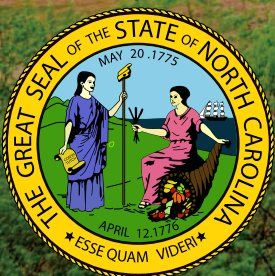


NORTH CAROLINA

Governor's Highway Safety Program

Annual Report FY2023



Governor Roy Cooper

State of North Carolina

Secretary J.R. "Joey" Hopkins

North Carolina Department of Transportation

Director Mark Ezell

Governor's Highway Safety Program



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

ROY COOPER
GOVERNOR

J.R. "JOEY" HOPKINS
SECRETARY

January 26, 2024

Stephanie Hancock, Regional Administrator
National Highway Traffic Safety Administration
George H. Fallon Federal Building
31 Hopkins Plaza, Room 902
Baltimore, Maryland 21201-2825

Dear Ms. Hancock,

North Carolina is pleased to submit the following Annual Report for federal fiscal year 2023. The Annual Report describes the education, enforcement and other safety efforts that have been implemented in North Carolina to reduce motor vehicle crashes and the resulting injuries and fatalities. Specifically, the Annual Report includes an assessment of progress in working toward highway safety performance targets, descriptions of projects and funded activities, and an assessment of communications and media efforts.

We greatly appreciate your review of the report. If you have questions or require additional information, please contact me at (919) 814-3654 or mezzell@ncdot.gov.

As Director of GHSP and Governor's Representative for Highway Safety, I am proud of the Governor's Highway Safety Program and their partners for the work they accomplished during FY2023, and I look forward to another productive year ahead.

Sincerely,

A handwritten signature in cursive script that reads "Mark Ezzell".

Mark Ezzell
Director/GR

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Executive Summary

This Annual Report describes the accomplishments and challenges experienced by the North Carolina Governor's Highway Safety Program (GHSP) during FY2023 (October 1, 2022 – September 30, 2023). GHSP funded a total of 119 projects for state, local and nonprofit agencies with the goal of reducing motor vehicle crashes and the resulting injuries and fatalities. These projects addressed several problem areas including alcohol-impaired driving, occupant protection, speeding, young drivers, older drivers, motorcycle safety, pedestrians, bicyclists, and traffic records.

The federal grant funds administered during this fiscal year included Section 402 (State and Community Highway Safety Grant Program), 405(b) (Occupant Protection Incentive Grants), 405(c) (State Traffic Safety Information System Improvement Grants), 405(d) (Alcohol-Impaired Driving Countermeasure Incentive Grants) 405(f) (Motorcyclist Safety Grants), and 405(h) (Non-Motorized Safety Grants).

This FY2023 Annual Report includes:

- North Carolina's progress in meeting the targets set for reductions in overall fatalities and other performance measures
- A description of how GHSP will adjust its upcoming HSP to better meet performance targets for performance targets not met
- A description of North Carolina's data-driven problem identification process and selection of evidence-based countermeasures
- A description of the State's evidence-based enforcement program activities
- A list of projects and activities approved during FY2023 including a description of each project, an explanation of how each project contributed to meeting North Carolina's targets, and a rationale for projects that were not implemented
- A description of paid media expenditures
- A legislative update

Progress in Meeting Targets

North Carolina experienced 1,784 traffic fatalities during 2022 (according to North Carolina crash data). This was an increase of 7.3 percent from the 1,163 fatalities in 2021. Higher fatalities occurred across nearly all performance measures during 2022. This phenomenon was not unique to North Carolina—fatalities increased nationwide and, in many states, last year.

Despite this, North Carolina speeding-related fatalities decreased 10.8% for 2022 compared to 2021. As described in this report, GHSP supports a variety of enforcement and educational campaigns designed to encourage drivers to obey speed limits. Another positive development is that alcohol-impaired driving fatalities decreased by 3.9 percent during 2022.

The June 2023 observed seat belt use rate for North Carolina was 92.2 percent meeting its target of 90 percent. Nevertheless, unrestrained passenger vehicle occupant fatalities increased 5.6 percent in 2022, from 515 to 544. To reverse this trend, GHSP is planning to support a variety of evidence-based educational and enforcement efforts during the next fiscal year. GHSP has also reinvigorated the Occupant Protection Task Force and completed an Occupant Protection Assessment with NHTSA. The recommendations from that assessment are the basis for strengthening North Carolina's occupant protection program.

North Carolina experienced an increase in fatalities on several other performance measures during 2022, including motorcyclist fatalities, pedestrian fatalities, and drivers aged 20 or younger involved in fatal crashes. GHSP remains committed to reversing these trends by using evidence-based approaches as described in NHTSA’s *Countermeasures That Work*.

Program Area Highlights

The North Carolina Governor’s Highway Safety Program supports a variety of efforts to decrease motor vehicle crashes and the resulting injuries and fatalities as demonstrated in subsequent sections of this Annual Report. Below are key highlights of GHSP’s program areas.

Alcohol-Impaired Driving

GHSP is very aggressive in the fight to remove impaired drivers from our roadways. GHSP supports proven programs such as *Booze It & Lose It* to deter drinking and driving. During FY2023, 86.5 percent of law enforcement agencies in the state participated in the *Booze It & Lose It* campaign, yielding 6,333 DWI arrests and 286,889 charges for other traffic violations. Law enforcement officers in North Carolina use mobile breath-alcohol testing units, better known as BAT Mobiles, to increase the efficiency of on-site DWI processing. Each BAT Mobile is equipped with evidentiary breath test instruments, a Drug Recognition Expert (DRE) evaluation room, and all other necessary equipment and supplies for processing DWI suspects. GHSP also increased use of new social media tools, including social media influencers, to convey impaired driving prevention messaging.

During FY2023, GHSP supported DWI Enforcement Teams in counties that are overrepresented in alcohol-related crashes, injuries and fatalities. GHSP crafted the initiative to encourage law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers are most likely to be on the roadways—typically Thursday, Friday and Saturday nights between 10 p.m. and 6 a.m. GHSP also works to ensure the successful prosecution of impaired drivers through initiatives such as the Traffic Safety Resource Prosecutor (TSRP) program, the creation of dedicated DWI courts and the expansion of blood alcohol testing facilities.

GHSP also worked with the Insurance Institute for Highway Safety (IIHS), UNC HSRC, GHSA CSI project and other local groups to create an updated “Booze It & Lose It” campaign that involves new messaging, new tools, and more “upstream” prevention efforts.

Occupant Protection

Increasing seat belt use is one of GHSP’s highest priorities. During FY2023, law enforcement agencies in North Carolina conducted two statewide waves of the *Click It or Ticket* campaign, plus a special enforcement campaign held during Child Passenger Safety Week. During these three waves, law enforcement officers conducted 8,627 checkpoints and saturation patrols, resulting in 8,844 seat belt citations and 1,126 child passenger safety violations. Additionally, GHSP partnered with the North Carolina State Highway Patrol to conduct Special Operation Projects in designated high-risk counties. GHSP also continued funding a seat belt diversion program in Robeson County. Developed through a partnership between a local hospital and the District Attorney’s office, the program allows first-time seat belt violations to be dismissed pending participation in a seat belt use training class. The project is coupled with increased enforcement efforts in the local community.

North Carolina remains very active in child passenger safety training, education and assistance. As of the end of FY2023, North Carolina had 3,358 individuals with Child Passenger Safety Certification, including 49 Instructors and 120 Technician Proxies. In FY2023, there were there were 215 Permanent Checking Station programs operating 277 service locations in 93 counties. Over 5,500 children were served, and 5,524 car seats were checked at North Carolina car seat checking stations.

GHSP hosted a virtual NHTSA-facilitated assessment of North Carolina's occupant protection program in February 2021. The assessment, conducted by traffic safety experts from around the nation, examined current programs and policies regarding seat belts and occupant protection for children in North Carolina. The assessment identified the program's strengths, accomplishments, and challenges, and offered suggestions for improvement, especially in efforts to target persistent seat belt non-users more effectively. GHSP continues to work towards addressing and implementing many of the recommendations from the assessment in a continuing effort to strengthen North Carolina's occupant protection program. The NC Occupant Protection Task Force has worked in FY 2023 to implement many of these recommendations and begin preparations for updating the Occupant Protection Plan in 2024.

Speeding and Police Traffic Services

Speeding continues to be a major cause of injuries and fatalities on North Carolina roadways and has significant economic, social, and personal costs for North Carolinians. Law enforcement agencies in North Carolina conducted the *Speed a Little. Lose a Lot* enforcement campaign from April 3 to 9, 2023. The campaign reminds drivers there is no reason to speed because the consequences could be more than just getting a ticket. The campaign complements the NC Vision Zero initiative, which seeks to reach zero traffic-related fatalities through coordinated agency-to-agency efforts that help change the overall traffic safety culture

In a further effort to target speed enforcement, GHSP encourages counties to adopt systematic approaches for identifying roads that are priorities. Through support and refinement of the Vision Zero Analytics project GHSP continued to share data with all agencies, particularly in counties overrepresented in speeding fatalities. Additionally, GHSP has continued to promote training in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies. GHSP has a long-standing partnership with the North Carolina Justice Academy, which provides training in crash investigation and speed measuring instrument certification to law enforcement officers statewide.

In FY2022, GHSP partnered with the UNC Highway Safety Research Center to conduct a statewide survey of law enforcement officers to gather perceptions and experiences, specifically those related to traffic safety. Over 700 law enforcement professionals took part in the survey, the result of which were collected and included in a comprehensive report published by HSRC which was provided to NHTSA.

Young Drivers

GHSP is supporting and evaluating several innovative approaches to improving young driver safety. During FY2023 GHSP funded teen driver safety initiatives led by University Health Systems of Eastern North Carolina (Vidant Health), the University of North Carolina Highway Safety Research Center (HSRC), and SADD. GHSP also provided continued leadership of the Driver Education Advisory Committee.

GHSP continues to have an innovative marketing opportunity with the NC High School Athletic Association (NCHSAA) to work with the state's athletic directors, high school athletes and coaches to promote seat belt use. Dozens of high schools participated in two video and design contests creating innovative occupant protection messages to young people. GHSP also marketed "Click It or Ticket"

through involvement with the Scholar Athlete Program, which reaches over 40,000 scholar-athletes in High Schools across the state. For FY2023, GHSP amended the design contest to focus exclusively on video.

Motorcycle Safety

Motorcycles are an increasingly popular form of transportation in North Carolina. A key safety initiative to reduce motorcyclist crashes and fatalities is BikeSafe North Carolina. BikeSafe offers training in riding techniques and discusses a variety of safety topics. The training is conducted by law enforcement motor officers in a non-threatening, non-enforcement environment. Students are typically experienced riders who are interested in improving their riding skills and the training takes place in the classroom and on the streets. During FY2022, there were 51 host agencies for the BikeSafe program that conducted a total of 183 events with 457 attendees.

Traffic Records

North Carolina strives to develop and implement effective programs that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic safety data. Based on input driven by our Traffic Records Coordinating Committee, recent efforts have focused on linking State data systems to each other and improving the compatibility and interoperability of North Carolina's data systems with national data systems. Such data is needed to identify priorities for Federal, State, and local highway and traffic safety programs, and to evaluate the effectiveness of these programs.

During the past six years, North Carolina has conducted a Traffic Records Assessment Self-Assessment, helped the NC Administrative Office of the Courts (AOC) continue Brazos eCitation® system, and funded several ongoing projects to develop data linkage between the crash reporting databases and medical databases. Additionally, through the analytical work funded through the Vision Zero program, GHSP has supported efforts to make crash data readily available to law enforcement, the public, media representatives and researchers.

The biggest Traffic Records efforts currently underway include a complete revamp of the crash report form (NC DMV 349), the entire NC Crash Data Record System (TEAAS), and each of the data systems involved in the recording and analyses of crash data by traffic engineers, municipalities, law enforcement, and researchers.

