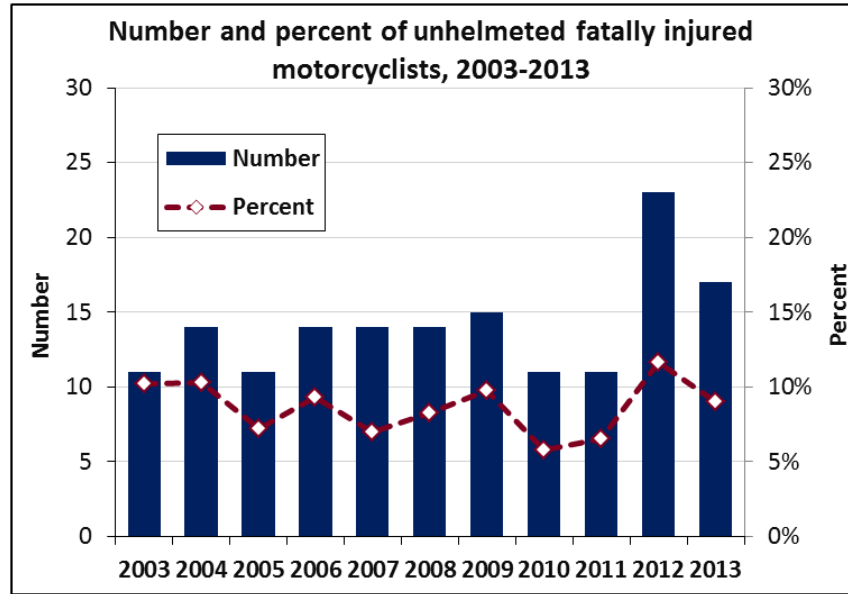
Source: FARS 2003 - 2013

The types of motorcycles involved in fatal crashes have changed over time. Prior to 2008, less than 10 moped riders per year were killed in North Carolina. In 2013, however, there were 49 moped rider fatalities. This likely reflects the economic downturn beginning in 2008, with more people choosing mopeds as a less expensive means of transportation.

One positive finding is the vast majority of fatally injured motorcyclists in North Carolina were wearing a helmet when they crashed. In all likelihood, there would have been many more fatalities if North Carolina did not have a universal helmet law and a high rate of helmet use. In 2013, 17 fatally injured motorcycle riders were not wearing a helmet. While the number of unhelmeted fatalities has risen since 2011, the percent of unhelmeted motorcyclist fatalities has remained relatively consistent and low – an average of 8.5% - for the last ten years since 2004.

A recent Centers for Disease Control (CDC) publication named North Carolina as number 1 in the nation for both lives and economic costs saved by motorcycle helmet use. For a copy of the report, see: www.cdc.gov/motorvehiclesafety/pdf/mc2012/MotorcycleSafetyBook.pdf.

Although the total number of motorcycle rider fatalities has increased over the last decade, both the fatality rate per registered motorcycle and the total crash rate per registered motorcycle have been relatively stable since at least 2001, as shown in the table on the following page. This indicates that the increase in motorcyclist fatalities in recent years is due primarily to the increase in riders.



Source: FARS 2003 – 2013

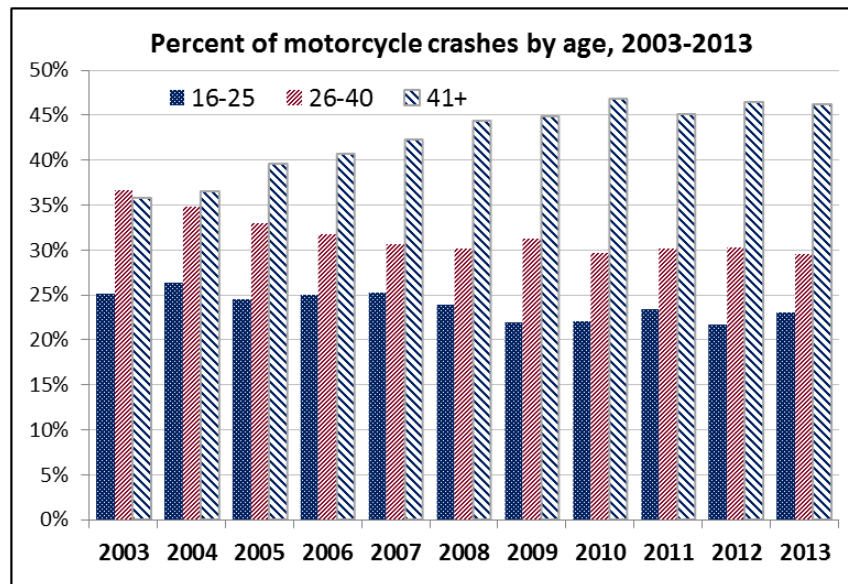
Motorcycle Crash and Fatality Rates Per Registered Motorcycle, 2001-2013					
Year	Total Crashes	Total Fatalities	Registered Motorcycles*	Crash Rate Per 1,000 Registered Motorcycles	Fatality Rate Per 10,000 Registered Motorcycles
2001	2,541	109	111,051	22.9	10.00
2002	2,606	123	121,047	21.0	10.24
2003	2,904	108	131,991	20.8	8.18
2004	3,350	136	145,450	21.3	9.69
2005	3,664	152	160,420	21.0	9.48
2006	4,099	150	176,909	21.1	8.76
2007	4,390	201	193,486	20.5	10.60
2008	4,877	169	210,719	20.9	8.16
2009	4,162	154	200,718	18.3	7.87
2010	4,330	191	182,836	23.7	10.67
2011	4,750	170	191,732	24.8	8.76
2012	4,805	198	194,471	24.7	10.18
2013	4,383	189	188,675	23.2	10.02

*Note: Registered motorcycle data are from NC DOT vehicle registration file. These differ substantially from what is reported in the FHWA database, which is simply an estimate of motorcycle registrations.

Most motorcycle riders in the U.S. and North Carolina are male. Not surprisingly, the vast majority (87%) of crash-involved motorcycle riders in 2013 were male. The majority (56%) of motorcycle crashes were single vehicle crashes, and more than half (54%) occurred on rural roads. Alcohol use continues to be an important contributing factor to motorcycle crashes. Alcohol use was suspected in 8.4% of all motorcyclist crashes in 2013 – more than twice the

rate of alcohol involvement in crashes involving passenger vehicles, pickup trucks, or other types of vehicles.

Over the past decade, there has been a gradual shift in the age of motorcyclists involved in crashes, as shown below. The percent of crash-involved riders between the ages of 26 and 40 has slowly decreased. Meanwhile, riders age 41 and older are increasingly involved in crashes. This same pattern has held true for fatal crashes. For example, 46% of fatally-injured riders in 2001 were age 41 or older. By 2013, this figure had increased to 57%. The difference is even more significant among the oldest riders. In 2001 6% of fatally injured riders were age 60 or older, in 2013 this age group made up 18% of fatalities. This corresponds to the national trend where fatalities have increased within this motorcyclist age group by 78 percent from 2001-2011 (NHTSA Motorcycles Traffic Safety Facts, May 2013).



Source: NC Motor Vehicle Crash Data 2003-2013

Motorcycle crashes and fatalities tend to be most common during the afternoon and early evening, peaking from 3-6 p.m. Twenty-eight percent (28%) of all motorcycle crashes in 2013 occurred between 3-6 p.m., while 23% of fatal crashes occurred during this time period.

The following table shows the 32 counties with the highest number of motorcyclist fatalities from 2009-2013. The counties with the most fatalities include Wake, Cumberland, Mecklenburg, Guilford, and Robeson. As is the case for passenger vehicles, many of the counties with the highest number of motorcyclist fatalities are also highly populated areas. The 32 counties listed in the table account for nearly three-fourths (73%) of motorcyclist fatalities in the state.

Motorcyclist Fatalities, by County, 2009-2013

County	Motorcyclist Fatalities	Percent of Total Motorcyclist Fatalities
Wake	60	6.73%
Cumberland	43	4.83%
Mecklenburg	42	4.71%
Guilford	36	4.04%
Robeson	31	3.48%
Johnston	27	3.03%
Forsyth	26	2.92%
Iredell	26	2.92%
Randolph	23	2.58%
Catawba	21	2.36%
Buncombe	20	2.24%
New Hanover	20	2.24%
Onslow	19	2.13%
Rowan	19	2.13%
Alamance	17	1.91%
Cabarrus	16	1.80%
Davidson	16	1.80%
Graham	16	1.80%
Burke	15	1.68%
Brunswick	14	1.57%
Durham	14	1.57%
Union	14	1.57%
Caldwell	13	1.46%
Pitt	13	1.46%
Craven	12	1.35%
Harnett	12	1.35%
Vance	11	1.23%
Wilkes	11	1.23%
Alexander	10	1.12%
Pender	10	1.12%
Richmond	10	1.12%
Wayne	10	1.12%

Source: FARS 2003 – 2013

A different picture emerges when looking at fatalities per registered motorcycle. Here, many of the counties with the highest crash rates are located in the less populated mountainous western part of the state. As shown below, Graham County has a dramatically higher crash rate than any other county in North Carolina. This is likely due to Graham County's reputation as a popular tourist destination for motorcyclists. In total, six of the top 10 counties with the highest rates of motorcycles involved in crashes per registered motorcycle are in the western

Motorcycle Safety

(mountainous) part of the state that tend to be popular recreational destinations for out-of-county and even out-of-state riders.

Top 10 Counties With Highest Rate of Crash-Involved Motorcyclists Per Registered Motorcycle, 2009-2013					
County	Motorcyclist Fatalities	Motorcycles Involved in Crashes	Registered Motorcycles (2013)	Crash Involved Motorcycles Per 1000 Registered Motorcycles	Fatality Rate Per 10,000 Registered Motorcycles
Graham	16	393	1,197	328.32	10.00
Swain	9	162	2,423	66.86	10.24
Vance	11	133	3,344	39.77	8.18
Durham	14	537	13,946	38.51	9.69
New Hanover	20	556	16,185	34.35	9.48
Macon	9	171	4,995	34.23	8.76
McDowell	0	205	6,068	33.78	10.60
Jackson	4	134	4,089	32.77	8.16
Transylvania	4	135	4,155	32.49	7.87
Robeson	31	402	13,050	30.80	10.02

STATEWIDE CAMPAIGNS/PROGRAMS

BikeSafe NC is an initiative of the Governor's Highway Safety Program in partnership with law enforcement agencies and the motorcycle community to be proactive in reducing crashes and fatalities in North Carolina. The program offers training in riding techniques and discusses safety topics. The training is conducted by law enforcement motor officers in a non-threatening and non-enforcement environment. Students are typically experienced riders who are interested in improving their riding skills. The training takes place in the classroom and on the streets. Once on the road, students are paired with a motor officer that observes their riding techniques. The motor officer provides feedback on the riding techniques and offers instruction on how the rider can improve his/her techniques to become a safer rider. The on-street assessment is repeated and feedback and instruction are provided a second time.

The program has become extremely popular. Currently the program is hosted by 40 agencies throughout North Carolina. Due to high demand for classes – and to help expand agency participation across the state – the BikeSafe program has been divided into five regions: Great Smoky Mountain, Triad, Triangle, Eastern, and Southeast region. Each region has a Regional Coordinator who is dedicated to promoting the BikeSafe program and recruiting other agencies in the area to become involved. Currently GHSP plans to host advanced training for Bike Safe Assessors in September 2015.

SUMMARY

Motorcycles remain a popular form of transportation in North Carolina. From 2000 to 2009, motorcycle registrations per capita increased 72%. Since 2009, there has been a small decrease in motorcycle registrations per capita; however, registrations per capita remains 54% higher in 2013 than in 2000. Not surprisingly, the number of motorcyclist fatalities is higher as well. Motorcyclists accounted for 15% of all traffic fatalities in North Carolina in 2013, up from 7% of traffic fatalities in 2001.

The vast majority of crash-involved and fatally injured motorcycle riders are male. In addition, riders age 41 and older are increasingly involved in crashes. Five counties in North Carolina – Mecklenburg, Wake, Cumberland, Buncombe, and Guilford—account for almost 25% of the state’s motorcyclist fatalities. However, many of the counties with the highest crash rates per registered motorcycle are located in the less populated western part of the state. Graham County has a dramatically higher crash rate than any other county in North Carolina. This is likely due in part to Graham County’s reputation as a popular tourist destination for motorcyclists.