Other Priorities

The North Carolina Governor's Highway Safety Program funds other projects that help North Carolina and GHSP advance the traffic safety goals set forth in the FY2023 Highway Safety Plan. These projects address issues such as older driver safety, pedestrians and bicyclists, distracted driving, and commercial motor vehicle safety. As with the high priority areas described above, GHSP focuses on proven countermeasures to reduce traffic-related fatalities and serious injuries.

Ongoing Commitment to Improving Traffic Safety in North Carolina

GHSP will continue serving as a leader for improving traffic safety in North Carolina. GHSP is committed to funding evidence-based, innovative, and results-oriented programs to accomplish our mission of reducing crashes, saving lives and decreasing incapacitating injuries. The achievements to date have been the result of a wide range of educational, enforcement and other safety initiatives in our state. These efforts are credited to the hard work and dedication of many agencies and individuals including law enforcement officers, prosecutors, judges, educators, researchers, community groups and safety

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advocates. In FY 2024, GHSP plans to continue these efforts along with increased community engagement, targeted outreach to underserved communities, and significantly larger investments in communications and public awareness. We are confident that our efforts during FY2024 and beyond will continue to improve the safety of our streets and highways for all North Carolinians.

About the North Carolina Governor's Highway Safety Program

Mission

The mission of the Governor's Highway Safety Program is to -prevent traffic crashes and fatalities in North Carolina by promoting safe transportation behaviors through the planning and execution of data driven safety programs.



Organizational Structure

The North Carolina Governor's Highway Safety Program (GHSP) is housed within the North Carolina Department of Transportation (NCDOT). The GHSP Director is the ranking official with authority to administer North Carolina's highway safety program and is also appointed by the Governor as the Governor's Representative for Highway Safety.

The GHSP has a staff of 11 professionals and two full-time and one part-time support staff. The GHSP director is responsible for the program's administration. The Director directly supervises both Assistant Directors, the Task Force Manager/Assistant, and, along with NC DOT Communications, indirectly supervises the communications manager. The two assistant directors oversee GHSP's Planning, Programs and Evaluation, Finance and Administration, and high-profile public engagement and outreach. GHSP's traffic safety marketing efforts are funded through a grant to NCDOT to help leverage and coordinate the state's overall transportation marketing efforts.

Planning, Programs and Evaluation Section

The Planning, Programs and Evaluation section develops, implements, manages, monitors and evaluates a grants program that addresses highway safety concerns identified through an evidence-based analysis of crash, citation and other empirical data. The Planning, Programs and Evaluation section staff includes a manager and four Highway Safety Specialists (HSS). One additional specialist coordinates and oversees the law enforcement liaison network in addition to a specific program area. Every project is assigned to a specific Highway Safety Specialist who is the Project Director's liaison with the GHSP, NHTSA and other highway safety agencies. Highway Safety Specialists are responsible for these project areas:

1. Traffic Records
2. Impaired Driving
3. Bicycle/Pedestrian
4. Occupant Protection
5. Youth and Young Drivers
6. Motorcycle Safety
7. Older Drivers
8. Speed

Finance and Administration Section

The Finance and Administration section manages and coordinates the financial operations and administrative support needs of the GHSP. The Finance and Administration section is currently staffed with a Finance Officer and part-time administrative assistant.

Public Information and Education Section

The Public Information and Education section promotes public awareness and visibility of highway safety issues. The Public Information and Education section is currently staffed with a Communications Manager. The Communications and Events Coordinator receives additional support and assistance from the NCDOT Communications Office.

GHSP Staff

Mark Ezzell	Director
Stacy Deans	Assistant Director-Internal Operations
Cheryl Leonard	Assistant Director-External Operations
Warren Smith	Planning, Programs and Evaluation Manager
Emily Moore	HSS-Traffic Records/Occupant Protection
Lori Brown	HSS-Impaired Driving Coordinator
Bob Stevens	Law Enforcement Liaison/HSS-Speed Coordinator
Jesse Webb	HSS-Law Enforcement Personnel Grants
Jennifer Delcourt....	HSS Vulnerable Road Users (Bicycle and Pedestrian, Young Driver, Senior Driver, Distracted Driving
Dana Friedrichs	Occupant Protection and Impaired Driving Task Force Coordinator
Lindsey Poe	Communications Manager
Shanon Daniels.....	Finance Officer
Kayde-ann Miller-Ford	Program Assistant
Sylvia Thompson	Program Assistant

Contact Information

Name: Mark Ezzell, Director
Phone: (919) 814-3654
Email: mezzell@ncdot.gov
Address: 750 N. Greenfield Parkway, Garner, NC 27529
Website: www.ghsp.nc.gov

Funded Projects and Activities

The following projects helped to support planning and administration activities by GHSP under the FY2023 Highway Safety Plan:

Agency: Governor's Highway Safety Program
Project Number: PA-23-01-01
Project Title: GHSP In-House Planning and Administration
Project Description: This was an ongoing project that provided funding for the Director and Assistant Director positions to manage the day-to-day operations of the highway safety office. This project also provided funding for the Finance Officer, Administrative Assistant, and Program Assistant positions to carry out the administrative tasks for the office to properly function.
Contributions to Meeting Targets: This project supported salaries and associated costs of five administrative employees to manage the highway safety office.

Agency: Governor's Highway Safety Program
Project Number: SA-23-09-01
Project Title: GHSP In-House Programs & Operations Support
Project Description: This was an ongoing project that provided funding for the Planning, Programs and Evaluation Manager and Highway Safety Specialist positions responsible for administering and monitoring grants, a Law Enforcement Liaison position to coordinate and enhance law enforcement participation, a Communication and Events Coordinator position to promote and assist in managing events, and an administrative position. This project also provided funding for other operational expenses and highway safety events throughout the year.
Contributions to Meeting Targets: This project supported five highway safety specialists and one law enforcement liaison to provide oversight for grants. The highway safety specialists conducted compliance monitoring on over 100 external projects funded for FY2023. This project also supported a Communications and Events Coordinator position to promote highway safety campaigns through earned media. There were numerous campaign kickoffs and other media events conducted throughout the year to generate attention to various highway safety efforts.

Agency: Governor's Highway Safety Program
Project Number: SA-23-09-02
Project Title: GHSP In-House Media & Events
Project Description: This was an ongoing project to provide funding for a media campaign to address highway safety issues through advertising and public events. As part of the plan, GHSP utilized our agency of record to supply media buys, to provide placement and distribution of our message using data to target specific

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locations and identify the most effective methods. Efforts include funding for GHSP's Traffic Safety Conference.

Contributions to Meeting Targets: GHSP conducted earned media events to kick off the *Booze It & Lose It* campaigns during October (Halloween), December/January (Holiday), March (St. Patrick's Day), June/July (Operation Firecracker) and August/September (Labor Day). Other events included the coordination of the Safety City traffic safety display at the N.C. State Fair in October and the Tree of Life media event in conjunction with Mothers Against Drunk Drivers in December. GHSP conducted earned media events to kick off the *Click It or Ticket* campaigns during November and May, as well as the Child Passenger Safety Week efforts in September.

Agency: North Carolina State University - Institute of Transportation Research and Education

Project Number: SA-23-09-08

Project Title: Conference and Event Support

Project Description: This continuation grant supported the NC Traffic Safety Conference and Expo (NCTSC). Funding also supported training opportunities for law enforcement officers and traffic safety partners throughout the state.

Contributions to Meeting Targets: ITRE coordinated with GHSP to begin planning for GHSP's Traffic Safety Conference to be held in Greenville, N.C. in April of 2024. ITRE organizes planning meetings, contacts potential speakers and presenters, and assists in seeking marketing opportunities. ITRE provides the Traffic Safety Conference with website hosting, content development, and architecture maintenance. ITRE planned and hosted four training webinars. ITRE also provided online and in person training opportunities to traffic safety partners.

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center

Project Number: SA-23-09-03

Project Title: Building Capacity for Vision Zero in NC Communities

Project Description: This continuation project continued efforts to strengthen and expand Vision Zero efforts by working with stakeholders in local communities to improve roadways by expanding Safe Systems efforts.

Contributions to Meeting Targets: The UNC team expanded efforts to support a total of eighteen (18) Vision Zero communities. UNC hosted quarterly calls with all NC VZ communities, which included presentations and training on a variety of topics including effective communications for road safety, Safe Systems principles, quick build projects, planning World Day of Remembrance events, discussion of the statewide Vision Zero task force, Safe Streets for All funding, as well as revisiting resources (e.g., Partnership Assessment tool, Community Readiness Assessment) and onboarding for newer Vision Zero communities. Additionally, UNC held monthly coaching calls with groups of 34 VZ communities. Training tools were evaluated and refined. The UNC team held a two-day N.C. Vision

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Zero Leadership Institute where sixteen communities attended. The GHSP Director attended and participated, as well.

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: SA-23-09-04
Project Title: GHSP Website and Reporting System
Project Description: This ongoing project maintained, supported, and facilitated any required changes to the STEP system website based on feedback from and collaboration with the GHSP Project team and end users.
Contributions to Meeting Targets: HSRC supported all aspects of the GHSP STEP website throughout the fiscal year.

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: SA-23-09-05
Project Title: Highway Safety Plan and Annual Report
Project Description: This project supported and assisted the NC GHSP in organizing and preparing the NC Highway Safety Plan and Annual Report.
Contributions to Meeting Targets: HSRC provided invaluable support in the preparation and submission of the NC GHSP's Highway Safety Plan and Annual Report. Both documents were submitted prior to the deadlines.

Agency: North Carolina Alliance for Safe Transportation
Project Number: SA-23-09-14
Project Title: North Carolina Alliance for Safe Transportation
Project Description: This is the first year of a project for the newly formed North Carolina Alliance for Safe Transportation (NCAST). NCAST is a 501(c)(3) non-profit entity working to provide a unified voice on all traffic safety issues including distracted driving, pedestrian safety, impaired driving prevention, and others with a goal establishing a more impactful coalition of safe driving advocates, state and local government agencies, and public policy officials. This grant funded administrative and operational expenses for NCAST.
Contributions to Meeting Targets: NCAST organized three community forums across the state in Davidson, Robeson, and New Hanover counties. Community members and leaders provided feedback related to local traffic safety concerns. Results were provided to GHSP. NCAST created its organizational website (besafenc.org). NCAST made significant efforts to create a presence on various social media platforms to gather local input and create community engagement on traffic safety issues. NCAST also created targeted award-winning traffic safety ads on teen driving and distracted driving.

Performance Measures and Targets

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

In this section, we describe North Carolina's progress toward the targets established for the performance measures required by NHTSA and GHSA. The 11 core performance measures and one core behavior measure include:

Core performance measures

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

Core behavior measure

- Seat belt use rate

For the 10 performance measures related to fatalities, a primary data source is the Fatality Analysis Reporting System (FARS). The North Carolina State Crash Data file is the source for 2022 and 2023 fatality data and serious injury data. The annual seat belt observation survey is the source for seat belt use.

For each performance measure, we first present targets for FY2023 and indicate whether these targets have been achieved. We then provide figures showing five-year trends for each performance measure. This is followed by a brief discussion of North Carolina's overall progress in addressing each performance measure. At the end of this section, we present a table that summarizes the results in achieving performance targets for FY2023 and FY2022.

SHSP and HSIP Coordination

In accordance with Federal requirements, GHSP ensures that the overall targets of the North Carolina Highway Safety Plan match the overall targets in the Highway Safety Improvement Program and are aligned with the goals of the North Carolina Strategic Highway Safety Plan (SHSP). The SHSP was first developed in 2004 and most recently revised in 2019 by the North Carolina Executive Committee for Highway Safety. The SHSP is currently being updated for 2024.

North Carolina is a Vision Zero state—even one fatality is too many on our roadways. This 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 by 2035, achieving zero in 2050.

As required, the targets for total fatalities, the fatality rate per 100 million VMT, and the total number of "disabling" (A) injuries match the overall targets in the Highway Safety Improvement Program and are aligned with the goals of the SHSP. GHSP was a key player in the 2019 update to the SHSP, with Highway Safety Specialists and other GHSP staff serving on many working groups. This helped align the targets and strategies of the HSP with the goals and strategies of the SHSP. GHSP will play a similar role in the 2024 update.