The majority of fatally or seriously injured motorcyclists were wearing a helmet when they crashed. In fact, a Centers for Disease Control publication named North Carolina as number 1 in the nation for lives and money saved due to motorcycle helmet use.

Although North Carolina has been successful at minimizing the number of unhelmeted motorcyclist fatalities, we believe further reductions in overall motorcyclist fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing motorcyclist fatalities 20% by December 31, 2016. In addition, GHSP has set a goal to decrease unhelmeted motorcyclist fatalities 15 percent from the 2009-2013 average of 15 to 13 by December 31, 2016.

COUNTERMEASURES AND FUNDING PRIORITIES

To address the problem areas described above and to meet North Carolina’s goals for 2016, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 7th Edition of NHTSA’s Countermeasures that Work (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP is strongly supportive of efforts to provide training to help motorcyclists become safe riders. During FY2016, GHSP plans to expand the BikeSafe North Carolina program to reach a

Motorcycle Safety

larger number of motorcyclists. GHSP is interested in determining the impact of the educational efforts on crashes among motorcyclists.

GHSP conducted two Motorcycle Safety Summits for law enforcement officers statewide during FY2011. These summits focused on motorcycle specific laws, issues, and enforcement efforts. The summits were attended by over 200 law enforcement officers. GHSP plans to disseminate this information as part of the Highway Safety Symposium in future years.

MEDIA PLAN

GHSP will utilize a variety of media modes to draw attention to motorcycle safety efforts in the state.

GHSP will conduct at least one awareness event for Motorcycle Safety Awareness month in May 2016. GHSP will seek earned media attention gained from partnerships with NC DOT Communications Office, SHP, local law enforcement, Motorcycle Clubs, Military Bases, and other partners. Awareness events will typically feature the GHSP Director, state law enforcement, local law enforcement, and military representatives. BikeSafe will conduct training in conjunction with these events.

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

Additional advertising will be done as funds become available in key areas that can include but not limited to billboards, radio, digital ads and social media throughout the state during Motorcycle Safety Awareness month. Media support will also be provided throughout the summer months when motorcycle crashes occur more often.

FY2016 MOTORCYCLE SAFETY PROJECTS

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2016 North Carolina Highway Safety Plan to address motorcycle safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency: Hendersonville Police Department
Project Number: M9MT-16-16-01
Project Title: BikeSafe NC LEL
Project Description: This is an ongoing project. BikeSafe NC is an initiative of Governor's Highway Safety Program (GHSP) in partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funds equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.
CMTW: Chapter 5, Section 3.2

Agency: Lenoir Community College
Project Number: M9MT-16-16-02
Project Title: Motorcycle Safety Equipment
Project Description: This is an ongoing project that allows the North Carolina Motorcycle Safety Education Program to offer rider training to meet the needs of a growing population of motorcyclists. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. Many military personnel are coming to North Carolina and are required to complete a Motorcycle Safety Foundation (MSF) class. North Carolina also requires anyone under 18 to have the MSF class in order to receive a motorcycle endorsement. Each year the project increases the number of students trained and classes offered. To account for attrition the project will train new RiderCoaches to maintain a balance between the number of RiderCoaches and the needed classes.
CMTW: Chapter 5, Section 3.2

Agency: Governor's Highway Safety Program
Project Number: MC-16-03-01
Project Title: BikeSafe NC LEL
Project Description: This is an ongoing project. In North Carolina there were 189 motorcycle fatalities. The Governor's Highway Safety Program (GHSP) is committed to maintaining a high rate of awareness regarding motorcycle laws through the BikeSafe Program. GHSP plans a public information and education campaign through earned media and paid media if funding

sources are available. The GHSP is responsible for educating the public on motorcycle safety issues and reducing the number of fatal motorcycle crashes. The BikeSafe program currently is hosted by 40 law enforcement agencies. Due to high demand for classes – and to help expand agency participation across the state – the BikeSafe program is divided into five regions: Great Smoky Mountain, Triad, Triangle, Eastern, and Southeast region. Each region has a Regional Coordinator to promote BikeSafe and recruit other agencies in the area. Due to increased BikeSafe events requiring transporting BikeSafe motorcycles, event tents, training materials and safety gear this project funds the purchase of equipment and training to enhance the BikeSafe program.

CMTW: Chapter 5, Section 3.2

Agency: Guilford County Sheriff's Office
Project Number: MC-16-03-02
Project Title: BikeSafe LEL
Project Description: This is an ongoing project. BikeSafe NC is an initiative of Governor's Highway Safety Program (GHSP) in partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funds equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.

CMTW: Chapter 5, Section 3.2

Agency: Greenville Police Department
Project Number: MC-16-03-03
Project Title: BikeSafe LEL
Project Description: This is an ongoing project. BikeSafe NC is an initiative of Governor's Highway Safety Program (GHSP) in partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law

enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funds equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.

CMTW: Chapter 5, Section 3.2

Agency: Durham Police Department
Project Number: MC-16-03-04
Project Title: BikeSafe LEL
Project Description: This is an ongoing project. BikeSafe NC is an initiative of Governor's Highway Safety Program (GHSP) in partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funds equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.
CMTW: Chapter 5, Section 3.2

Agency: Department of Public Safety - State Highway Patrol
Project Number: MC-16-03-05
Project Title: BikeSafe
Project Description: This is an ongoing project that allows the North Carolina State Highway Patrol to continue to work towards reducing the number of fatalities and fatal crashes involving motorcycles. Over the past five years (2009-2013) North Carolina averaged 4,486 motorcycle crashes and 180 motorcyclist fatalities. BikeSafe will invite motorcyclists to participate in Rider Skills Days that offer an assessment of current driving skills and advice to help make their experience as a motorcyclist safer and more enjoyable, thus aiming to reduce the number of motorcycle crashes and fatalities.
CMTW: Chapter 5, Section 3.2

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Agency: Jacksonville Police Department
Project Number: MC-16-03-06
Project Title: BikeSafe LEL
Project Description: This is an ongoing project. BikeSafe NC is an initiative of Governor's Highway Safety Program (GHSP) in partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funds equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.
CMTW: Chapter 5, Section 3.2

Agency: Lenoir Community College
Project Number: MC-16-03-07
Project Title: NCMSEP Summer Update
Project Description: This is an ongoing project. Through the Quality Assurance team and the summer RiderCoach instructor update, this project will continue to provide quality training to help minimize motorcycle crashes and fatalities. The Motorcycle Safety Foundation requires evaluation and repainting of the motorcycle driving ranges so that all the lines are completely visible to the students. There are currently 36 total community college sites that conduct rider training. This project funds a portion of the cost of the evaluation and repainting.
CMTW: Chapter 5, Section 3.2

Traffic Records

TARGET

- ❖ **GHSP's goal is to provide direction and facilitate coordination among the safety data stewards and stakeholders to improve the transportation safety information systems in North Carolina. This includes these on-going Traffic Records Coordinating Committee activities:**
 - Consider expanding the membership of the North Carolina TRCC to include additional stakeholders. Examples include local law enforcement, public health professionals, and transportation planners
 - In collaboration with the North Carolina GHSP, review and improve upon the protocol used in the identification, prioritization and selection of projects that are funded by the Section 405C State Traffic Safety Information System Improvement Grant program system authorized under MAP-21 being administered by NHTSA.
 - Annually review and update the Traffic Safety Information Systems Strategic Plan to measure progress on existing goals and objectives and to establish new goals and objectives. All TRCC members and additional stakeholders should provide input to the review/update process via facilitated workshops.

NC TRAFFIC RECORDS COORDINATING COMMITTEE (NC TRCC)

On December 3, 2002, the NC Traffic Records Coordinating Committee (NC TRCC) was introduced with the goal of getting all key North Carolina data users together to share information and to provide an opportunity to work together across agencies. The NC TRCC is represented by key contacts from the following organizations:

NC Traffic Records Coordinating Committee Member Organizations

State agencies

NC Administrative Office of the Courts
 NC Emergency Medical Services
 NC Department of Transportation

NC Traffic Records Coordinating Committee Member Organizations

NC Department of Transportation: Division of Motor Vehicles
NC Department of Transportation: Geographic Information Systems
NC Department of Transportation: Information Technology
NC Department of Transportation: Traffic Engineering Branch
NC Governor's Highway Safety Program
NC Office of the Chief Medical Examiner
NC Public Health
NC State Highway Patrol
NC State University Institute for Transportation Research and Education
NC Trauma Registry
UNC Highway Safety Research Center

Federal agencies

US Department of Transportation Federal Highway Administration
US Department of Transportation National Highway Traffic Safety Administration

This group of representatives is made up of the agency data and data system specialists who know how their data records and database systems work. There is an additional NC Executive Committee for Highway Safety (ECHS) which includes the agency leaders and/or senior managers for almost all of the same agencies. The NC TRCC makes recommendations to the NC Executive Committee for Highway Safety, which then makes final policy and financial decisions on any recommendations.

NC TRAFFIC RECORDS ASSESSMENT

The NC TRCC conducted a complete NC Traffic Records Assessment in January 2012. An independent assessment panel carefully interviewed all TR agencies, reviewed their traffic records systems, assessed the current state of each agency's traffic records data systems, and made recommendations on improvements to the data or the data systems. The 2012 Traffic Records Assessment report has been the blue print for guiding the NC TRCC in looking at improvements and changes to the current data bases and systems and was the foundation for the 2013 NC TR Strategic Plan submitted July 1, 2013 and the 2014 NC TR Strategic Plan submitted July 1, 2014.

Each year, the NC Governor's Highway Safety Program 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 has spent all the 408 and 405 monies allocated over the previous years. These 402 and 405 monies have been used, in part, to:

- Fund the NC Traffic Records Assessment conducted in 2012,
- Help the NC Administrative Office of the Courts as they replace the paper submission process for traffic citations with electronic eCitations ,
- Equip the NC State Highway Patrol’s patrol vehicles with AirCard technology to improve their computer connection capability from their vehicles,
- Provide additional printers for the law enforcement officers issuing traffic citations,
- Assist the NC Department of Transportation Geographic Information Systems with updates to their systems, and
- Provide the NC Emergency Medical Services with an opportunity to develop a matching procedure and a new project for linking EMS, ED, and NC patient data to the NC crash data. The NC TRCC and NC GHSP are currently overseeing a pilot project as a demonstration effort for North Carolina involving Wake County.

NC TRAFFIC RECORDS STRATEGIC PLANNING

In 2012, the Highway Safety Research Center (HSRC) oversaw the creation of the NC Traffic Records Strategic Plan document which served as the application to NHTSA for an allocation of NHTSA 405C (old 408) 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 the last several years.

Along with this application document, NC updates the annual NC Highway Safety Plan report provided through the NC Governor’s Highway Safety Program detailing the current state of traffic safety in NC based on the most recent traffic records data available. The Highway Safety Plan identifies the areas of traffic safety that need the most attention by NC traffic safety agencies, advocates, and LE.

NC TRCC CURRENT ACTIVITIES

The NC TRCC has been meeting regularly since 2002, has created a TRCC website to detail the minutes of the quarterly meetings, has provided access to the Traffic Records Assessment and NC traffic records strategic plan reports, and has provided the public the names of the key agency contacts within NC. The NC TRCC is currently co-chaired by Brian Mayhew of the NC Department of Transportation Traffic Safety Unit and UNC Highway Safety Research Center Data Specialist Eric Rodgman.

The website has a collection of the key contacts, minutes from all the TRCC meetings, copies of the annual Strategic Plan documents, and all the traffic records assessment documents. The web site address is: <http://www.hsrc.unc.edu/nctrcc/nctrcc.cfm>.

The current NC TRCC had a steering committee who worked on assisting the DOT DMV Traffic Records Section with revising the NC DMV 349 Crash Report for the first time in 10 years. The first phase of this process was completed in early 2011. However, the recommendations will not be implemented until several other critical NC DOT system changes have been completed.

NC GHSP appointed Frank Hackney, a senior Highway Safety Specialist (HSS) at NC GHSP, as the new NC Traffic Records Coordinator in the fall of 2012. In this role, Frank is responsible for coordinating and planning the TRCC meetings. In addition, Frank planned and completed the 2012 Traffic Records Assessment (January 2012), provided input in the development of the new, completely revamped 2014 Traffic Records Strategic Plan (June 2014) prepared by UNC HSRC, and helped prepare and submit the FY 2014 Section 405 (c) Traffic Records Data Improvement Application (July 1, 2014).

NEWLY DEFINED GOALS OF THE NC TRCC

The NC TRCC continues to better identify the goals of the committee, updated the NC TRCC Charter to accommodate the MAP21 recommendations, further refined the performance measures, and bring them up-to-date. At an all-day meeting on May 6, 2015, the TRCC met, updated each goal and the performance measure objectives in the 2015 NC TR Strategic Plan and reviewed all the TR projects. Based on these updates, the new NC TR Strategic Plan includes the following description of the TRCC objectives (taken from pages 23 to 32 of the updated 2014 NC TR Strategic Plan submitted on July 1, 2014) and the performance measures to be used:

TRCC Objective

Performance measure(s)

Ensure that the membership of the TRCC consists of all key stakeholders, including the owners, stewards and users of the data in NC.

An annual review of stakeholders and expansion of the TRCC membership as necessary.

In collaboration with the North Carolina GHSP, review and improve upon the protocol used in the identification and prioritization of projects that are funded under the Section 405C State Traffic Safety Information System Improvement Grant program that was authorized under MAP-21 and is administered by NHTSA.

Annual review and improvement upon the project identification and prioritization process. (Note: Recommendation is to do this during the fall meeting, following funding decisions from NHTSA but prior to when proposals are due to NCGHSP, for timing and planning purposes.) A prioritized list of recommended projects provided to NCGHSP that align with the specific objectives of the Strategic Plan.

TRCC Objective	Performance measure(s)
Monitor and measure progress on existing goals and objectives.	Annual update of strategic plan. Periodic review of ongoing projects, focusing on progress toward meeting performance measures outlined in the strategic plan. Feedback to the ECHS to report on progress made and new strategies proposed by the TRCC.
Identify gaps in the current traffic records systems and explore new solutions.	Establishment of new goals and objectives as part of development of the next strategic plan. (Note: Explore external funding opportunities. Examples include 405C, ECHS, FHWA, NHTSA, CDC.)
Share NC achievements and best practices in traffic safety information systems with other states.	Participation in regional and national conferences. Participation in peer-to-peer exchanges.
Monitor and evaluate the achievements and best practices in traffic safety information systems in other states for potential implementation in NC.	Participation in regional and national conferences. Participation in peer-to-peer exchanges.
Ensure that the new state highway safety plan includes traffic safety information systems as a major component.	Review of state highway safety plan.

NC TRCC MEETING SCHEDULE

In the past project year, FY2015, the NC TRCC met three times:

- 1) October 1, 2014 at NC AOC
- 2) February 4, 2015 at NC AOC
- 3) May 6, 2015 at UNC HSRC.

In the coming project year, FY2016, the NC TRCC plans to meet on the following three dates:

- 1) October 1, 2015 (Location TBA)
- 2) February 3, 2016 (location TBA)
- 3) May 4, 2016 (location TBA).

FY2016 TRAFFIC RECORDS PROJECTS

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2016 North Carolina Highway Safety Plan to address traffic records. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document.

Agency: Judicial Department - Administrative Office of the Courts
Project Number: M3DA-16-14-01
Project Title: eCitation Upgrade
Project Description: This is the second year of a project to implement the first major upgrade of the eCitation software in 16 years. The eCitation system allows law enforcement agencies to issue citations electronically from their vehicle directly into the AOC system. This upgrade will bring the system up-to-date with current technology.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: UNC - Highway Safety Research Center
Project Number: M3DA-16-14-02
Project Title: Quick Response
Project Description: This is an ongoing project that provides "quick" access to traffic records and data to all stakeholders. HSRC has maintained this service for GHSP for almost twenty years providing an invaluable source of information and assistance to anyone needing information regarding, crashes, fatalities, or any other information dealing with all phases of traffic records/data.
CMTW: NA

Agency: UNC - Highway Safety Research Center
Project Number: M3DA-16-14-03
Project Title: Traffic Safety Information Systems Strategic Plan Update and TRCC support
Project Description: This is an ongoing project to provide technical and logistical support to the Traffic Records Coordinating Committee (TRCC) to enable coordination, communication and cooperation among the TRCC membership and other stakeholders and to update the NC Strategic Plan for Traffic Safety Information Systems.
CMTW: NA

Agency: UNC - Highway Safety Research Center
Project Number: M3DA-16-14-04
Project Title: Web Site Using NC Crash Data

Project Description: This is an ongoing project to provide updated information to all stakeholders and the public on crash statistics. This website is maintained and updated annually and is available to all stakeholders and the general public.

CMTW: NA

Agency: Cramerton Police Department

Project Number: M3DA-16-14-05

Project Title: Traffic Reporting Equipment

Project Description: This is a one-time project with the Cramerton Police Department for mobile data terminals. Gaston County is ranked 24th for all fatalities and 19th for unrestrained fatalities. This project will fund 10 mobile data terminals and will provide the department with e-Citation and electronic crash reporting capabilities that do not currently exist.

CMTW: NA

Agency: NCSU - Institute for Transportation Research and Education

Project Number: M3DA-16-14-06

Project Title: Vision Zero - NC's Fatality Reduction Program

Project Description: This is an ongoing project to promote North Carolina's Vision Zero efforts and to provide updated information and analytical capabilities to all stakeholders and eventually the public on crash statistics. This website is maintained and updated monthly as new crash data is received from the state database.

CMTW: NA

Agency: Governor's Highway Safety Program

Project Number: TR-16-07-01

Project Title: Traffic Records Program Support

Project Description: This is an ongoing project to provide partial funding for the state Traffic Records Coordinator position. The project also provides funding for members of the TRCC to attend ATSIP and other conferences. This position will act as the liaison to the TRCC and other state agencies as well as stakeholders in NC, other states and NHTSA.

CMTW: NA

Agency: UNC - Injury Prevention Research Center

Project Number: TR-16-07-02

Project Title: Motor Vehicle Crash Injuries in Wake County: Exploring data sources and potential data linkages

Project Description: This is the second year of a two year project to describe MVTC injury in Wake County. This project through analysis will determine best linkage

methods to all traffic data sources. This project will develop baseline data to determine the best way to merge crash data with injury data statewide.

CMTW: NA

Agency: UNC - Highway Safety Research Center
Project Number: TR-16-07-03
Project Title: Update North Carolina Alcohol Facts Web Site
Project Description: This is an ongoing project to update the Alcohol Facts Web Site. The web site is updated bi-annually. The last update was using the 2013 data. This project will update the data through the year 2015.
CMTW: NA

Other Highway Safety Priorities

TARGETS

- ❖ GHSP's goal is to decrease the number of older drivers involved in fatal crashes 10 percent from the 2009-2013 average of 197 to 169 by December 31, 2016.
- ❖ GHSP goal is to decrease the number of pedestrian fatalities 20 percent from the 2009-2013 average of 170 to 136 by December 31, 2016.
- ❖ GHSP's goal is to decrease the number of bicyclist fatalities 20 percent from the 2009-2013 average of 23 to 18 by December 31, 2016.

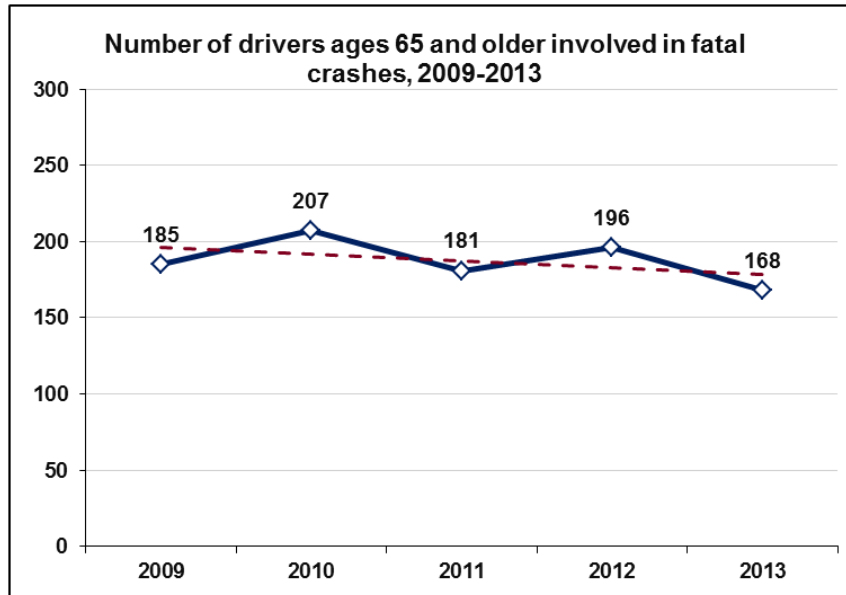
OLDER DRIVERS

Evidence Considered

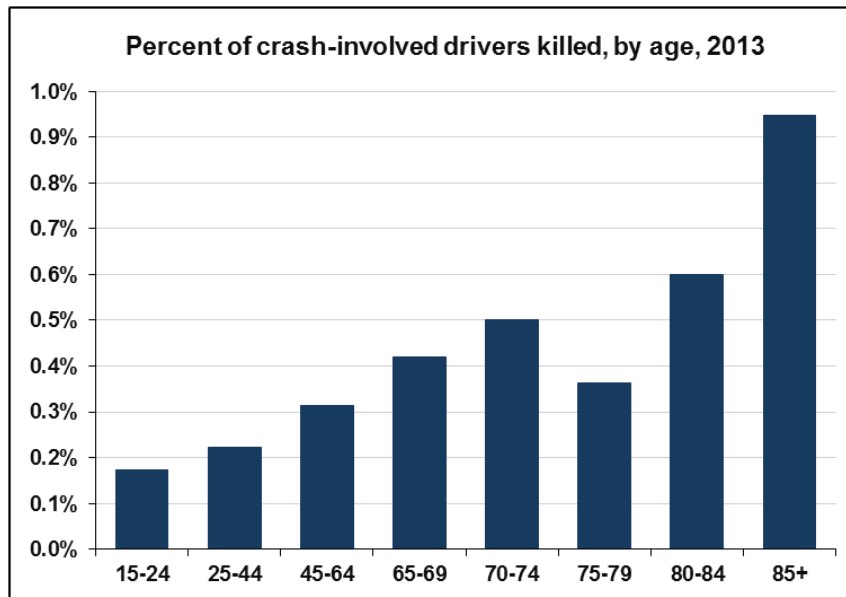
In 2013, there were 168 drivers age 65 and older involved in fatal crashes in North Carolina. This was a 14% decrease from the 196 older drivers involved in fatal crashes in 2012. The first figure on the following page shows fatal crashes involving older drivers for the years 2009 to 2013. Fatal crash involvement has fluctuated somewhat over recent years, but the trend has been a slight decrease in the number of older drivers involved in fatal crashes each year.

When older drivers are involved in a crash, they are more likely than their younger counterparts to be killed. The second figure on the following page shows the percent of crash-involved drivers in North Carolina who were killed, based on the age of the driver. With the exception of the 75-79 year old drivers, the risk of being killed in a crash increases with each successive age group. The drivers older than age 85 were 5.6 times more likely to be killed if involved in a crash than were the youngest (15-24 year old) drivers. To a large degree, this reflects the increasing fragility of older persons.

In 2013, there were 42,220 drivers age 65 and older involved in a crash in North Carolina. Although drivers age 65 and older represent 13.8% of the driving age population, they accounted for only 9.6% of drivers in crashes during 2013.