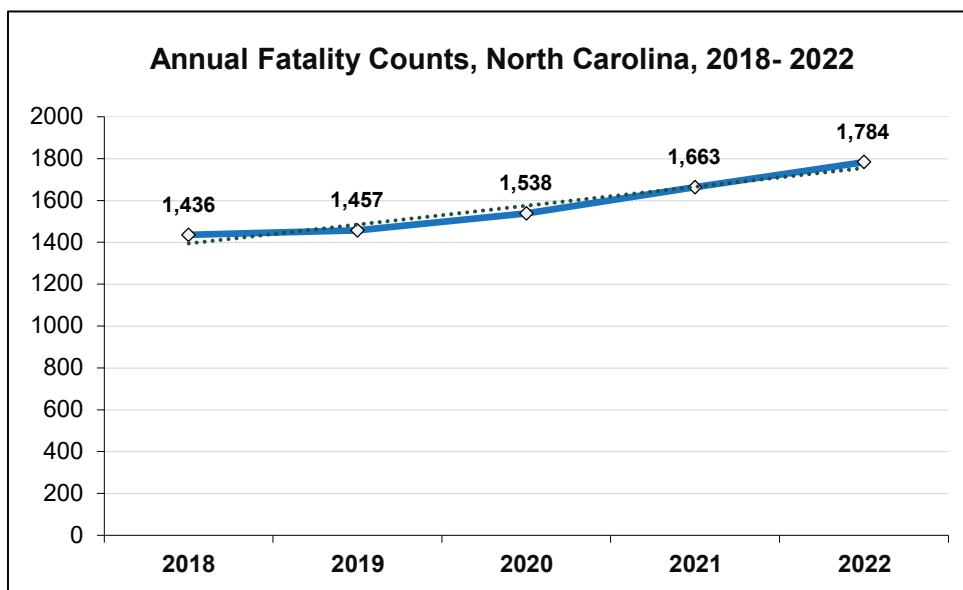
Traffic Fatalities

Target

Reduce traffic-related fatalities by 17.58 percent from the 2016-2020 average of 1,458.6 to the 2019-2023 average of 1,202.2 by December 31, 2023.

Outcome

Target not achieved. The 2018–2022 average number of traffic fatalities was 1,575.6, a 5.0 percent increase from the 2016–2020 average of 1458.6. Through November 30, 2023, there have been 1,522 fatalities, indicating the FY2023 target of 1202.2 will not be met.



Source: FARS, 2018–2021 and NCDOT Motor Vehicle Crash Data, 2022

Assessment of State’s Progress: North Carolina is not on track to meet the target for traffic fatalities. Traffic fatalities increased in North Carolina during 2021 (the most recent year for which FARS data are available). One-hundred twenty-five (125) more fatalities occurred during 2021 than 2020, an increase of 8.1 percent. This same trend occurred nationwide—traffic fatalities in the U.S. increased by 10 percent from during 2020. According to NCDOT Motor Vehicle Crash Data, traffic fatalities continued to grow in 2022.

Plans to Meet Performance Targets: GHSP remains committed to reducing traffic fatalities in our state. To meet future performance targets, GHSP is focusing on evidence-based strategies identified in NHTSA’s Countermeasures that Work. This includes high-visibility enforcement of alcohol, speed and occupant protection laws using checkpoints and saturation patrols. Associated media plans will ensure these enforcement efforts are well publicized to the driving public. GHSP is also supporting a variety of educational, training, communications and other activities designed to reduce crashes, serious injuries and fatalities. GHSP will continue to focus efforts in underserved communities disproportionately affected by traffic safety issues. The Program Area sections of the Annual Report describe planned activities for meeting performance targets.

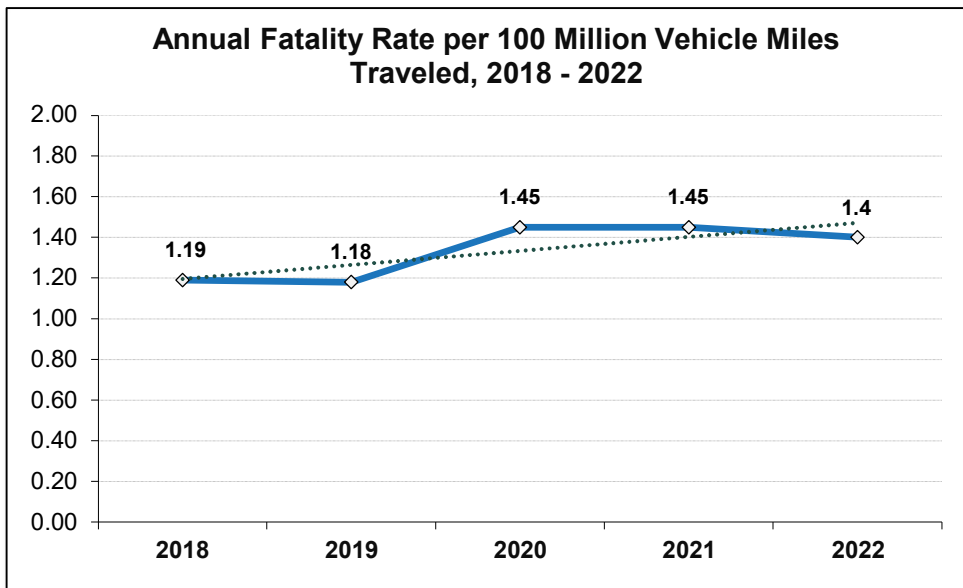
Fatality Rate per 100 Million VMT

Target

Reduce the fatality rate per 100 million VMT by 19.25 percent from the 2016-2020 average of 1.252 to the 2019-2023 average of 1.011 by December 31, 2023.

Outcome

In progress. The 2018–2022 average fatality rate per 100 million VMT was 1.334, a 6.2 percent increase from the 2016–2020 average of 1.252. Although the 2022 fatality rate per 100 million VMT did decrease slightly to 1.4 down from 1.45 the previous year.



Source: FARS, 2017–2020 and NCDOT Motor Vehicle Crash Data, 2021.

Assessment of State’s Progress: North Carolina’s annual fatality rate per 100 million VMT remained at elevated level in 2021 (the most recent year for which FARS data are available). The increase in 2020 was the result of an increase in fatalities coupled with a substantial drop in VMT due to the pandemic and statewide shutdown. During 2021, VMT rose to nearly pre-pandemic levels, but fatalities also increased. The 2022 rate decreased slightly. The fatality rate for 2022 was based on state estimates and will be adjusted once the final rate is published by NHTSA.

Plans to Meet Performance Targets: As stated previously, GHSP is committed to funding evidence-based, innovative, and results-oriented programs to accomplish our mission of reducing crashes, saving lives and reducing incapacitating injuries. GHSP will continue to focus efforts in underserved communities disproportionately affected by traffic safety issues. The Program Area sections of the Annual Report describe planned activities for meeting performance targets.

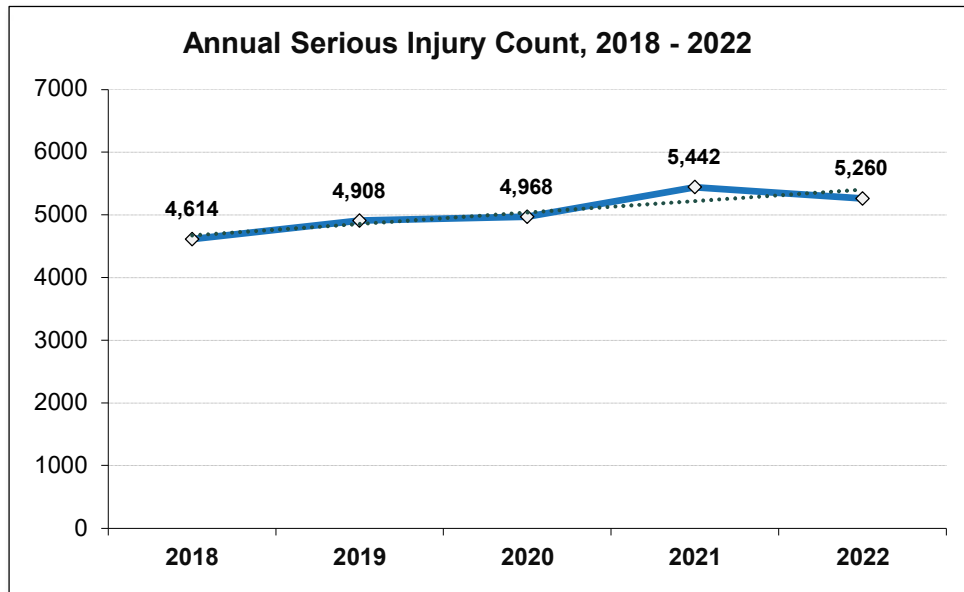
Serious Injuries

Target

Reduce the number of serious injuries by 30.19 percent from the 2017-2021 average of 4903.4.0 to the 2019–2023 average of 3,423.0 by December 31, 2023.

Outcome

Target not achieved. The 2018–2022 average number of serious injuries was 5038.4, a 2.8 percent increase from the 2017-2021 average of 4903.4. Through November 30, 2023, there have been 4,980 serious injuries in traffic crashes, indicating the FY2023 target of 3,423.0 will not be met.



Source: NCDOT Motor Vehicle Crash Data, 2018–2022.

Assessment of State’s Progress: Although the number of serious injuries has fluctuated, there was a steep rise between 2019 and 2021. This parallels the rise in fatalities during this same period. There was a slight decrease in 2022, and based on preliminary data, serious injuries appear to continue to be in decline in 2023, however not be enough to reach the target.

Plans to Meet Performance Targets: As stated previously, GHSP is committed to funding evidence-based, innovative, and results-oriented programs to accomplish our mission of reducing crashes, saving lives and reducing incapacitating injuries. The Program Area sections of the Annual Report describe planned activities for meeting performance targets.

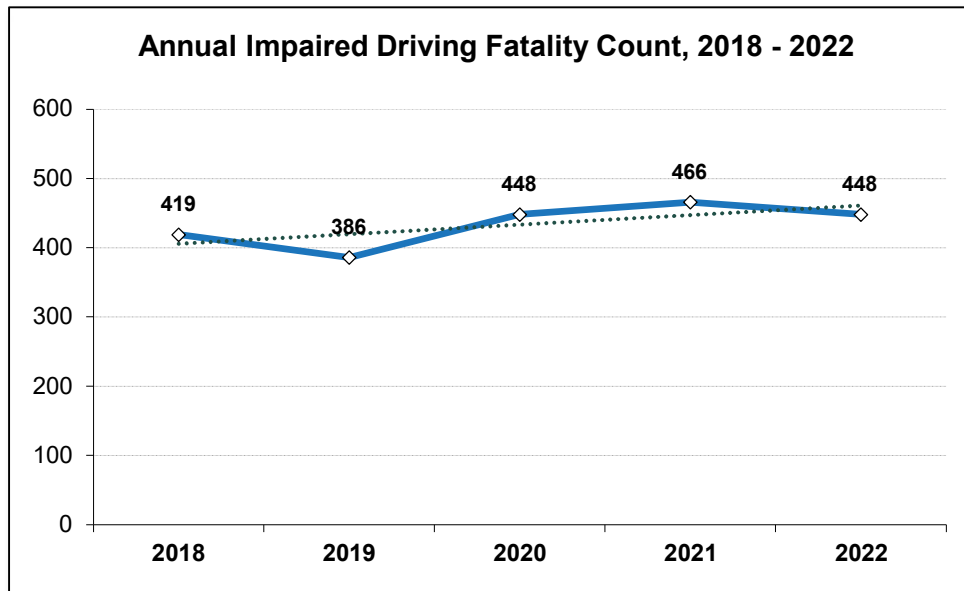
Alcohol-Impaired Driving Fatalities

Target

Decrease alcohol impaired driving fatalities 5 percent from the 2016–2020 average of 417.2 to the 2019–2023 average of 396.3 by December 31, 2023.