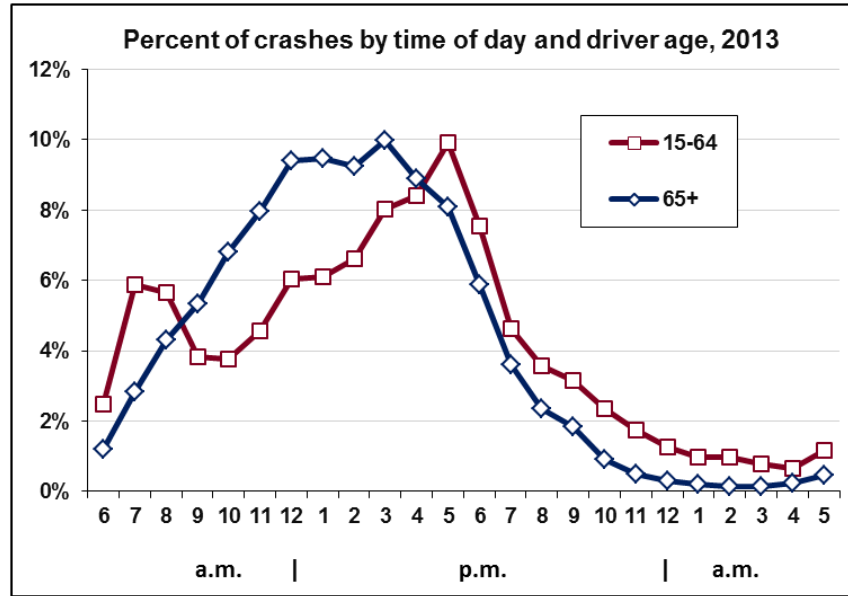


Source: FARS 2009 - 2013



Source: NC Motor Vehicle Crash Data 2013

Older driver crashes in North Carolina differ from their younger counterparts in the time of day, as shown below. For drivers age 15 to 64, there are peaks in crashes at 7 a.m. and 5 p.m., corresponding to the “rush hour.” For drivers age 65 and older, crashes are highest between noon and 3 p.m. It is also noteworthy that older drivers have few crashes during the nighttime hours.



Source: NC Motor Vehicle Crash Data 2013

The table below lists the 43 counties with the highest number of older driver fatal crashes from 2009 to 2013. The five counties with the most fatal crashes include Wake County (41), Guilford County (34), Mecklenburg County (34), Davidson County (27), and Iredell County (27). Many of the counties near the top of the table also have large populations.

The table also shows the crash rate per 10,000 population for drivers 65 and older. Counties that stand out with high crash rates per capita include Clay (7.25), Madison (4.99), Columbus (4.63), Bladen (4.37), and Davie (3.02), many of which are located in the western (mountains) or eastern (coastal) part of the state. In total, the 43 counties listed in the table account for 75.5% of all older driver fatal crashes.

Older drivers (65+) involved in fatal crashes, 2009-2013			
County	Older drivers involved In fatal crashes	Rate per 10,000 population	% of all 65+ drivers involved in fatal crashes
Wake	41	0.93	4.00%
Guilford	34	1.04	3.32%
Mecklenburg	34	0.75	3.32%
Davidson	27	2.15	2.64%
Iredell	27	2.43	2.64%
Buncombe	26	1.25	2.54%
Cumberland	26	1.55	2.54%
Johnston	25	2.57	2.44%
Catawba	23	1.96	2.25%
Columbus	22	4.63	2.15%
Union	22	2.02	2.15%

Older drivers (65+) involved in fatal crashes, 2009-2013

Cabarrus	21	1.93	2.05%
New Hanover	20	1.28	1.95%
Randolph	20	1.86	1.95%
Wayne	20	2.34	1.95%
Forsyth	19	0.78	1.86%
Henderson	18	1.42	1.76%
Nash	18	2.51	1.76%
Onslow	18	2.35	1.76%
Surry	18	2.81	1.76%
Brunswick	17	1.24	1.66%
Durham	17	1.17	1.66%
Robeson	17	2.08	1.66%
Rowan	17	1.63	1.66%
Gaston	16	1.09	1.56%
Caldwell	15	2.20	1.46%
Alamance	13	1.12	1.27%
Bladen	13	4.37	1.27%
Chatham	13	1.93	1.27%
Pitt	13	1.43	1.27%
Wilkes	13	2.05	1.27%
Beaufort	12	2.50	1.17%
Carteret	12	1.72	1.17%
Moore	12	1.11	1.17%
Burke	11	1.43	1.07%
Davie	11	3.02	1.07%
Duplin	11	2.41	1.07%
Halifax	11	2.38	1.07%
Sampson	11	2.29	1.07%
Clay	10	7.25	0.98%
Lee	10	2.35	0.98%
Madison	10	4.99	0.98%
Pender	10	2.27	0.98%

Source: FARS 2009 - 2013

Older Driver Summary and Countermeasures

The number of fatalities in North Carolina involving a driver age 65 and older has fluctuated somewhat over recent years, but the trend has been a slight decrease in the number of older drivers involved in fatal crashes each year. However, drivers older than age 85 were 5.6 times more likely to be killed if involved in a crash than were the youngest (15-24 year old) drivers in 2013. This suggests that when older drivers are involved in a crash, they are much more likely than their younger counterparts to be killed. The counties in North Carolina that account for the most older driver fatal crashes are Wake, Guilford, Mecklenburg, Davidson, and Iredell.

Drivers age 65 and older do not yet represent a large proportion of crashes in North Carolina, but this proportion will change over the next decade as a large number of baby boomers reach age 65. Because of this population shift alone, older driver crashes could potentially double during the next 25 years. For this reason, it is important that North Carolina adopt a comprehensive approach to reduce crashes involving older drivers.

We believe further reductions in the number of older drivers involved in fatal crashes are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing the number of older drivers involved in fatal crashes 10% from the 2009-2013 average of 197 to 169 by December 31, 2016.

GHSP will work with the Older Driver Work Group that functions as part of the Executive Committee for Highway Safety to explore programs and countermeasures that will help improve older driver safety, including evidence-based enforcement. GHSP is committed to exploring programs and techniques to improve older driver safety. GHSP will also seek partners within and outside of the Older Driver Work Group to expand the reach and knowledge on the issue of older driver safety.

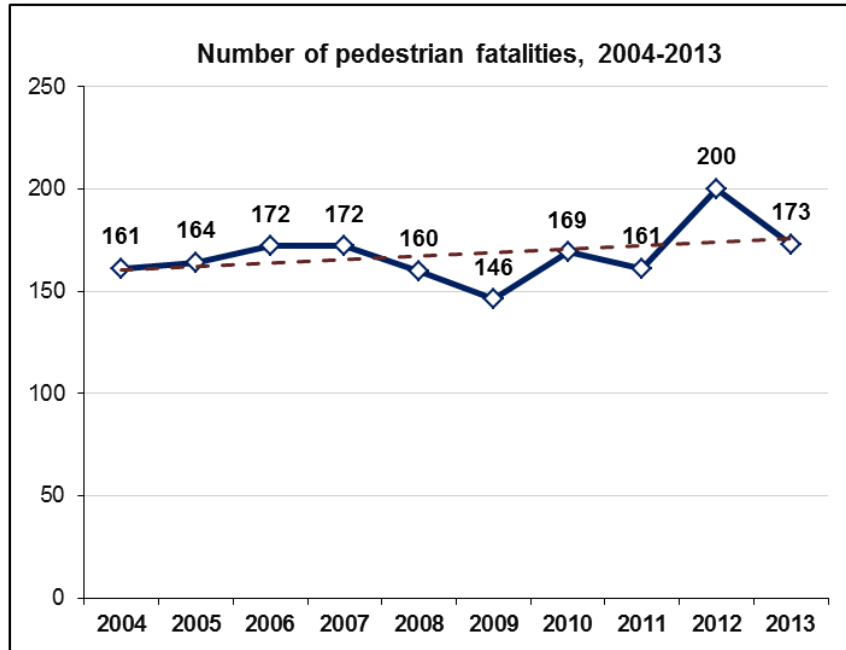
Media Plan

GHSP will seek opportunities with older driver partners to draw media attention to the increasing issue of older driver safety, particularly in counties where older driver involved crashes are most prevalent. GHSP does not have any planned media events or advertising scheduled for FY2016, but will evaluate opportunities in the coming months. GHSP will also explore non-traditional media opportunities to bring attention and awareness to older driver safety.

PEDESTRIANS

Evidence Considered

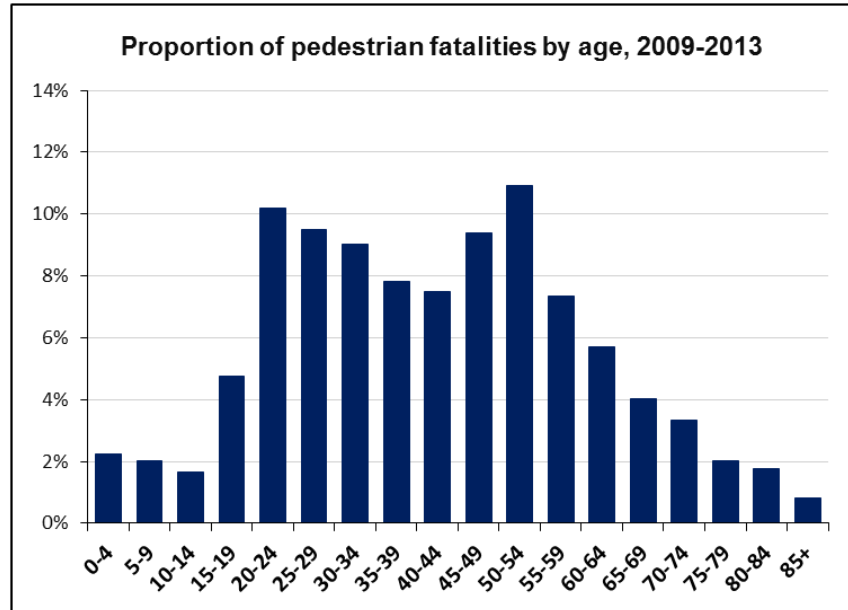
In 2013, 173 pedestrians were killed in pedestrian-motor vehicle crashes in North Carolina. This represents a 14% decrease from the 200 fatalities in 2012. Overall, the number of pedestrians killed in North Carolina has slightly increased over the past decade, as shown in the figure below, and has averaged 170 for the five year period 2009-2013.



Source: FARS 2004 - 2013

Although crashes involving pedestrians represent only about 1% of the total reported crashes in North Carolina, pedestrians are highly over-represented in fatal crashes. Pedestrian fatalities accounted for 13% of all traffic fatalities during the years 2009 - 2013. The reason why pedestrian fatalities are over-represented is in part because pedestrians are at a greater risk of injury than are vehicle drivers in a pedestrian/vehicle crash. In addition, the faster the vehicle is traveling, the greater the risk is to the pedestrian. Research shows the risk of pedestrian death is 25% when a vehicle is traveling at 32 mph, 50% at 42 mph, and 90% at 58 mph.

In 2013, males accounted for over two times as many pedestrian fatalities as females (119 versus 54). This is consistent with previous years. The figure below shows the age of pedestrians killed in crashes. Children (< age 15) and older adults (> 60) account for a relatively small percentage of pedestrian fatalities. The highest proportion of pedestrian fatalities is among persons age 20 to 59.



Source: FARS 2009 - 2013

It is not uncommon for alcohol to be involved in pedestrian fatalities. During the years 2009 through 2013, 44% of pedestrians who were killed in crashes in North Carolina had a BAC of .08 or above (among those with a known BAC). Pedestrian fatalities also vary by time of day. Pedestrian fatalities are much more common during the nighttime hours. During the years 2009 through 2013, 73% of pedestrian fatalities occurred between 6 p.m. and 6 a.m. This is not surprising, since pedestrians can be much more difficult to see at nighttime, and alcohol-involvement is higher in nighttime crashes.

Overall, pedestrian-motor vehicle crashes are most common in urbanized areas where there are more pedestrians and more motor vehicles and thus more chances for pedestrian-motor vehicle crashes to occur. In North Carolina during the years 2009-2013, approximately 70% of pedestrian collisions occurred on urban streets and 30% occurred on rural roads. However, pedestrian fatalities are over represented on rural roads. Whereas 30% of all pedestrian-motor vehicle crashes occurred on rural roads, 51% of fatal pedestrian crashes were on rural roads. Vehicles on rural roads are more likely to be traveling at high speeds. Consequently, pedestrian-motor vehicle crashes on rural roads are substantially more likely to result in fatalities.

The table below shows the top 40 counties with the most pedestrian fatalities from 2009 through 2013. Mecklenburg County had the highest number of pedestrian fatalities during this period (94 fatalities), followed by Wake County (56), Cumberland County (46), Guilford County (39) and Robeson County (36). In total, the 40 counties listed in the table account for 82% of all pedestrian fatalities in North Carolina during this time period. The counties with the highest numbers of pedestrian fatalities are generally those with the largest populations; however, there are exceptions to this pattern.

Pedestrian fatalities, 2009-2013			
County	Pedestrian fatalities	Fatalities per 100,000 population	% of all pedestrian fatalities
Mecklenburg	94	1.98	11.12%
Wake	56	1.21	6.63%
Cumberland	46	2.84	5.44%
Guilford	39	1.58	4.62%
Robeson	36	5.39	4.26%
Forsyth	27	1.51	3.20%
New Hanover	25	2.43	2.96%
Buncombe	20	1.66	2.37%
Durham	17	1.23	2.01%
Gaston	16	1.54	1.89%
Wayne	16	2.62	1.89%
Alamance	15	1.97	1.78%
Columbus	15	5.25	1.78%
Johnston	15	1.74	1.78%
Nash	15	3.15	1.78%
Onslow	15	1.64	1.78%
Davidson	14	1.73	1.66%
Union	14	1.37	1.66%
Catawba	13	1.67	1.54%
Sampson	13	4.07	1.54%
Harnett	11	1.85	1.30%
Pitt	11	1.30	1.30%
Cleveland	10	2.04	1.18%
Dare	10	5.79	1.18%
Duplin	10	3.43	1.18%
Halifax	10	3.69	1.18%
Iredell	10	1.24	1.18%
Brunswick	9	1.63	1.07%
Randolph	9	1.27	1.07%
Wilson	9	2.23	1.07%
Bladen	8	4.63	0.95%
Cabarrus	8	0.89	0.95%
Craven	8	1.55	0.95%
Rockingham	8	1.72	0.95%
Currituck	7	5.81	0.83%
Hoke	7	2.88	0.83%
Lee	7	2.37	0.83%
Orange	7	1.03	0.83%
Rowan	7	1.01	0.83%
Stanly	7	2.32	0.83%

Robeson County is particularly noteworthy in having both a high pedestrian fatality count and a high rate per capita. Other counties with high per capita rates as well as relatively high counts of pedestrian fatalities include Columbus, Sampson and Dare. Note that a number of these counties are in the eastern part of the state.

Pedestrian Safety Summary and Countermeasures

The number of pedestrian fatalities in North Carolina has slightly increased over the past decade. Pedestrian fatalities are most common among males, persons age 20 to 59, and during nighttime hours. Crashes involving pedestrians are more common on urban roadways but pedestrian fatalities are overrepresented on rural roadways. The counties that account for the most pedestrian fatalities are Mecklenburg, Wake, Cumberland, Guilford and Robeson counties, although a few counties in the eastern part of the state have high rates of pedestrian fatalities per capita. Robeson County is particularly noteworthy in having both a high pedestrian fatality count and a high rate per capita.

We believe further reductions in pedestrian fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing the number of pedestrian fatalities by 20% from the 2009-2013 average of 170 to 136 by December 31, 2016.

Where appropriate, NC GHSP and its partners will use evidence based enforcement tactics in these areas as well.

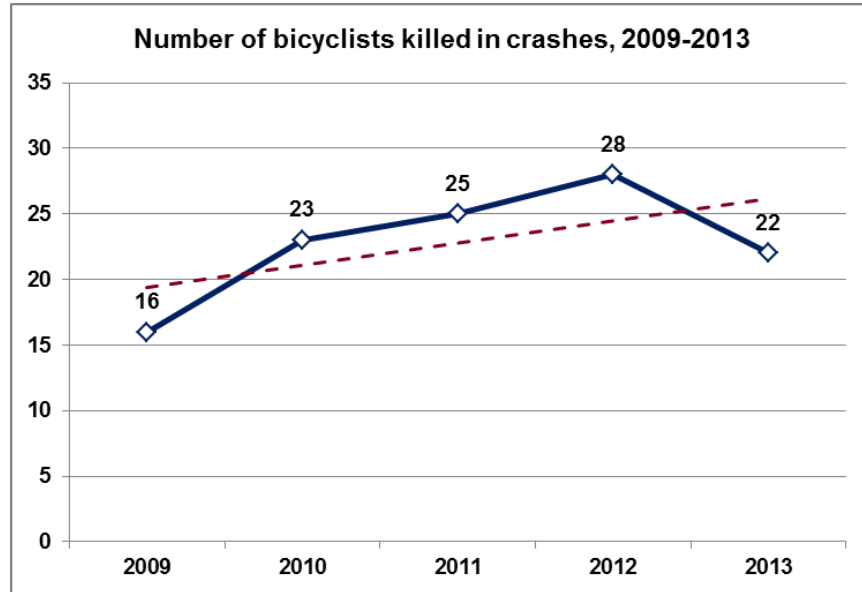
Media Plan

GHSP continues to seek opportunities with pedestrian safety partners to draw media attention to the issues of pedestrian safety, particularly in counties where pedestrian incidents and injuries are most prevalent. GHSP is in the planning stages with the Division of Bicycle and Pedestrian Transportation to promote pedestrian safety in conjunction with the Watch For Me NC emphasis at the beginning of the school year. GHSP will evaluate other opportunities in the coming months. GHSP will also explore non-traditional media opportunities to bring attention and awareness to pedestrian safety.

BICYCLISTS

Evidence Considered

In 2013, there were 22 bicyclists killed in fatal crashes in North Carolina. This was a decrease from the 28 bicyclists killed in crashes in 2012. As illustrated in the figure below, bicyclist fatalities in North Carolina have fluctuated from year to year, although the general trend has been an increase in fatalities during the years 2009 through 2013.

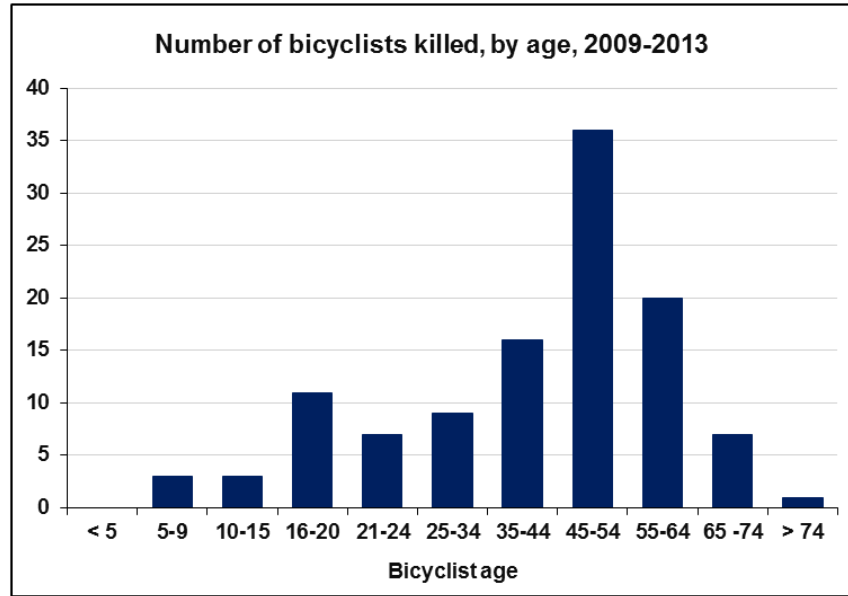


Source: FARS 2009 - 2013

Bicyclist fatalities during the years 2009-2013 were fairly evenly distributed by time of day when daytime (6:00am-5:59pm) and nighttime (6:00pm-5:59am) fatalities are compared, though more were at night (57%) than during the day (43%). The largest number of bicyclist fatalities (21%) occurred on Thursdays and the smallest number (7%) occurred on Mondays.

Most bicyclist fatalities occur at places other than intersections. Between 2009 and 2013, only 12% of bicyclist fatalities occurred at intersections, whereas 88% occurred at non-intersections. For 28 percent of the bicyclists killed there were no “improper actions” on the part of the bicyclists noted as being factors that contributed to the crash. Among the bicyclists where there was a contributing factor noted, the most common factors involved: failure to yield the right of way (16%); not being visible (e.g., dark clothing, no lighting, 13%); being inattentive (6%); wrong-way riding (4%); and failure to obey traffic signs, signals, or officer (4%).

As shown in the figure below, bicyclist fatalities involving young children are relatively rare in North Carolina. Instead, bicyclist fatalities are most common among teenagers (16-20) and riders ages 25 to 64. Many of these individuals probably use bicycles as their primary means of transportation for getting to work, school, etc.



Source: FARS 2009 - 2013

The table below lists the 16 counties with the highest number of bicyclist fatalities from 2009 to 2013. The counties with the most bicyclist fatalities include Robeson, Wake, Mecklenburg, Orange, Pitt, and New Hanover counties. No other county had more than 5 bicyclist fatalities during the five year period. Several of the counties near the top of the table also have large populations. In total, the 16 counties listed in the table account for more than half (62%) of the bicyclist fatalities in North Carolina during this time.

Bicyclist fatalities, 2009-2013			
County	Bicyclist fatalities	Fatalities per 100,000	% of all bicyclist fatalities
Robeson	8	0.12	7.08%
Wake	6	0.01	5.31%
Mecklenburg	6	0.01	5.31%
Orange	5	0.07	4.42%
Pitt	5	0.06	4.42%
New Hanover	5	0.05	4.42%
Rockingham	4	0.09	3.54%
Nash	4	0.08	3.54%
Brunswick	4	0.07	3.54%
Onslow	4	0.04	3.54%
Guilford	4	0.02	3.54%
Dare	3	0.17	2.65%
Craven	3	0.06	2.65%
Harnett	3	0.05	2.65%
Davidson	3	0.04	2.65%
Union	3	0.03	2.65%

Bicyclist Safety Summary and Countermeasures

The number of bicyclist fatalities in North Carolina is less than the number of fatalities involving pedestrians, motorcyclists and other types of road users. However, bicyclist fatalities still present a serious problem. Bicyclist fatalities most commonly occur at non-intersections on weekdays. The victims are typically teenagers or adults between the ages of 25 and 64. The factors which contribute most to bicyclist fatalities include: failure to yield the right of way; not being visible (e.g., dark clothing, no lighting); being inattentive; wrong-way riding; and failure to obey traffic signs, signals, or officer. However, it should be noted that for nearly a third of the bicyclists killed, there were no “improper actions” on the part of the bicyclists noted as being factors that contributed to the crash.

We believe reductions in bicyclist fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing the number of bicyclist fatalities 20 percent from the 2009-2013 average of 23 to 18 by December 31, 2016.

Where appropriate, NC GHSP and its partners will use evidence based enforcement tactics in these areas as well.

Media Plan

GHSP continues to seek opportunities with bicycle safety partners to draw media attention to the issues of bicyclist safety, particularly in counties where bicyclist incidents and injuries are most prevalent. GHSP is in the planning stages with the Division of Bicycle and Pedestrian Transportation to promote bicyclist safety in conjunction with the Watch For Me NC emphasis at the beginning of the school year. GHSP will evaluate other opportunities in the coming months. GHSP will also explore non-traditional media opportunities to bring attention and awareness to bicyclist safety.

DISTRACTED DRIVING

Evidence Considered

Distraction from the primary task of driving occurs when a driver diverts his or her attention away from the roadway. This can include secondary activities such as operating vehicle controls, eating/drinking, attending to personal hygiene, or operating a cell phone. Drivers can also be distracted by other vehicle occupants, or by outside persons, objects, or events. Driving while daydreaming or lost in thought is identified as distracted driving by NHTSA, but physical conditions and/or impairments (such as fatigue, alcohol, and medical conditions) or psychological states (such as anger or depression) are not. NHTSA’s Fatality Analysis Reporting System (FARS) data includes fields that identify one or more attributes which may indicate inattention just prior to the impending critical event. NHTSA has included these distraction variables since 2010.