Outcome

Target not achieved. The 2018–2022 average number of fatalities involving drivers with a BAC of .08 or above was 433.4, a 3.9 percent increase from the 2016–2020 average of 417.2. Through November 30, 2023, there have been 297 alcohol-impaired fatalities, indicating that while there was a decrease, it was likely not significant enough to meet the FY2023 target of 396.3.



Source: FARS, 2017–2021 and NCDOT Motor Vehicle Crash Data, 2022.

Assessment of State’s Progress: North Carolina is not on track to meet the target for alcohol-impaired driving fatalities. Fatalities increased noticeably from 2019 to 2021 (the most recent year for which FARS data are available). Sixty-eight (68) additional alcohol-impaired driving fatalities occurred during 2020 than 2019, an increase of 18 percent. Fatalities appear to have dropped in 2022, based on North Carolina Crash Data. Overall, the 5-year trend suggests a rise in alcohol-impaired fatalities.

Plans to Meet Performance Targets: North Carolina is very aggressive in the fight to remove impaired drivers from our roadways. GHSP is funding many initiatives during FY2023 to address impaired driving including DWI high visibility enforcement teams, DWI treatment courts and expedited blood testing. Additionally, GHSP has rejuvenated and expanded the Statewide Impaired Driving Task Force. The Task Force updated the State’s Impaired Driving Plan in FY2021, which provides a comprehensive approach for preventing and reducing alcohol-impaired driving in North Carolina, and the Plan will be updated again in 2024. Many of the Task Force’s recommendations are completed or on track for implementation. See the Impaired Driving Program Area for more details. GHSP is working to update the State’s Impaired Driving Plan in FY2024.

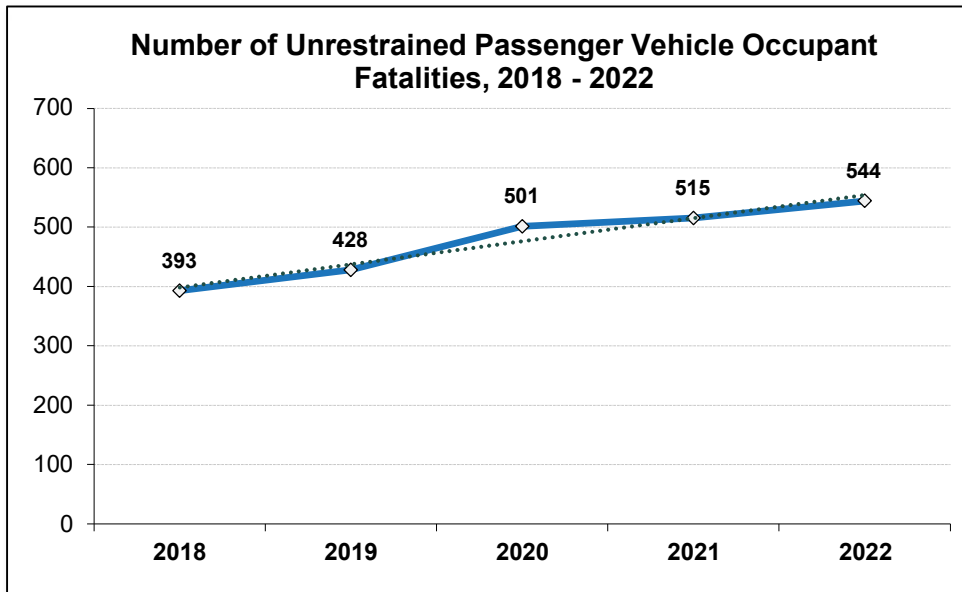
Unrestrained Passenger Vehicle Occupant Fatalities

Target

Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from the 2016-2020 average of 430.4 to the 2019–2023 average of 408.9 by December 31, 2023.

Outcome

Target not yet achieved. The 2018–2022 average number of unrestrained passenger vehicle occupant fatalities was 476.2, a 6.4 percent increase from the 2016–2020 average of 430.4. Through November 30, 2023, there have been 445 unrestrained fatalities, indicating the FY2023 target of 408.9 will not be met.



Source: FARS, 2017–2021 and NCDOT Motor Vehicle Crash Data, 2022.

Assessment of State’s Progress: There were 544 unrestrained fatalities in North Carolina during 2022, an increase of 29 fatalities from 2021. Prior to 2018, unrestrained fatalities had been gradually decreasing. Belt use in North Carolina is somewhat lower among males, young adults ages 20-39, occupants of vans and pickup trucks, and at nighttime. An estimated 600 lives are saved each year in North Carolina by passenger restraints. Approximately 100 more lives could be saved each year if all passenger vehicle occupants were properly restrained.

Plans to Meet Performance Targets: To meet performance targets for unrestrained fatalities, GHSP is planning to support a variety of evidence-based educational and enforcement efforts during the next fiscal year. GHSP is supporting two “Click It or Ticket” mobilizations with additional mini-mobilizations in many of the 25-30 counties with the highest number of unrestrained fatalities over the past five years. GHSP partners with the NC State Highway Patrol to fund special operations projects in high priority counties with low belt use rates or high rates of unrestrained fatalities. GHSP will require all law enforcement grantees to conduct a minimum of one nighttime seat belt enforcement mobilization each month. In addition, the State continues efforts to expand its Permanent Car Seat Checking Stations and the number of certified CPS Technicians to assist parents/caregivers about child passenger safety and to ensure that car seats are installed and used correctly. GHSP is also coordinating with community coalitions in low belt use areas of the state to educate citizens about the

community health benefits of seat belt use. Finally, GHSP has reinvigorated the Occupant Protection Task Force to include 20 additional members, created a comprehensive Occupant Protection Plan in FY2021, and had an Occupant Protection Assessment conducted through NHTSA in 2021. GHSP is working to update the State's Occupant Protection Plan in FY2024. See the Occupant Protection program area for more details.

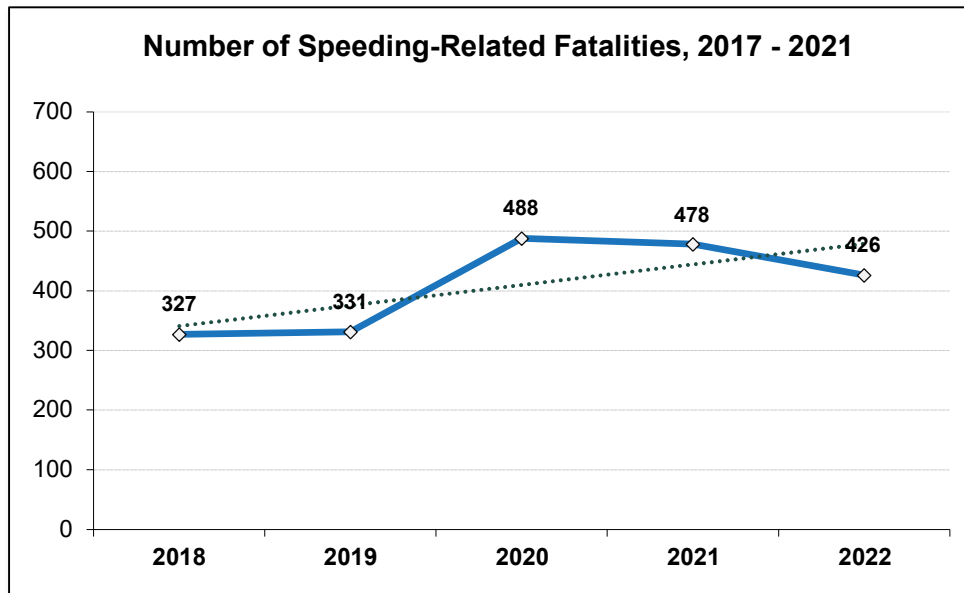
Speeding-Related Fatalities

Target

Decrease speeding-related fatalities 10 percent from the 2016–2020 average of 427.2 to the 2019–2023 average of 384.5 by December 31, 2023.

Outcome

Target not achieved. The 2018–2022 average number of speeding-related fatalities was 410.0. This was a 4 percent decrease from the 2016–2020 average of 427.2. Through November 30, 2023, there have been 352 speeding-related fatalities, indicating that while there was a decrease, it was likely not significant enough to meet the FY2023 target of 384.5.



Source: FARS, 2017–2021 and NCDOT Motor Vehicle Crash Data, 2022.

Assessment of State’s Progress: North Carolina is not on track to meet the target for speeding-related fatalities. There were 478 speed-related fatalities in North Carolina during 2021 (the most recent year for which FARS data are available). This was a slight decrease of 10 fatalities (2 percent) from the preceding year, however the decreases were not significant enough to meet the targets. Approximately one third (32 percent) of all fatalities in North Carolina during 2020 were speeding related. Speeding is particularly common among drivers age 16-29, on weekends, among motorcyclists, and among drivers who had been drinking. Despite the sharp rise in fatalities in 2020, there appears to be a gradual decline in speeding-related fatalities since then.

Plans to Meet Performance Targets: GHSP is committed to supporting proven countermeasures to reduce speeding-related crashes and fatalities. To meet performance targets, GHSP will support the statewide campaign “Speed a Little. Lose a Lot” during the next fiscal year. In addition, GHSP will provide funds to expand current traffic safety teams, with an emphasis on nighttime speed enforcement and speed enforcement in high crash corridors. Teams will be funded in counties overrepresented in speeding fatalities. GHSP plans to share data with enforcement agencies including the locations of speed related crashes, day of the week and the time of day they are occurring. See the Police Traffic Services program area for more details.

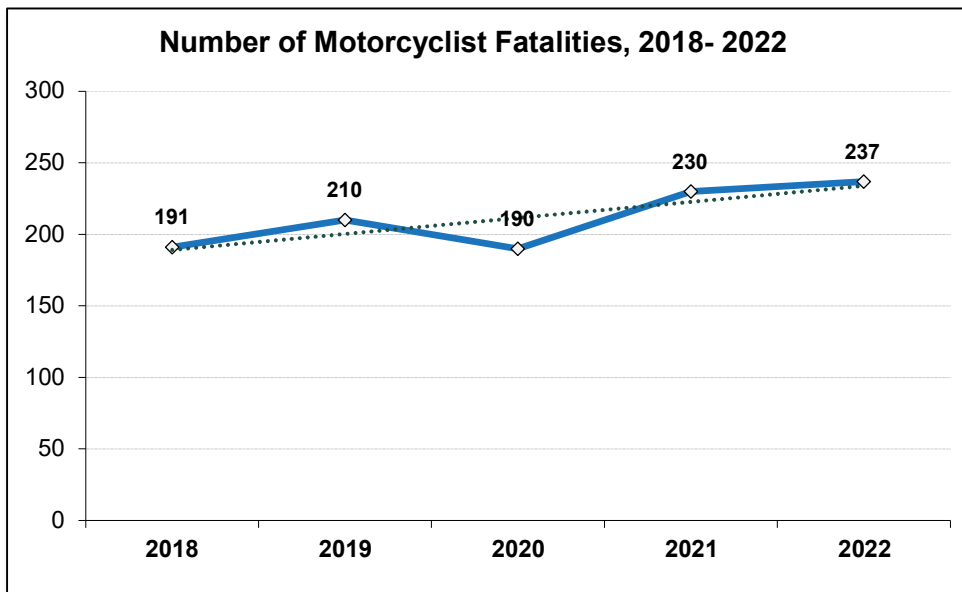
Motorcyclist Fatalities

Target

Decrease motorcyclist fatalities 5 percent from the 2016-2020 average of 190.8 to the 2019-2023 average of 181.3 by December 31, 2023.

Outcome

Target not achieved. The 2018–2022 average number of motorcyclist fatalities was 211.6, an increase of 6.1 percent from the 2016–2020 average of 190.4. Through November 30, 2023 there have been 219 motorcyclist fatalities, indicating the FY2023 target of 181.3 will not be met.



Source: FARS, 2018–2021 and NCDOT Motor Vehicle Crash Data, 2022.