According to 2013 FARS data, the latest year for which distracted driving data is available on the State, Regional, and National levels, there were 74 fatalities in North Carolina crashes where one or more drivers were reported as being distracted. These “distraction” crashes accounted for 6.8% of the total fatal crashes reported for the year in North Carolina. As shown in the following Table, the North Carolina distracted driving crash rate of 4.6% during the four years of 2010-2013 was smaller than the proportion of fatal crashes involving distractions throughout the U.S. (12.9%) and in the other NHTSA Region 3 States (11.4%).

The number of fatal crashes in North Carolina in 2013 where a distraction was recorded (74) is the same as the average number for the previous three years (2010-2012). This is in contrast to a decrease of 151 for Region 3 and a decrease of 4, 437 nationwide when comparing the number of distraction-related fatalities in 2013 to the average for the previous three years.

North Carolina, Region 3, and National Distracted Driving Related Fatalities: 2010-2013										
Geographic Region	2010		2011		2012		2013		2010 - 2013	
	# Fatal	% of Total Involved	# Fatal	% of Total Involved	# Fatal	% of Total Involved	# Fatal	% of Total Involved	# Fatal	% of Total Involved
North Carolina (N=6,490)	96	4.3%	73	3.5%	54	5.0%	74	6.8%	297	4.6%
Region 3 (N=19,132)	652	10.0%	635	10.0%	459	14.2%	431	14.1%	2,177	11.4%
Nation (N=165,387)	9,133	16.3%	8,093	14.9%	2,144	7.7%	2,020	7.5%	21,390	12.9%

Source: FARS 2010-2013

The table below shows that of the 4,327 total fatalities in 2010 – 2013 North Carolina crashes, 91 percent were recorded as the driver(s) not being distracted. There were 394 fatalities in crashes where the drivers(s) were noted as being distracted or it was not known if there was a

Other Priorities

distraction. Of the known distractions, 24.6% were recorded as being due to “inattention (inattentive), details unknown,” 16.8% were due to “distraction/inattention, details unknown,” and 12.7% were due to “inattentive or lost in thought.” Even though cell phones are generally considered to be a major distraction for drivers, only 5.3% of the distractions during this time were attributed to cell phones (other cellular phone related, while manipulating cellular phone, while talking or listening to cellular phone, and while dialing cellular phone).

North Carolina Distracted Driving Related Fatalities by Behavior: 2010-2013			
Distraction	N	% of Total	% of Distractions
Not Distracted	3,933	90.9%	--
Unknown if Distracted	102	2.4%	25.9%
Inattention (Inattentive), Details Unknown	97	2.2%	24.6%
Distraction/Inattention, Details Unknown	66	1.5%	16.8%
Inattentive or Lost in Thought	50	1.2%	12.7%
Not Reported	20	0.5%	5.1%
Looked But Did Not See	15	0.3%	3.8%
Other Cellular Phone Related	12	0.3%	3.0%
No Driver Present/Unknown if Driver present	8	0.2%	2.0%
By Other Occupant(s)	6	0.1%	1.5%
While Manipulating Cellular Phone	5	0.1%	1.3%
Distraction (Distracted), Details Unknown	3	0.1%	0.8%
While Talking or Listening to Cellular Phone	3	0.1%	0.8%
Distraction/Inattention	2	0.0%	0.5%
While Using or Reaching for Device/Object Brought into Vehicle	1	0.0%	0.3%
Other Distraction	1	0.0%	0.3%
While Using Other Component/Controls Integral to Vehicle	1	0.0%	0.3%
Careless/Inattentive	1	0.0%	0.3%
While Dialing Cellular Phone	1	0.0%	0.3%
Total	4,327	100.0%	--
Total Distractions	394	--	100.0%

Distracted Driving Summary and Countermeasures

GHSP is concerned about the issue of distracted driving. Our goal is to raise awareness of the dangers of distracted driving and to reduce the occurrence of distracted driving with its corresponding risk to vehicle occupants and non-occupants such as pedestrians and bicyclists.

GHSP recognizes that distracted driving results at least in part from lifestyle choices and is intertwined with greater societal issues rather than just issues related to driving. Consequently, few highway safety countermeasures that are behavioral in nature have been shown to reduce distracted driving. There are, however, new countermeasures targeting distracted driving being developed and evaluated in the U.S. One example is high visibility cell phone/text messaging enforcement. GHSP will explore potential countermeasures including evidence-based

enforcement, and will look for opportunities to implement and evaluate countermeasures that might reduce distracted driving among North Carolina drivers.

Media Plan


GHSP continues to seek opportunities with highway safety partners to draw media attention to the issue of distracted driving. GHSP plans to bring attention to distracted driving through an earned media event as part of the State Fair Safety City display. This display will include driving simulators to demonstrate how distractions play a significant part in crashes. GHSP will also explore non-traditional media opportunities to bring attention and awareness to the dangers of distracted driving.

FY2016 OTHER HIGHWAY SAFETY PRIORITIES PROJECTS

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2016 North Carolina Highway Safety Plan to address older driver, bicycle, pedestrian and distracted driving. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency: NCSU - Institute for Transportation Research and Education
Project Number: PS-16-05-01
Project Title: Crosswalk Yielding Enforcement
Project Description: This is the initial year of a project with the Institute for Transportation Research and Education for pedestrian crosswalk education and enforcement. The project will provide fund for law enforcement to enforce and cite motorists who fail to yield to pedestrians at crosswalk intersections. The project will evaluate the behaviors of motorists before and after the pedestrian enforcement campaign to identify the most successful countermeasure.
CMTW: Chapter 8, Section 4.4

Agency: Division of Bicycle and Pedestrian Transportation
Project Number: PS-16-05-02
Project Title: Watch for Me NC-Safety, Education and Enforcement Statewide Campaign
Project Description: This is the second year of a project with the Division of Bicycle and Pedestrian Transportation. This project will provide funding to manage and implement the "Watch for Me" NC (WFMNC) program statewide. This will include partnering with statewide communications to disseminate the bicycle and pedestrian safety message. Included in this years project is a behavioral study of the WFMNC pedestrian safety program. The project also includes education and training for law



enforcement agencies throughout the state on bicycle and pedestrian laws. The goal of the project is to reduce the number of injuries and deaths associated with bicycle and pedestrian traffic crashes by changing the general behaviors of bicyclists, pedestrians and the motoring public.
CMTW: Chapter 8, Section 4.4; Chapter 9, Section 3.3

Agency: UNC - Highway Safety Research Center
Project Number: SA-16-09-04
Project Title: Senior Driver Information
Project Description: This is an ongoing project to address senior driver issues. Although senior driver fatal crash involvement has fluctuated somewhat over recent years, the general trend has been that NC has had a relatively constant number of older drivers involved in fatal crashes. When older drivers are involved in a crash, they are more likely than their younger counterparts to be killed. Drivers age 65 to 69 are no more likely to be killed in a crash than drivers age 15 to 64. However, beginning with age 70, the risk of being killed in a crash increases greatly. To a large degree, this reflects the increasing fragility of older persons. This project provides support for the statewide Senior Driver Safety Coalition and to develop and maintain a website with the primary focus of educating older adults and their families about ways aging can affect driving, steps that individuals and families can take to safely keep driving longer, what resources are available, and how to access these services.
CMTW: Chapter 7, Section 1.2

Agency: Department of Public Instruction - Transportation Services
Project Number: SB-16-10-01
Project Title: School Bus Safety
Project Description: This is the fourth year of a project for a school bus safety program. The NC Department of Public Instruction will conduct outreach activities, develop the School Bus Safety Web, install stop arm cameras, and evaluate use of enhanced loading procedures. NC Department of Public Instruction aims to decrease the number of motorists passing stopped school buses through increased prosecutions from the use of stop arm cameras. They also aim to decrease student injuries and fatalities by raising awareness of the safety benefits of riding the school bus versus other modes of transportation.
CMTW: Chapter 8, Section 2.3

NC Highway Safety Media Plan

PRIORITY AREAS

The GHSP media plan will target two areas of primary concern: occupant protection and alcohol-impaired driving. All media in these areas will include paid and earned media.

In the area of occupant protection, North Carolina will participate in the national "Click It or Ticket" mobilization in FY2016. We will primarily focus our media efforts toward counties and demographic groups which demonstrate low seat belt usage as indicated in the Occupant Protection section of the Highway Safety Plan. Paid media spots will convey an enforcement message to compliment the national media placement. The paid public service announcements will be placed on but not limited to television, radio, digital banners, Pandora, social media and out-of-home elements. Finally, earned media will be conducted statewide with planned campaign kickoffs and approximately 1,500 checkpoints planned for the mobilization.

North Carolina will also participate in all national impaired driving mobilizations. A state specific public service announcement will be placed across the state during the holiday campaign (Dec 2015 – Jan 2016). The paid public service announcements will be placed on but not limited to television, radio, digital banners, Pandora, social media and out-of-home elements. Earned media will be gained from kickoff events as well as high visibility checkpoints throughout the campaigns.

North Carolina will continue to implement the "Click It or Ticket", Securing your Future initiative, which targets high school age drivers. This program was launched in the fall of 2005 in 53 high schools across the state and is now in 325 high schools in over 97 counties. North Carolina's goal is to eventually have this initiative in every high school in North Carolina.

GHSP will also use sports marketing to reach our target demographics. Currently, GHSP has commitments from the all major league teams in North Carolina, all major universities, NASCAR, eight of the nine minor league baseball clubs and future partnerships will include outdoor concert venues. Sports marketing efforts will target all areas of traffic safety mentioned.

Additional information about GHSP's media plan can be found in the sections of the Highway Safety Plan that address specific program areas.

FY2016 MEDIA PROJECTS

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2016 North Carolina Highway Safety Plan to target two areas of primary concern - occupant protection and alcohol-impaired driving – through paid and earned media. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA’s Countermeasures that Work).

Agency: Governor's Highway Safety Program
Project Number: 154PM-16-12-01
Project Title: Media - Impaired Driving
Project Description: This is an ongoing project to provide funding for a media campaigns to address impaired driving issues. The Governor's Highway Safety Program (GHSP) plans to increase its outreach effort regarding impaired driving with an enhanced media placement campaign during each enforcement period which will include TV, radio and gas station advertising. As part of the plan, GHSP will utilize our agency of record to supply media buys, placement and statewide distribution of our message during and between campaigns using data to identify the most effective methods.
CMTW: Chapter 1, Section 5.2

Agency: Governor's Highway Safety Program
Project Number: M2HVE-16-13-01
Project Title: Media - Occupant Protection
Project Description: This is an ongoing project to provide funding for a media campaigns to address occupant protection issues. The Governor's Highway Safety Program (GHSP) plans to increase its outreach effort regarding occupant protection with an enhanced media placement campaign during each enforcement period which will include TV, radio and gas station advertising. As part of the plan, GHSP will utilize our agency of record to supply media buys, placement and statewide distribution of our message during and between campaigns using data to identify the most effective methods.
CMTW: Chapter 2, Section 3.1, 3.2

Agency: Governor's Highway Safety Program
Project Number: M5PEM-16-15-01/OP-16-04-07
Project Title: Sports Marketing
Project Description: This is an ongoing project to provide funding for sports marketing of highway safety messages. The Governor's Highway Safety Program will utilize sports marketing to reach our target demographics. This project

will fund marketing efforts with all major league teams in North Carolina, all major universities, NASCAR, and the majority of the minor league baseball clubs. It will also include outdoor concert venues. Sports marketing efforts will target all areas of traffic safety. Outreach efforts will focus on increasing attention on the target audience using data to identify the most effective methods.

CMTW: Chapter 1, Section 5.2; Chapter 2, Section 3.1, 3.2; Chapter 3, Section 3.1; Chapter 4, Section 3.1, 3.2; Chapter 5, Section 4.1, 4.2; Chapter 7, Section 1.2; Chapter 9, Section 4.2

Equipment Requests of \$5,000 or More

Project Number	Agency	Quantity	Description	Unit Amount	Total Amount
154AL-16-12-03	NC Dept. Of Health & Human Svs. FTA-BAT	4	BAT Mobile Unit	\$625,000	\$2,500,000
154AL-16-12-06	Kernersville Police Dept.	1	In-Car video System	\$6,000	\$6,000
154AL-16-12-06	Kernersville Police Dept.	1	MDT (Mobile Data Terminal)	\$6,000	\$6,000
154AL-16-12-06	Kernersville Police Dept.	1	Patrol Vehicle	\$35,000	\$35,000
154AL-16-12-08	Union County Sheriff's Office	5	In-Car Video System	\$6,000	\$30,000
154AL-16-12-08	Union County Sheriff's Office	1	Light Tower and Generator	\$8,000	\$8,000
154AL-16-12-08	Union County Sheriff's Office	5	MDT (Mobile Data Terminal)	\$6,000	\$30,000
154AL-16-12-08	Union County Sheriff's Office	5	Patrol Vehicle	\$35,000	\$175,000
154AL-16-12-09	Wayne County SO	1	Equipment Trailer	\$5,000	\$5,000
154AL-16-12-09	Wayne County SO	4	In-Car Video System	\$6,000	\$24,000
154AL-16-12-09	Wayne County SO	1	Light Tower and Generator	\$8,000	\$8,000
154AL-16-12-09	Wayne County SO	4	MDT (Mobile Data Terminal)	\$6,000	\$24,000
154AL-16-12-09	Wayne County SO	4	Patrol Vehicle	\$35,000	\$140,000
AL-16-02-05	Forest City PD	1	Equipment Trailer	\$5,000	\$5,000
AL-16-02-05	Forest City PD	1	Light Tower and Generator	\$8,000	\$8,000
AL-16-02-05	Forest City PD	1	Portable Generator	\$5,000	\$5,000
M2HVE-16-13-04/ M5HVE-16-15-01	Cornelius Police Department	2	In-Car Video System	\$6,000	\$12,000
M2HVE-16-13-04/ M5HVE-16-15-01	Cornelius Police Department	2	MDT (Mobile Data Terminal)	\$6,000	\$12,000
M2HVE-16-13-04/ M5HVE-16-15-01	Cornelius Police Department	2	Patrol Vehicle	\$35,000	\$70,000
M2HVE-16-13-04/ M5HVE-16-15-01	Cornelius Police Department	2	Speed Display Sign	\$6,000	\$12,000
M3DA-16-14-05	Cramerton Police Department	10	MDT (Mobile Data Terminal)	\$6,000	\$60,000

Equipment Requests

Project Number	Agency	Quantity	Description	Unit Amount	Total Amount
M9MT-16-16-01	Hendersonville Police Dept.	1	Equipment Trailer	\$10,000	\$10,000
M9MT-16-16-01	Hendersonville Police Dept.	2	MDT (Mobile Data Terminal)	\$6,000	\$12,000
M9MT-16-16-01	Hendersonville Police Dept.	2	Motorcycle	\$30,000	\$60,000
MC-16-03-01	GHSP	1	Equipment Trailer	\$25,000	\$25,000
PT-16-06-05	Marion PD	2	MDT (Mobile Data Terminal)	\$6,000	\$12,000
PT-16-06-09	Jackson County SO	1	In-Car Video System	\$6,000	\$6,000
PT-16-06-15	City of Dunn Police Department	2	In-Car Video System	\$6,000	\$12,000
PT-16-06-15	City of Dunn Police Department	2	MDT (Mobile Data Terminal)	\$6,000	\$12,000
PT-16-06-15	City of Dunn Police Department	2	Patrol Vehicle	\$35,000	\$70,000
PT-16-06-15	City of Dunn Police Department	2	Speed Display Sign	\$6,000	\$12,000
PT-16-06-24	North Carolina Justice Academy	1	70' MonoPad LCD kit	\$9,000	\$9,000
SB-16-10-01	NC DPI	2	Buster the Bus Training Robot	\$9,000	\$18,000

Cost Summary

**U.S. Department of Transportation National Highway Traffic Safety
Administration
Highway Safety Plan
Cost Summary
2016-HSP-1
For Approval**

State: North Carolina

Report Date:
06/30/2015

Program Area	Project	Description	State Funds	Current Balance	Share to Local
NHTSA					
NHTSA 402					
Planning and Administration					
	PA-2016-01-01-00	GHSP-P&A	\$247,256.00	\$247,256.00	\$.00
	Planning and Administration Total		\$247,256.00	\$247,256.00	\$.00
Alcohol					
	AL-2016-02-00-00	GHSP	\$.00	\$6,600,000.00	\$2,500,000.00
	AL-2016-02-01-00	GHSP-AL SUPPORT	\$.00	\$100,000.00	\$.00
	AL-2016-02-02-00	NCDMV	\$.00	\$45,050.00	\$.00
	AL-2016-02-03-00	NC DPI-ALE	\$.00	\$30,000.00	\$.00
	AL-2016-02-04-00	GHSP-TEEN INITIATIVES	\$.00	\$20,000.00	\$.00
	AL-2016-02-05-00	FOREST CITY PD	\$.00	\$22,025.00	\$22,025.00
	Alcohol Total		\$.00	\$6,817,075.00	\$2,522,025.00
Motorcycle Safety					
	MC-2016-03-01-00	GHSP-MOTORCYCLE INITIATIVES	\$.00	\$35,000.00	\$.00
	MC-2016-03-02-00	GUILFORD CO-BIKESAFE	\$.00	\$5,000.00	\$5,000.00
	MC-2016-03-03-00	CITY OF GREENVILLE-BIKESAFE	\$.00	\$5,000.00	\$5,000.00
	MC-2016-03-04-00	CITY OF DURHAM-BIKESAFE	\$.00	\$5,000.00	\$5,000.00
	MC-2016-03-05-00	NC DPS NCSHP-BIKESAFE	\$.00	\$20,000.00	\$.00
	MC-2016-03-06-00	CITY OF JACKSONVILLE-BIKESAFE	\$.00	\$5,000.00	\$5,000.00
	MC-2016-03-07-00	LENIOR COMMUNITY COLLEGE	\$.00	\$50,000.00	\$50,000.00
	Motorcycle Safety Total		\$.00	\$125,000.00	\$70,000.00

Cost Summary

Program Area	Project	Description	State Funds	Current Balance	Share to Local
Occupant Protection					
	OP-2016-04-01-00	GHSP-OP INITIATIVES	\$.00	\$100,000.00	\$.00
	OP-2016-04-02-00	WNC-SAFE KIDS	\$.00	\$119,605.00	\$.00
	OP-2016-04-03-00	UNC HSRC-CPS RESOURCE	\$.00	\$225,129.00	\$.00
	OP-2016-04-04-00	RESEARCH TRIANGLE-SEATBELT SURVEYS	\$.00	\$221,046.00	\$.00
	OP-2016-04-05-00	NC DOI-CPS	\$673,000.00	\$376,000.00	\$.00
	OP-2016-04-06-00	NC JUDICIAL-NC CONFERENCE OF DA'S	\$.00	\$10,000.00	\$.00
	OP-2016-04-07-00	GHSP-SPORTS MARKETING	\$.00	\$562,500.00	\$562,500.00
	OP-2016-04-08-00	GHSP-TEEN INITIATIVES	\$.00	\$20,000.00	\$.00
	Occupant Protection Total		\$673,000.00	\$1,634,280.00	\$562,500.00
Pedestrian/Bicycle Safety					
	PS-2016-05-01-00	NCSU	\$.00	\$94,902.00	\$.00
	PS-2016-05-02-00	NCDOT-WATCH FOR ME	\$.00	\$260,000.00	\$.00
	Pedestrian/Bicycle Safety Total		\$.00	\$354,902.00	\$.00
Police Traffic Services					
	PT-2016-06-01-00	GHSP-POINTS SYSTEM	\$.00	\$1,500,000.00	\$1,500,000.00
	PT-2016-06-02-00	CITY OF ASHEVILLE-LEL	\$.00	\$20,000.00	\$20,000.00
	PT-2016-06-03-00	NEW HANOVER CO-LEL	\$.00	\$20,000.00	\$20,000.00
	PT-2016-06-04-00	ROCKINGHAM PD-LEL	\$.00	\$20,000.00	\$20,000.00
	PT-2016-06-05-00	CITY OF MARION-LEL	\$.00	\$20,000.00	\$20,000.00
	PT-2016-06-06-00	CHARLOTTE MECK PD-LEL	\$.00	\$20,000.00	\$20,000.00
	PT-2016-06-07-00	TOWN OF AYDEN-LEL	\$.00	\$20,000.00	\$20,000.00
	PT-2016-06-08-00	TOWN OF KITTY HAWK-LEL	\$.00	\$20,000.00	\$20,000.00
	PT-2016-06-09-00	JACKSON CO-LEL	\$.00	\$20,000.00	\$20,000.00
	PT-2016-06-10-00	GUILFORD CO-LEL	\$.00	\$20,000.00	\$20,000.00
	PT-2016-06-11-00	TOWN OF MORRISVILLE-LEL	\$.00	\$20,000.00	\$20,000.00
	PT-2016-06-12-00	TARBORO PD-LEL	\$.00	\$26,000.00	\$26,000.00
	PT-2016-06-14-00	TOWN OF HOLLY SPRINGS PD	\$35,490.00	\$82,810.00	\$82,810.00
	PT-2016-06-15-00	CITY OF DUNN-ENFORCEMENT TEAM	\$34,362.00	\$194,717.00	\$194,717.00
	PT-2016-06-16-00	CITY OF MORGANTON PD	\$59,887.00	\$59,888.00	\$59,888.00
	PT-2016-06-17-00	ONslow CO	\$6,250.00	\$18,750.00	\$18,750.00
	PT-2016-06-18-00	NC SHERIFF'S ASSOCIATION	\$.00	\$44,177.00	\$.00
	PT-2016-06-19-00	TOWN OF BISCOE PD	\$22,383.00	\$22,383.00	\$22,383.00

Program Area	Project	Description	State Funds	Current Balance	Share to Local
	PT-2016-06-20-00	TOWN OF WAXHAW	\$18,361.00	\$42,842.00	\$42,842.00
	PT-2016-06-21-00	TOWN OF RICHLANDS	\$23,528.00	\$23,529.00	\$23,529.00
	PT-2016-06-22-00	CITY OF ALBEMARLE PD	\$33,912.00	\$33,913.00	\$33,913.00
	PT-2016-06-23-00	TOWN OF LELAND PD	\$70,737.00	\$70,738.00	\$70,738.00
	PT-2016-06-24-00	NC DOJ-JUSTICE ACADEMY	\$0.00	\$159,000.00	\$159,000.00
	PT-2016-06-25-00	TOWN OF TABOR CITY PD	\$16,600.00	\$38,735.00	\$38,735.00
	Police Traffic Services Total		\$321,510.00	\$2,517,482.00	\$2,473,305.00
Traffic Records					
	TR-2016-07-01-00	GHSP-TRAFFIC RECORDS	\$0.00	\$69,000.00	\$0.00
	TR-2016-07-02-00	UNC IPRC-UNC HOSPITALS	\$0.00	\$136,474.00	\$0.00
	TR-2016-07-03-00	UNC HSRC-AL FACTS WEBSITE	\$0.00	\$40,030.00	\$0.00
	Traffic Records Total		\$0.00	\$245,504.00	\$0.00
Driver Education					
	DE-2016-08-01-00	UNC HSRC-TEEN DRIVER	\$0.00	\$146,770.00	\$0.00
	DE-2016-08-02-00	NC DOA-SADD	\$0.00	\$15,000.00	\$0.00
	Driver Education Total		\$0.00	\$161,770.00	\$0.00
Safe Communities					
	SA-2016-09-01-00	GHSP-SUPPORT	\$0.00	\$700,000.00	\$0.00
	SA-2016-09-02-00	PITT MEMORIAL	\$0.00	\$91,220.00	\$0.00
	SA-2016-09-03-00	UNC HSRC-HSP	\$0.00	\$93,191.00	\$0.00
	SA-2016-09-04-00	UNC HSRC-SR. DRIVERS	\$0.00	\$101,433.00	\$0.00
	SA-2016-09-05-00	UNC HSRC-TWEENS	\$0.00	\$87,591.00	\$0.00
	SA-2016-09-06-00	UNC HSRC-POINTS SYSTEM	\$0.00	\$17,814.00	\$0.00
	SA-2016-09-07-00	CAROLINA MEDICAL CENTER	\$0.00	\$85,482.00	\$0.00
	Safe Communities Total		\$0.00	\$1,176,731.00	\$0.00
Pupil Transportation Safety					
	SB-2016-10-01-00	NCDPI-SCHOOL BUS SAFETY	\$0.00	\$57,000.00	\$0.00
	Pupil Transportation Safety Total		\$0.00	\$57,000.00	\$0.00
Distracted Driving					
	DD-2016-11-01-00	UNC HSRC-STREET SAFE	\$0.00	\$72,523.00	\$0.00
	Distracted Driving Total		\$0.00	\$72,523.00	\$0.00
	NHTSA 402 Total		\$1,241,766.00	\$13,409,523.00	\$5,627,830.00