Assessment of State’s Progress: Motorcyclist fatalities increased 3.0 percent from 230 motorcyclist fatalities during 2021 to 237 motorcyclist fatalities during 2022. Each year, motorcyclists account for approximately 15 percent of all traffic fatalities in the state. The popularity of motorcycle riding has grown in North Carolina over the past two decades. There are more riders traveling more miles, resulting in more exposure of motorcyclists to other traffic and potentially dangerous conditions.

Plans to Meet Performance Targets: GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. To meet performance targets, GHSP is expanding its support of “BikeSafe North Carolina” which offers training to new and experienced riders by law enforcement motorcycle officers. The program is updating its curriculum, training new instructors and making continued efforts to expand within the six regions of the State. GHSP has also shifted this program to the NC State Highway Patrol, which is working with law enforcement agencies and community colleges to expand participation rates. Additionally, GHSP will conduct kickoff events for Motorcycle Safety Awareness Month. See the Motorcycle Safety program area for more details.

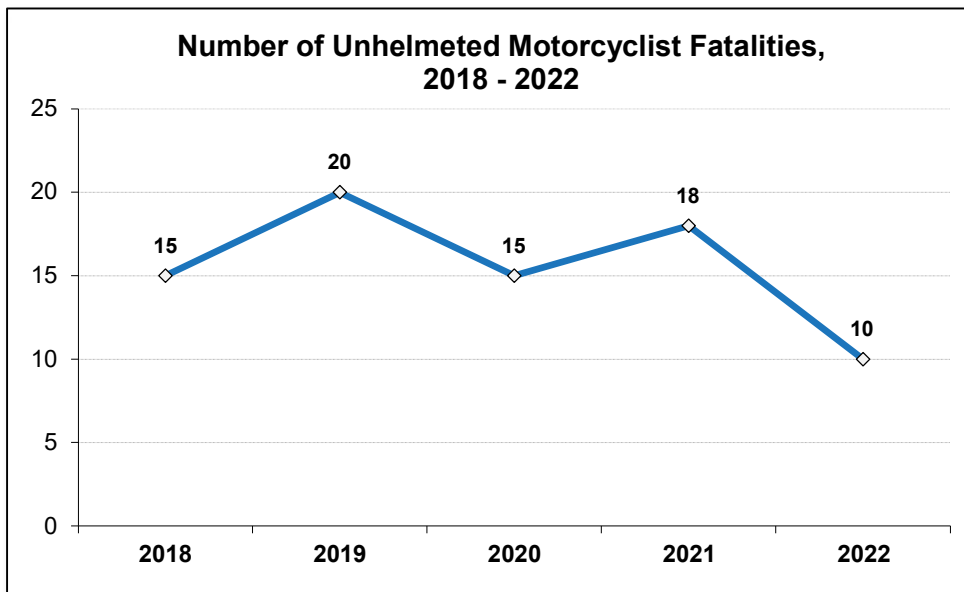
Unhelmeted Motorcyclist Fatalities

Target

Maintain unhelmeted motorcyclist fatalities at or below 15 by December 31, 2023.

Outcome

Target not met. The 2018–2022 average number of unhelmeted motorcyclist fatalities was 15.5, on par with the 2016–2020 average of 15.6. Through November 30, 2023 there have been 19 unhelmeted motorcyclist fatalities, indicating the FY2023 target of 15 or less will not be met.



Source: FARS, 2018–2021 and NCDOT Motor Vehicle Crash Data, 2022.

Assessment of State’s Progress: North Carolina has a universal helmet law covering all riders. Consequently, the state has a very low number of unhelmeted motorcyclist fatalities each year. During 2022, only 10 unhelmeted motorcyclists were killed in crashes. An estimated 100+ lives in North Carolina are saved each year by motorcycle helmets. Additional lives could be saved if all riders wore helmets.

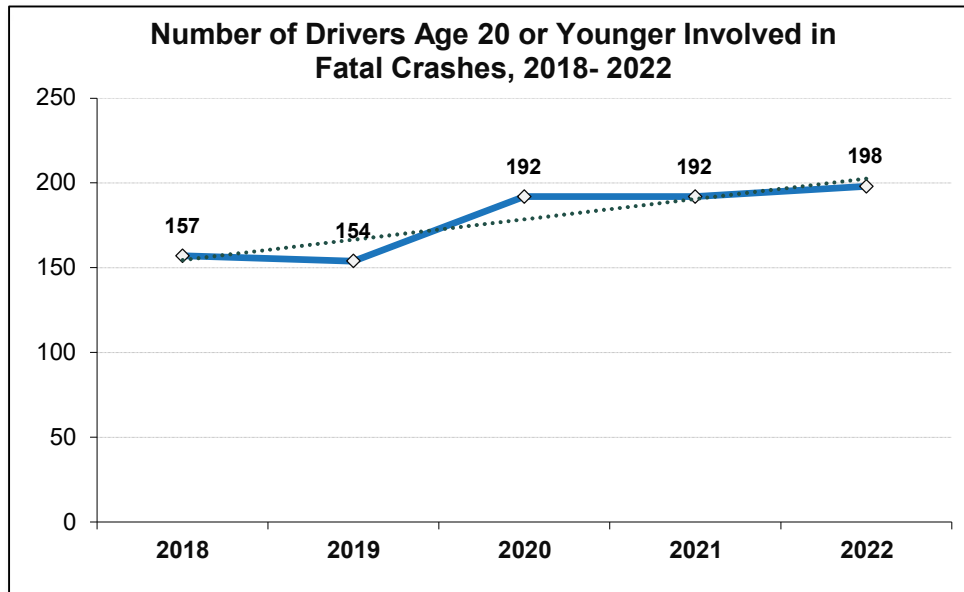
Drivers Age 20 or Younger Involved in Fatal Crashes

Target

Decrease drivers age 20 or younger involved in fatal crashes by 5 percent from the 2016-2020 average of 172.4 to the 2019–2023 average of 163.8 by December 31, 2023.

Outcome

Target not yet achieved. The 2018–2022 average number of young drivers involved in fatal crashes was 178.6, an increase of 3.1 percent increase from the 2016–2020 average of 172.4. Through November 30, 2023, there have been 198 fatalities involving young drivers, indicating the FY2023 target of 163.8 is unlikely to be met.



Source: FARS, 2018–2021 and NCDOT Motor Vehicle Crash Data, 2022.

Assessment of State’s Progress: Motor vehicle crashes are a leading cause of death among teenagers in North Carolina. During 2022, there were 198 fatal crashes involving drivers age 20 or younger, an increase from the 192 fatal crashes in 2020. Prior to 2020, fatal crashes among young drivers had been steadily declining in North Carolina.

Plans to Meet Performance Targets: In FY 2023, GHSP supported several innovative approaches to improve young driver safety in North Carolina. Additionally, GHSP plans to use the Driver Education Program Assessment Report as the basis for planning driver education program improvements, assessing legislative needs, considering additional training and evaluating funding priorities. GHSP also works closely with other young driver experts through the Drivers Education Advisory Committee to help advance policies and practices to reduce young driver crashes. See the Young Drivers program area for more details.

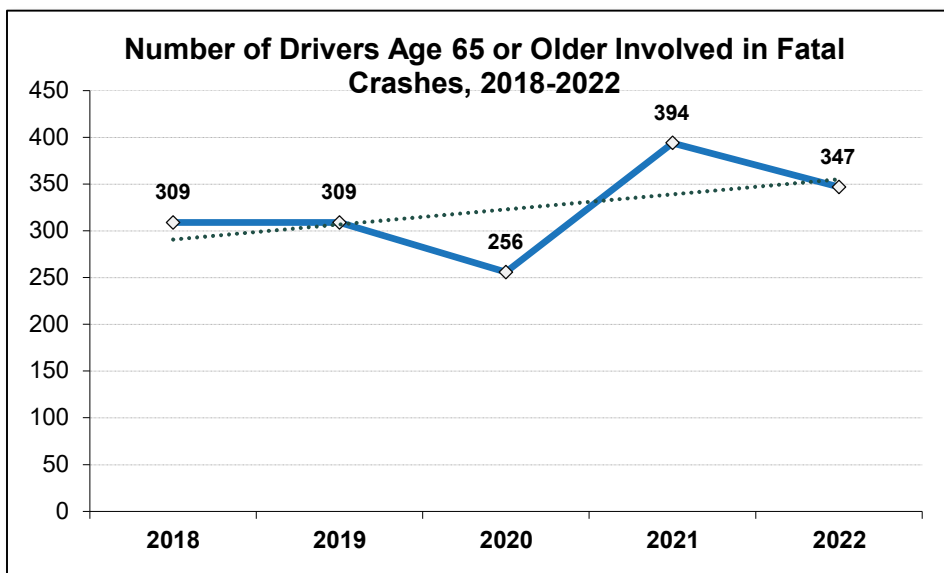
Drivers Age 65 or Older Involved in Fatal Crashes

Target

Reduce drivers age 65 or older involved in fatal crashes by 5 percent from 289.6 to 275.1 by December 31, 2023.

Outcome

Target not yet achieved. The 2018–2022 average number of older drivers involved in fatal crashes was 323.0, an increase of 3.9 percent increase from the 2017–2021 average of 310.8. Through November 30, 2023, there have been 287 fatalities involving older drivers, indicating the FY2023 target of 275.1 is unlikely to be met.



Source: FARS, 2018–2021 and NCDOT Motor Vehicle Crash Data, 2022.

Assessment of State’s Progress: North Carolina is one of the top 5 destinations for retirees age 60 and older. The number of crashes involving this group continues to increase steadily on average (aside from 2020, which most likely was a result of the decrease in driving for this age group due to the COVID-19 pandemic). During 2022, there were 347 fatal crashes involving drivers age 65 or older, a slight decrease from 394 fatal crashes in 2021. Prior to 2020, fatal crashes among older drivers had been steadily increasing in North Carolina.

Plans to Meet Performance Targets: In FY2023, GHSP working with HSRC to pilot CarFit 1:1 program in 3-6 partners in North Carolina communities. CarFit is a national program created by AAA, the American Occupational Therapy Association (AOTA), and AARP to address the need for improved fit between vehicle and driver. HSRC will complete a process evaluation to determine successes and any barriers that might need to be addressed.

GHSP has also collaborated with and supported a statewide Older Driver Working Group to identify ways to improve the safety of older drivers. Based in part on recommendations from this Working Group, North Carolina is planning new projects to address this alarming trend, including efforts to evaluate data to determine where efforts can possibly be better focused. See the Other Highway Safety Priorities section for more details.

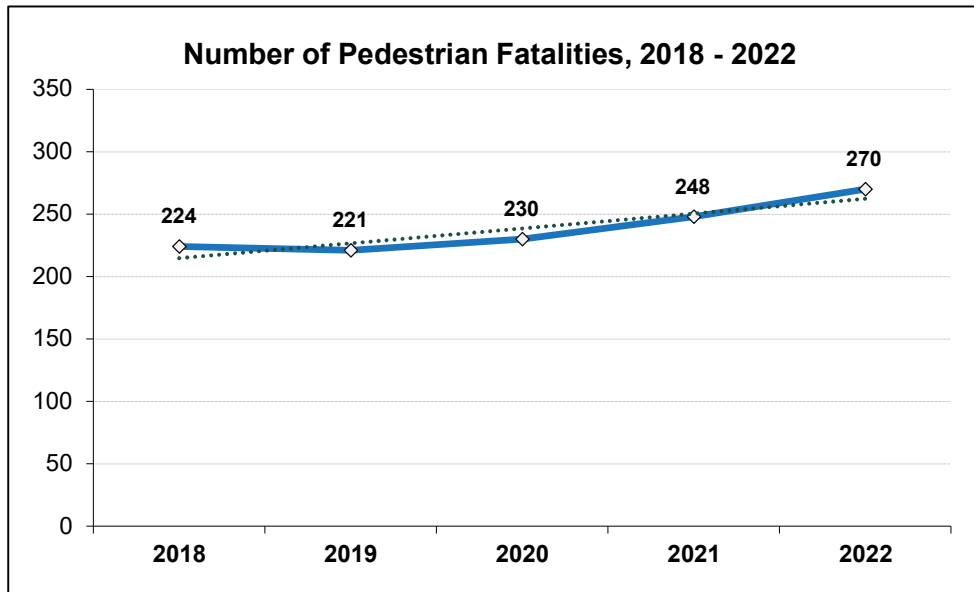
Pedestrian Fatalities

Target

Decrease the number of pedestrian fatalities by 5 percent from the 2016-2020 average of 214.2 to the 2018–2022 average of 203.5 by December 31, 2023.

Outcome

Target not achieved. The 2018–2022 average number of pedestrian fatalities was 238.6, a 6.4 percent increase from the 2018–2020 average of 214.2. Through November 30, 2023, there have been 220 pedestrian fatalities, indicating the FY2023 target of 203.5 will not be met.



Source: FARS, 2018–2022 and NCDOT Motor Vehicle Crash Data, 2022.

Assessment of State’s Progress: North Carolina experienced 270 pedestrian fatalities during 2022, an increase of 22 fatalities compared to 2021. Moreover, the long-term trend suggests a steady rise in pedestrian fatalities. This mirrors national trends. Pedestrian fatalities accounted for 15 percent of all traffic fatalities in North Carolina during 2022.

Plans to Meet Performance Targets: GHSP believes reductions in pedestrian fatalities are possible. This year, GHSP worked with the Highway Safety Research Center to revise the program portion of the “Watch for Me” program to better address pedestrian safety needs. GHSP also provided \$200,000 to NC DOT Communications to conduct targeted communications campaigns in selected areas highlighting best practices for pedestrians, motorists and others to keep pedestrians safe. GHSP will focus efforts on evaluating pedestrian crash data to determine where new strategies can be developed and implemented. In addition, GHSP is working closely with the NC Safety and Mobility Section of NCDOT to align both structural and behavioral funding to address pedestrian safety.

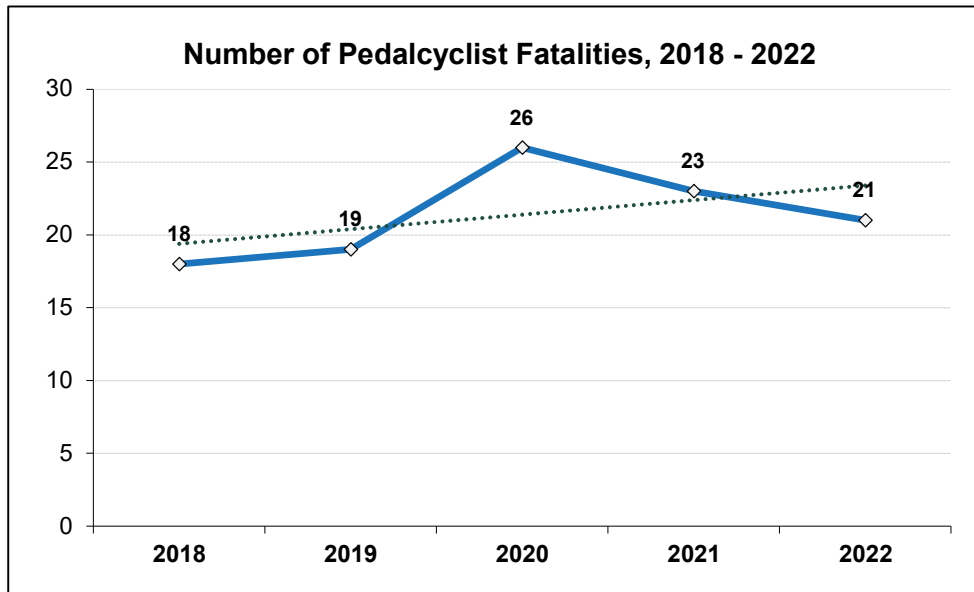
Pedalcyclist Fatalities

Target

Decrease the number of bicyclist fatalities 10 percent from the 2016–2020 average of 21.8 to the 2018–2022 average of 19.6 by December 31, 2023.

Outcome

Target not achieved. The 2018–2022 average number of bicyclist fatalities was 21.4, a 7 percent decrease from the 2016–2020 average of 21.8. Through November 30, 2023, there have been 33 bicyclist fatalities, indicating the FY2023 target of 19.6 will not be met.



Source: FARS, 2018–2021 and NCDOT Motor Vehicle Crash Data, 2022.

Assessment of State’s Progress: The number of pedalcyclist fatalities in North Carolina is much lower than the number of fatalities involving pedestrians, motorcyclists and other types of vulnerable road users. Although the number of fatalities fluctuates from year to year, the long-term trend suggests a slight rise in pedalcyclist fatalities.

Plans to Meet Performance Targets: GHSP believes further reductions in pedalcyclist fatalities are possible. GHSP is partnering with the Highway Safety Research Center to revise the “Watch for Me” program and BikeWalk NC to better address pedalcyclist safety needs in our state. In addition, GHSP is working closely with the NC Safety and Mobility Section of NCDOT to align both structural and behavioral funding to address pedalcyclist safety. See the Other Highway Safety Priorities section for more details.

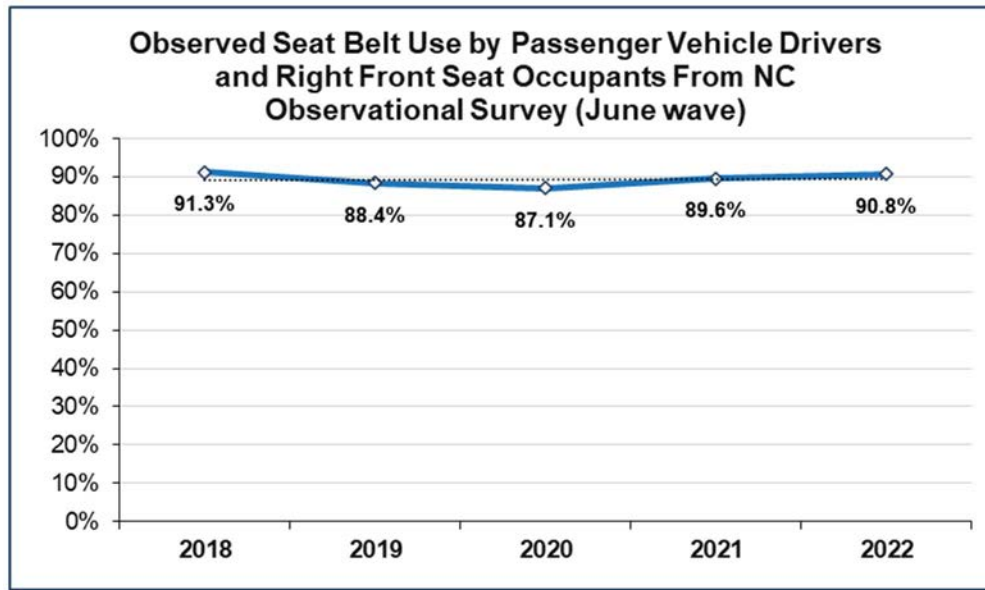
Seat Belt Use Rate

Target

Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 90.0 percent by December 31, 2023.

Outcome

Target achieved. The results of 2023 observed seat belt use survey show a rate of 92.2%, above the target of 90% set for 2023.



Source: North Carolina’s annual seat belt use survey.

Note: The 2020 annual seat belt use survey was postponed to September due to COVID-19.

Assessment of State’s Progress: North Carolina’s met its target. Observed seat belt use among passenger vehicle occupants was 92.2 percent. In comparison to 2022, belt use increased for drivers (from 90.7 percent to 91.9 percent) and increased for front right seat passengers (from 91.6 percent to 93.6 percent).

Plans to Meet Performance Targets: Increasing seat belt use continues to be one of GHSP’s highest priorities. As described earlier, to meet performance targets, GHSP-funded activities will focus on nighttime belt enforcement, low-belt use counties, and child passenger safety. See the Occupant Protection program area for more details.

North Carolina Governor’s Highway Safety Program – FY2023 Annual Report

Assessment of Results in Achieving Performance Targets for FY2023 and FY2022

Performance Measure	FY2023					FY2022			
	Target period	Target Years	Target value FY23 HSP	Data Source/ FY23 Progress Results	On Track to Meet FY23 Target	Target Value FY22 HSP	Target Years	Data Source/ FY22 Final Results	Met FY22 Target
C-1) Total Traffic Fatalities	5 year	2019-2023	1202.2	1,574.8 (2019-2021 FARS, 2022-2023 State)	N	1,254.9	2018-2022	1519.80 (2017-2020 FARS, 2021 State)	N
C-2) Serious Injuries in Traffic Crashes	5 year	2019-2023	3423.0	5,062 (2019-2021 FARS, 2022-2023 State)	N	3,537.6	2018-2022	4867.2 (2017-2020 FARS, 2021 State)	N
C-3) Fatalities/VMT	5 year	2019-2023	1.011	1.285 (2019-2021 FARS, 2022-2023 State)	N	1.057	2018-2022	1.30 (2017-2020 FARS, 2021 State)	N
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions	5 year	2019-2023	408.9	487.2 (2019-2021 FARS, 2022-2023 State)	N	365.4	2018-2022	457.8 (2017-2020 FARS, 2021 State)	N
C-5) Alcohol-Impaired Driving Fatalities	5 year	2019-2023	396.3	406.4 (2019-2021 FARS, 2022-2023 State)	N	342.3	2018-2022	406.6 (2017-2020 FARS, 2021 State)	N
C-6) Speeding-Related Fatalities	5 year	2019-2023	384.5	412.6 (2019-2021 FARS, 2022-2023 State)	N	317.1	2018-2022	399.0 (2017-2020 FARS, 2021 State)	N
C-7) Motorcyclist Fatalities	5 year	2019-2023	181.3	173.4 (2019-2021 FARS, 2022-2023 State)	Y	180.9	2018-2022	194.8 (2017-2020 FARS, 2021 State)	N
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2019-2023	15	14.9 (2019-2021 FARS, 2022-2023 State)	Y	15	2018-2022	18 (2017-2020 FARS, 2021 State)	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2019-2023	163.8	179.2 (2019-2021 FARS, 2022-2023 State)	N	149.2	2018-2022	177.0 (2017-2020 FARS, 2021 State))	N

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C-10) Pedestrian Fatalities	5 year	2019-2023	203.5	238.6 (2019-2021 FARS, 2022-2023 State)	N	192.5	2018-2022	225.4 (2017-2020 FARS, 2021 State)	N
C-11) Bicyclist Fatalities	5 year	2019-2023	19.6	22.6 (2019-2021 FARS, 2022-2023 State)	N	18.7	2018-2022	23 (2017-2020 FARS, 2021 State)	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	Annual	2023	90.0	92.2 State survey	Y	90.0	2022	90.8 State survey	Y
Number of drivers age 65 or older involved in fatal crashes	5 year	2019-2023	275.1	323 (2019-2021 FARS, 2022-2023 State)	N	277.0	2018-2022	310.8 (2017-2020 FARS, 2021 State)	N

Summary of North Carolina Enforcement Activity

The table below summarizes citations issued during grant-funded enforcement activities. More details about enforcement activity can be found within the sections of the Annual Report that follow.

Summary of North Carolina Enforcement Activity*					
Activity Measures	2019	2020	2021	2022	2023
Occupant Restraint Citations Issued During Grant-Funded Enforcement Activities	29,869	20,942	28,136	35,317	37,629
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	9,994	8,280	9,757	9,902	12,833
Speeding Citations Issued During Grant-Funded Enforcement Activities	127,956	104,572	126,982	135,936	158,427

*Activity measures as reported from law enforcement agencies for all enforcement campaigns.



Program Areas and Selection of Evidence-Based Countermeasures

During FY2023, GHSP used federal highway funds to support a variety of programs, projects and activities to advance the traffic safety targets set forth in the Highway Safety Plan. GHSP focuses on evidenced-based strategies which are proven effective in reducing motor vehicle crashes, injuries, and fatalities.