Cost Summary

Program Area	Project	Description	State Funds	Current Balance	Share to Local
154 Transfer Funds					
	154AL-2016-12-01-00	GHSP-DWI TEAM SUPPORT	\$0.00	\$30,000.00	\$30,000.00
	154AL-2016-12-02-00	CITY OF ASHEVILLE-DWI TEAM	\$123,399.00	\$287,932.00	\$287,932.00
	154AL-2016-12-03-00	NC DHHS-BATMOBILES	\$0.00	\$3,020,150.00	\$1,500,000.00
	154AL-2016-12-05-00	NC DPS-NCSHP OVERTIME	\$0.00	\$250,000.00	\$0.00
	154AL-2016-12-06-00	TOWN OF KERNRSVILLE	\$0.00	\$130,785.00	\$130,785.00
	154AL-2016-12-07-00	CITY OF WILMINGTON-BLOOD LAB	\$0.00	\$166,941.00	\$0.00
	154AL-2016-12-08-00	UNION COUNTY-DWI TEAM	\$0.00	\$699,966.00	\$699,966.00
	154AL-2016-12-09-00	WAYNE COUNTY-DWI TEAM	\$0.00	\$446,589.00	\$446,589.00
	154AL-2016-12-10-00	NC DPS-NCSHP DWI TEAM	\$0.00	\$735,041.00	\$0.00
	154AL-2016-12-11-00	CHARLOTTE MECK PD-DWI TEAM	\$200,056.00	\$466,799.00	\$466,799.00
	154AL-2016-12-12-00	PITT COUNTY	\$30,091.00	\$70,212.00	\$70,212.00
	154AL-2016-12-13-00	CITY OF LUMBERTON-ENFORCEMENT TEAM	\$9,107.00	\$51,604.00	\$51,604.00
	154AL-2016-12-14-00	NC JUDICIAL	\$0.00	\$53,332.00	\$0.00
	154AL-2016-12-15-00	CITY OF RALEIGH-DWI TEAM	\$124,205.00	\$289,811.00	\$289,811.00
	154AL-2016-12-16-00	WAKE/RALEIGH CCBI-BLOOD LAB	\$34,777.00	\$197,073.00	\$0.00
	154AL-2016-12-17-00	TOWN OF GARNER	\$30,114.00	\$70,267.00	\$70,267.00
	154AL-2016-12-18-00	GUILFORD COUNTY TASK FORCE EDUCATOR	\$11,060.00	\$62,675.00	\$62,675.00
	154AL-2016-12-19-00	WAKE COUNTY-ENFORCEMENT TEAM	\$50,105.00	\$116,913.00	\$116,913.00
	154AL-2016-12-20-00	NCDMV	\$0.00	\$885,920.00	\$0.00
	154AL-2016-12-21-00	NC JUDICIAL-NC CONFERENCE OF DA'S	\$0.00	\$928,447.00	\$0.00
	154AL-2016-12-22-00	FAYETTEVILLE PD-ENFORCMENT TEAM	\$38,159.00	\$89,037.00	\$89,037.00
	154AL-2016-12-23-00	CUMBERLAND CO-DWI TREATMENT COURT	\$0.00	\$92,176.00	\$0.00
	154AL-2016-12-24-00	BUNCOMBE CO-TREATMENT COURT	\$0.00	\$111,486.00	\$0.00
	154AL-2016-12-25-00	NC DPI-ABC COMMISSION	\$0.00	\$56,900.00	\$0.00
	154 Alcohol Total		\$651,073.00	\$9,310,056.00	\$4,312,590.00
154 Paid Media					
	154PM-2016-12-01-00	GHSP MEDIA BUYS	\$0.00	\$700,000.00	\$0.00
	154 Paid Media Total		\$0.00	\$700,000.00	\$0.00
	154 Transfer Funds Total		\$651,073.00	\$10,010,056.00	\$4,312,590.00

Program Area	Project	Description	State Funds	Current Balance	Share to Local
MAP 21 405b OP Low					
	M2HVE-2016-13-00-00	GHSP	\$.00	\$990,000.00	\$.00
	M2HVE-2016-13-01-00	GHSP-MEDIA BUYS	\$.00	\$500,000.00	\$.00
	M2HVE-2016-13-02-00	NC DPI-NCSHP OVERTIME	\$.00	\$225,000.00	\$.00
	M2HVE-2016-13-03-00	FAYETTEVILLE PD-ENFORCEMENT TEAM	\$38,159.00	\$89,037.00	\$89,037.00
	M2HVE-2016-13-04-00	TOWN OF CORNELIUS-ENFORCEMENT TEAM	\$18,545.00	\$105,092.00	\$105,092.00
	M2HVE-2016-13-05-00	CITY OF LUMBERTON-ENFORCEMENT TEAM	\$9,106.00	\$51,603.00	\$51,603.00
	M2HVE-2016-13-06-00	CITY OF WILSON-ENFORCEMENT TEAM	\$22,197.00	\$51,792.00	\$51,792.00
	M2HVE-2016-13-07-00	BRUNSWICK CO-ENFORCEMENT TEAM	\$52,551.00	\$17,517.00	\$17,517.00
	M2HVE-2016-13-08-00	GUILFORD CO-ENFORCEMENT TEAM	\$105,677.00	\$105,677.00	\$105,677.00
	M2HVE-2016-13-09-00	WAKE CO-ENFORCEMENT TEAM	\$50,106.00	\$116,913.00	\$116,913.00
	M2HVE-2016-13-10-00	BRUNSWICK CO-ENFORCEMENT TEAMS	\$42,042.00	\$98,097.00	\$98,097.00
	405b Low HVE Total		\$338,384.00	\$2,350,729.00	\$635,729.00
	MAP 21 405b OP Low Total		\$338,384.00	\$2,350,729.00	\$635,729.00
MAP 21 405c Data Program					
	M3DA-2016-14-00-00	GHSP	\$.00	\$650,000.00	\$.00
	M3DA-2016-14-01-00	NC JUDICIAL-ECITATION	\$.00	\$288,104.00	\$.00
	M3DA-2016-14-02-00	UNC HSRC-QUICK RESPONSE	\$.00	\$43,841.00	\$.00
	M3DA-2016-14-03-00	UNC HSRC-TRCC STRAGIC PLAN	\$.00	\$90,843.00	\$.00
	M3DA-2016-14-04-00	UNC HSRC-CRASH FACTS WEBSITE	\$.00	\$61,222.00	\$.00
	M3DA-2016-14-05-00	CRAMERTON PD	\$30,000.00	\$30,000.00	\$30,000.00
	M3DA-2016-14-06-00	NCSU-VISION ZERO	\$.00	\$299,863.00	\$.00
	405c Data Program Total		\$30,000.00	\$1,463,873.00	\$30,000.00
	MAP 21 405c Data Program Total		\$30,000.00	\$1,463,873.00	\$30,000.00
MAP 21 405d Impaired Driving Mid					
	M5HVE-2016-15-00-00	GHSP	\$.00	\$2,500,000.00	\$.00
	M5HVE-2016-15-01-00	TOWN OF CORNELIUS-ENFORCEMENT TEAMS	\$18,546.00	\$105,092.00	\$105,092.00
	M5HVE-2016-15-02-00	CITY OF WILSON-ENFORCEMENT TEAM	\$22,197.00	\$51,793.00	\$51,793.00
	M5HVE-2016-15-03-00	BRUNSWICK COUNTY-ENFORCEMENT TEAM	\$52,552.00	\$17,518.00	\$17,518.00
	M5HVE-2016-15-04-00	GUILFORD CO-ENFORCEMENT TEAM	\$105,668	\$105,668	\$105,668.00
	M5HVE-2016-15-05-00	BRUNSWICK CO-ENFORCEMENT TEAM	\$42,041.00	\$98,096.00	\$98,096.00
	M5HVE-2016-15-07-00	MADD NC	\$.00	\$278,388.00	\$.00
	405d Mid HVE Total		\$241,013.00	\$3,156,564.00	\$378,176.00

Cost Summary

Program Area	Project	Description	State Funds	Current Balance	Share to Local
405d Mid Court Support					
	M5CS-2016-15-01-00	NC DHHS-DRE PROGRAM	\$.00	\$330,000.00	\$.00
	M5CS-2016-15-02-00	NC DHHS-SCIENCE PROGRAM	\$.00	\$660,000.00	\$.00
	M5CS-2016-16-03-00	NC DHHS-SFST PROGRAM	\$.00	\$185,000.00	\$.00
	405d Mid Court Support Total		\$.00	\$1,175,000.00	\$.00
405d Mid Paid/Earned Media					
	M5PEM-2016-15-01-00	GHSP-SPORTS MARKETING	\$.00	\$562,500.00	\$.00
	405d Mid Paid/Earned Media Total		\$.00	\$562,500.00	\$.00
	MAP 21 405d Impaired Driving Mid Total		\$241,013.00	\$4,894,064.00	\$378,176.00
MAP 21 405f Motorcycle Programs					
	M9MT-2016-16-00-00	GHSP	\$.00	\$70,000.00	\$.00
	M9MT-2016-16-01-00	CITY OF HENDERSONVILLE-BIKESAFE	\$.00	\$85,500.00	\$85,500.00
	M9MT-2016-16-02-00	LENOIR COMMUNITY COLLEGE	\$30,000.00	\$30,000.00	\$30,000.00
	405f Motorcyclist Training Total		\$30,000.00	\$185,500.00	\$115,500.00
	MAP 21 405f Motorcycle Programs Total		\$30,000.00	\$185,500.00	\$115,500.00
	NHTSA Total		\$2,532,236.00	\$32,313,745.00	\$11,099,825.00
	Total		\$2,532,236.00	\$32,313,745.00	\$11,099,825.00

Certifications and Assurances

**APPENDIX A TO PART 1200 –
CERTIFICATION AND ASSURANCES
FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)**

State: North Carolina

Fiscal Year: 2016

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

GENERAL REQUIREMENTS

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200 – Uniform Procedures for State Highway Safety Grant Programs

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352), which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), and the Americans with Disabilities Act of 1990 (Pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100-259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)

The State will provide a drug-free workplace by:

- Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- Establishing a drug-free awareness program to inform employees about:
 - The dangers of drug abuse in the workplace.
 - The grantee's policy of maintaining a drug-free workplace.
 - Any available drug counseling, rehabilitation, and employee assistance programs.
 - The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - Abide by the terms of the statement.
 - Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- Taking one of the following actions, within 30 days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted –
 - Taking appropriate personnel action against such an employee, up to and including termination.
 - Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-

domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT)
(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING
(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING
(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION
(applies to subrecipients as well as States)

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered

transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

SECTION 402 REQUIREMENTS

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- Participation in the National high-visibility law enforcement mobilizations;
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a).

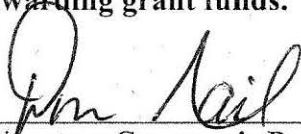
(23 U.S.C. 402(b)(1)(F))

The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that failure to comply with applicable Federal statutes and regulations may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.



Signature Governor's Representative for Highway Safety

6/25/2015

Date

Don Nail

Printed name of Governor's Representative for Highway Safety