Evidence-Based Traffic Safety Plan

GHSP has developed processes, policies and procedures to ensure that resources are used efficiently and effectively to support North Carolina's highway safety program goals. North Carolina uses an evidence-based approach in traffic safety planning by taking the following steps:

Data-driven Problem Identification

GHSP conducts an extensive problem identification process to develop and implement the most effective and efficient plan for the distribution of federal funds. Many data sources are examined to give the most complete picture of the major traffic safety problems in the State. These sources include FARS data, the North Carolina Crash Database, and enforcement and adjudication data. North Carolina also conducts seat belt and cell phone use observational surveys and examines these data for problem identification and evaluation purposes. Input from stakeholders, members of the public, researchers, and others also help inform problem identification and evidenced-based programs that reduce traffic fatalities. The problem identification process helps to ensure the implemented initiatives address the crash, fatality, and injury problems within the State. This process also provides appropriate criteria for the designation of funding priorities and provides a benchmark for administration and evaluation of the overall highway safety plan.

To help create a clearer picture of the needs in NC's underserved areas, GHSP is using two new data tools this year: the North Carolina Department of Transportation's Transportation Disadvantaged Index (TDI) and the Environmental Justice Index (EJ). These sources include maps and interactive dashboards to help understand and visualize transportation disadvantage and the disproportionate impact of transportation barriers on communities of color, as well as help inform policies, planning, and project development decision making. The TD Index (TDI) describes concentrations of zero-vehicle ownership, poverty level, youth aged 15 and under, seniors aged 65 and older, mobility impairments, and Black, Indigenous, and Persons of Color (BIPOC). This is an ARGIS based system that incorporates several sets of data that NHTSA recommends including in SHSO planning, including Census data, Environmental Protection Agency environmental justice screening tool, FHWA's Screening Tool for Equity Analysis of Projects (STEAP), The Justice40 Initiative Climate and Economic Justice Screening Tool (CEJST), and others.

In addition, North Carolina uses the Community Health Needs Assessments (CHNA or CHA) conducted by each county health authority. Every county/health authority in the country conducts CHNA's every three to four years as a requirement for federal funding and accreditation. The North Carolina Department of Health & Human Services (NCDHHS) collects these reports. Many of these assessments include information from survey questionnaires and community focus groups. Transportation is often included as a theme, barrier, or priority.

The data analyses conducted in the problem identification process identifies which drivers or other road users are under- or overinvolved in crashes and determines when and where crashes are occurring. Behavioral measures, such as alcohol impairment, speeding and seat belt non-use, are also examined. GHSP encourages counties to adopt more systematic approaches for identifying roads that are priorities. To this end, GHSP promotes training in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies to assist local law enforcement agencies to develop their enforcement plans.

GHSP's in-house review team, along with input from partners, reviews project applications and prioritizes 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 meet North Carolina's targets, GHSP focuses on strategies that are proven effective in reducing motor vehicle crashes, injuries, and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 10th 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 include high-visibility enforcement of alcohol, speed, and occupant protection laws using checkpoints and saturation patrols. Associated media plans ensure these enforcement efforts are well publicized to the driving public.

Continuous Monitoring

To ensure projects remain committed to their stated plans, various tracking mechanisms are used to help GHSP Highway Safety Specialists monitor each project's progress. Each agency receiving grant funding must complete quarterly progress reports to assess whether goals and outcomes are met. Projects that fund enforcement personnel also report on monthly enforcement actions taken, educational programs delivered, and hours worked. During each statewide enforcement campaign, GHSP requires grant-funded law enforcement agencies to provide weekly, online reports of their citation totals. GHSP also solicits non-grant funded law enforcement agencies to participate in these campaigns and report their activities. Reports of checkpoints and saturation patrols include data on the locations and times worked, the number of officers present, and the number and types of citations issued. Project monitoring allows GHSP to determine if adjustments to plans are necessary to provide the greatest use of resources to address targeted traffic safety problems.

Law Enforcement Collaboration & Engagement

GHSP is currently working with the Highway Safety Research Center (HSRC) to create a means through which law enforcement agencies throughout the state can report to GHSP its efforts related to community engagement. Law enforcement agencies will be able to report the results of community engagement efforts in the same electronic system used to report campaign enforcement efforts. GHSP can use this information as a way to evaluate and guide its traffic safety efforts.

Program Areas

During FY2023, GHSP funded a variety of programs, projects, and activities with federal transportation funds to advance the traffic safety targets set forth in the Highway Safety Plan. The North Carolina Governor's Highway Safety Program has identified the following top priorities for program funding:

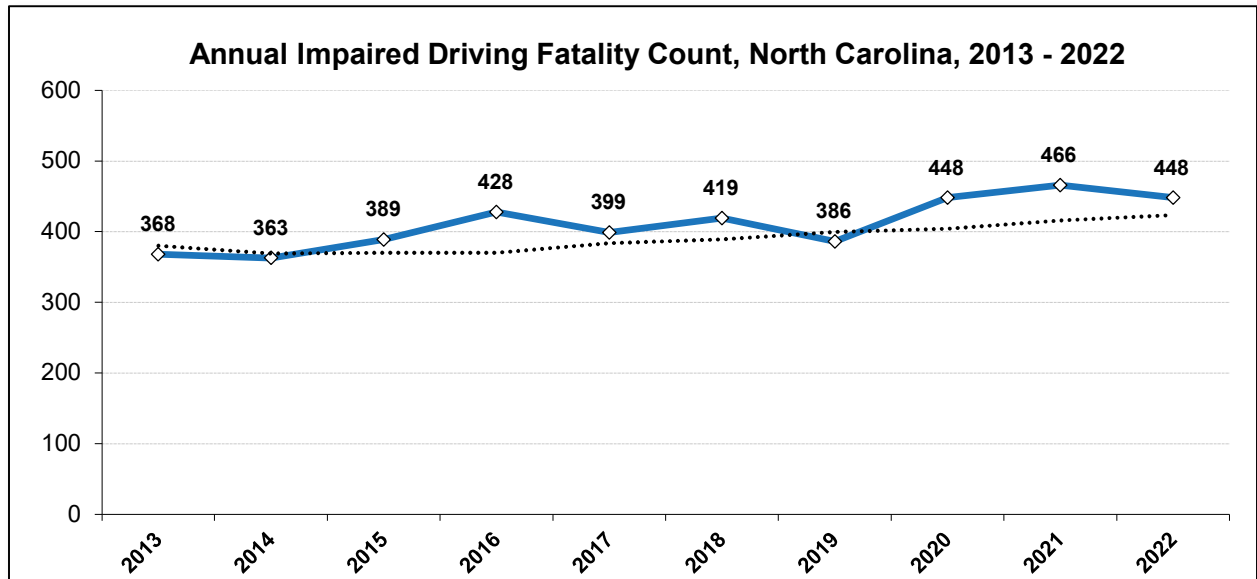
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- Alcohol-Impaired Driving
- Occupant Protection
- Speeding and Police Traffic Services
- Young Drivers
- Motorcycles Safety
- Traffic Records
- Other Highway Safety Priorities: Older Drivers, School Bus Safety, Pedestrians, Bicyclists, Distracted Driving and Commercial Motor Vehicles

The order in which the program areas are discussed in this Annual Report generally coincides with their position in GHSP's overall set of priorities, with the top priorities being alcohol-impaired driving and occupant protection. Each program area begins with a brief background, followed by a discussion of programs funded during FY2023 and their results.

Impaired Driving

In 2022, there were 448 fatalities in crashes involving alcohol. This was a 3.9% decrease from the 466 fatalities in 2021. Alcohol was involved in 25% of all traffic fatalities in 2022. Prior to the decrease last year, fatalities involving alcohol were gradually rising in North Carolina. Based on the 5-year moving average (the dotted line in the figure below), fatalities involving alcohol have increased each year since 2015.



FARS data show that alcohol involvement is more common in fatal crashes involving males, drivers ages 20-54, motorcycle and moped riders, and drivers on rural roadways. Alcohol-involved fatal crashes are most common at nighttime, especially between the hours of 7 p.m. and 3 a.m. The counties that account for the most alcohol-related fatalities are Mecklenburg, Guilford, Wake, Robeson, Cumberland, and Forsyth counties. Together, these six counties comprise two-thirds (68 percent) of all alcohol-related fatalities in the state from 2017-2021. (North Carolina has 100 counties.)

Noteworthy Programs

Enforcement

High Visibility Enforcement

According to NHTSA’s Countermeasures that Work, high visibility enforcement (HVE) is one of the most effective approaches for reducing impaired driving. The high visibility aspect is key because the largest benefit from such campaigns comes from deterring the general driving population from violating traffic safety laws. When drivers believe impaired driving is likely to be detected and violators punished, fewer will engage in this behavior. To ensure the general driving population is aware of law enforcement campaigns, they must be highly visible and publicized extensively.

North Carolina has developed a comprehensive program to combat impaired driving and to maximize the likelihood of detecting, investigating, arresting, and convicting impaired drivers. The state has implemented the “Booze It & Lose It” campaign every year since 1994. This is a statewide campaign

stressing enforcement and media coverage. During FY 2023, the statewide law enforcement participation rate for all highway safety campaigns was 86.5%, and statewide law enforcement participation in *Booze It & Lose It* campaigns averaged 86.3%. GHSP continues to utilize an online reporting system for law enforcement agencies. This system allows each department to enter their activity each week during campaigns. Enforcement numbers are then immediately available in the statewide totals. All law enforcement agencies funded by GHSP are required to participate in a minimum of one DWI enforcement activity each month and in all high visibility enforcement campaigns.

North Carolina utilizes a variety of communication strategies to draw attention to *Booze It & Lose It* and the enforcement efforts in the state. This year GHSP utilized both in person kickoff events and campaign kickoff events done either online or developed by local partners. GHSP uses innovative paid media strategies to reach young adult audiences, a key demographic according to market research. This includes media buys on internet radio, digital video, digital displays on microtargeted web sites, TV advertising on cable stations, and customizable advertising such as in movie theaters. GHSP has created new digital video ads, including cartoons and animation, to use as digital video and displays. GHSP also uses free social media such as Facebook, Twitter and Instagram. Social media site engagement has doubled and will continue to be a key part of our advertising strategy. Marketing and advertising efforts are becoming more strategic 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.

GHSP has been working with the Insurance Institute for Highway Safety (IIHS), UNC HSRC, GHSA CSI project (through an IIHS contract with former Maryland SHSO director Tom Gianni) and other local groups to create an updated "Booze It & Lose It" campaign that involves new messaging, new tools and more "upstream" prevention efforts. In FY 2023, the planning group decided on the components of a pilot reboot project in the far Western NC counties. The group created a new logo, new training tools for law enforcement, and an increased focus on post-arrest use of CAM bracelets. In addition, law enforcement and others in far west counties were given information about treatment options available in the area. The revamp campaign will also expand the message to include the kinds of things one may "Lose" in a DWI (job, money, self-esteem). This campaign kicked off in January 2023 and ran through December 2023. Results are still being compiled and IIHS will provide a comprehensive analysis of the project/s impact.

Law Enforcement Liaisons Network

GHSP coordinates a statewide Law Enforcement Liaisons (LELs) network. The LELs serve in 11 regions GHSP chooses one law enforcement officer from each region to serve as the regional LEL. The regional LELs appoint one officer per county to serve as Law Enforcement County Coordinator (LECC) in each of North Carolina's 100 counties. Working together, the LELs and LECCs promote the *Booze It & Lose It* program, encourage checking stations, and relay campaign reporting opportunities to each agency in the state. With the support of the regional LELs, several counties have organized DWI task forces comprised of officers from each agency in the county. By organizing agencies at the county level, more checking stations are being conducted. Additionally, an increased number of smaller towns in these counties are now able to host checking stations.

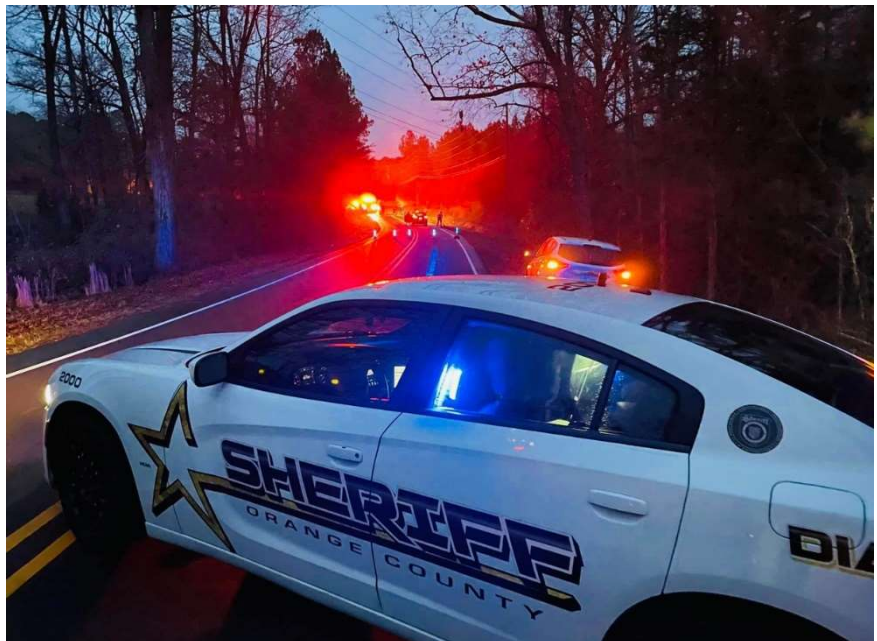
Breath Alcohol Testing Unit Program (B.A.T. Mobile Program)

Law enforcement officers in North Carolina use seven mobile breath-alcohol testing units, better known as "BAT Mobiles," to increase the efficiency of on-site DWI processing. The BAT Mobiles are fully functional DWI processing centers. Each BAT Mobile is equipped with evidentiary breath test instruments, a DRE evaluation room, cellular telephones, computers, officers' workstations, magistrates'

work area, lavatory, DWI checkpoint signs, traffic cones, traffic vests, search batons, screening test devices, and all other necessary equipment and supplies for processing DWI suspects. Since its inception in 1996, the BAT Mobile program has played a major role in assisting law enforcement officers at DWI checking stations and in raising awareness of the dangers of impaired driving at education and safety events. Each year, the BAT Mobile Program receives approximately 450 - 500 requests to participate in enforcement and educational events. Approximately 35% of those requests are for educational events that promote safety across the state. Each BAT mobile unit displays the logos of “Booze It & Lose It” and “.08 It’s The Law.”

During FY2023, GHSP continued its support of the BAT Mobile program by funding portable fingerprint capturing devices and applicable software to further assist law enforcement processing of arrestees at checking stations. GHSP will continue this funding in FY2024. GHSP also continued funding for a database application system for the FTA to support the business processes associated with scheduling, enrollment and delivery of training programs, tracking certification history, as well as scheduling and tracking special events for the BAT mobile program.

GHSP’s annual *Booze It & Lose It* campaigns are the most intense periods of enforcement activities for the BAT Mobiles. Typically, these campaigns run during periods prone to increased drinking and driving including the Saint Patrick’s Day weekend, the Fourth of July holiday, Labor Day, Halloween and Christmas to New Years.



DWI Enforcement Teams

GHSP continues to establish DWI Enforcement Teams in counties that are overrepresented in alcohol-related crashes, injuries and fatalities. GHSP crafted the initiative to encourage law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers are most likely to be on the roadways—typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m. During FY2023, GHSP provided Section 402 and Section 405 funds to support DWI Enforcement Team efforts in Buncombe, Davidson, Forsyth, Gaston, Guilford, Iredell, Mecklenburg, Onslow, Union, and Wake counties. Collectively, these 10 counties accounted for one-third (33%) of the alcohol-involved fatalities in North Carolina during the past 5 years, and they include 8 of the top 15 counties. These agencies have set goals to reduce the number of alcohol-related crashes and fatalities, increase the number of officers trained to use breath testing equipment and administer field sobriety tests, and educate the public about the dangers of driving while impaired. GHSP also provided access to data and county maps in 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.

Drug Recognition Expert Program

During FY2023, GHSP continued to support the Drug Recognition Program through the N.C. Department of Health and Human Services' Forensic Testing for Alcohol section. This grant funds both a DRE Program Coordinator to administer the program and a DRE Training Coordinator to schedule trainings across the state to help officers detect impaired driving suspects under the influence of drugs. The DRE Training Coordinator also provides training for DRE's and DRE instructors to ensure state-of-the-art training for all certified DRE personnel in North Carolina. The GHSP continued to fund the Data Entry and Management System, which allows for increased management proficiency in the DRE Program.

Prosecution

GHSP is dedicated to the successful prosecution of impaired drivers. North Carolina has expanded the Traffic Safety Resource Prosecutor (TSRP) program with the N. C. Conference of District Attorneys. These positions are liaisons with NHTSA, National Association of Prosecutor Coordinators (NAPC), GHSP, North Carolina State Highway Patrol, NC court system and other agencies, and provide both general and specific technical assistance to prosecutors, law enforcement, judges and other highway safety professionals. Some of the TSRP activities include:

- Distributing a DWI Primer, Checkpoint Primer, Criminal Procedure Manual, Cannabis Impairment Quick Assessment, and DWI Manual for law enforcement.
- Publishing the tri-annual "For the Record," a traffic safety newsletter distributed to law enforcement across the state. The newsletter is a resource providing case law, important traffic safety topics, and procedural updates on highway safety issues.
- Publishing and distributing the tri-annual "Now Comes the State" magazine to 4500 prosecutors in North Carolina, as well as victim advocates, legal assistants and investigators. Each magazine contains relevant traffic safety issues.
- Managing a listserv known as the NC Traffic Law Forum which has 405 participating law enforcement officers, judges, magistrates and prosecutors throughout North Carolina. The NC Traffic Law Forum lets officers, prosecutors, judges and magistrates obtain professional advice at any time and to track defense arguments that are being used throughout the State.
- Maintaining a webpage for highway safety issues that includes a training calendar for prosecutors, judges, magistrates, and law enforcement officers as well as information about publications and contact information for the TSRP.
- Providing highway safety training courses for prosecutors, law enforcement officers, magistrates, and judges such as: DWI Boot Camps, Train the Trainer, New Prosecutor's School, Legal Updates, Summer and Fall Association Meetings, Lethal Weapon, GHSP Traffic Safety Conference, Cross Examination, Understanding Toxicology in Impaired Driving, and webinars.

The Conference of District Attorneys funds the State TSRP, five regionally based TSRPs, a Traffic Safety Czar and a Traffic Safety Legal Assistant through a GHSP grant. They will continue to assist with prosecuting cases and providing technical assistance to prosecutors, law enforcement, judicial officials and other professionals in their regions.

In addition, a State Judicial Outreach Liaison (JOL) was hired to work with state judges, prosecutors and others to expand judicial knowledge of highway safety issues, and to provide a state judicial perspective on highway safety planning efforts. The State JOL is a former Chief District Court Judge with over 20 years of experience. The State JOL will work closely with the Region 3 Judicial Outreach Liaison (also a North Carolina resident) to expand our footprint in judicial outreach and education.

Adjudication

DWI Treatment Courts

GHSP supports the implementation of DWI Treatment Courts to address the recurring problem of repeat offenders who have chemical dependence issues. North Carolina presently has six DWI treatment courts four of which had been supported by GHSP in the past. In FY2023, GHSP provided grants for dedicated DWI Treatment Courts in Buncombe and Robeson counties. Research shows these courts result in quicker disposition of DWI cases, significantly higher conviction rates, and lower rates of offender recidivism. These DWI treatment courts are designed and operated according to the guidelines set by the National Association of Drug Court Professionals. The DWI treatment court identifies DWI offenders for participation in the program. The overall goal of the DWI treatment court is to reduce the recidivism rate for the habitual DWI offenders.

Blood Alcohol Testing Facilities

Although the North Carolina State Bureau of Investigation (SBI) laboratory does blood alcohol testing for most law enforcement agencies in North Carolina, other regional labs exist as well. During FY2023, GHSP continued to fund a laboratory in New Hanover County to continue and/or expand their existing blood alcohol testing facilities and to expedite the blood alcohol analysis. With the establishment of the regional blood alcohol testing labs, the turnaround time for a blood analysis is less than 30 days in participating counties.

Administrative Sanctions

Ignition Interlocks

Currently, approximately 10,000 ignition interlocks are installed in the vehicles of DWI offenders in North Carolina. In 2020, GHSP provided funding to DMV to develop a web-based system to track all interlock program participants. Funding was provided in 2021 to complete development of this system. The web-based system can track reporting for all participants, including participants in the medical program for ignition interlock. The system also transmits correct restrictions to service providers at time of install system for all approved ignition interlock service providers in North Carolina. Prior to implementation of the web-based system, the NCDMV had been implementing the ignition interlock program through a labor intensive, manual processes. In addition to the web-based system to monitor participants on the program, the system can track data regarding service providers. In 2021, the NC General Assembly unanimously passed. In 2021, Governor Cooper signed Senate Bill 183, the first significant change to NC's ignition interlock law in almost 20 years. The legislation, which came from the NC Impaired Driving Task Force, eliminated the mandatory waiting periods for limited driving privileges if the person is operating a motor vehicle that has a functioning ignition interlock system installed; changed the requirements for restoration of drivers licenses after certain driving while impaired convictions, including the number of registered vehicles that will be required to have an ignition interlock installed before a person's driver license can be restored; eliminated e driving restrictions for a person that operates under the privilege with an ignition interlock; allowed the waiver or reduction of costs for certain persons required to install an ignition interlock; and revised the alcohol concentration restriction (ACR) for the operation of a motor vehicle in certain circumstances. The law is working. In 2017, the NC Division of Motor Vehicles received an average of 177 ignition interlock applications per month; in 2022, DMV received an average of 236 applications.

Administrative Hearings

For the past several years, GHSP has funded the NC Division of Motor Vehicles (NCDMV) to properly train their Administrative Hearing Officers, who oversee hearings about driving privilege restorations after convictions for driving while impaired, driving while license revoked, and licensees required to

drive with ignition interlock devices. The Division's hearing officers are expected to conduct administrative hearings, make evidentiary findings, draft findings of facts, and reach and draft conclusions of law. The findings of fact and conclusions of law made by the hearing officers are subject to judicial review. It is imperative that the hearing officers receive training on conducting fair and impartial administrative hearings and drafting orders that will withstand judicial scrutiny. The National Judicial College (NJC) offers certification in Administrative Law Adjudication Skills, Dispute Resolution Skills, General Jurisdiction Trial Skills, and Special Court Trial Skills. The certification program is typically completed over the course of a two-week period on-site at the NJC campus. As a cost saving measure the NJC sends instructors to North Carolina to conduct the training. In addition to the training and instruction provided by the NJC, they also trained their hearing officers and support staff on legislative changes, policy and procedure changes, and recent judicial decisions pertinent to their work. The NCDMV found that it was more effective to deliver this message to all hearing officers and support staff simultaneously.

Impaired Driving Task Force

GHSP continued to expand and rejuvenate the Statewide Impaired Driving Task Force. The Task Force is charged with reducing the number of impaired driving fatalities in the State by developing new strategies and initiatives to address the problem. The Task Force includes over 30 experts, including police chiefs, local sheriffs, emergency room personnel, substance use disorder treatment providers, judicial officials, public health experts, state officials and others. The Task Force has developed the State Impaired Driving Plan, which describes North Carolina's current and future initiatives regarding enforcement, media and outreach, adjudication, and treatment and rehabilitation as described in NHTSA's Highway Safety Program Guideline No. 8 Impaired Driving. In FY 2024 Impaired Driving Task Force will update the plan. The Task Force has successfully championed policy efforts to increase use of ignition interlock devices among those charged and/or convicted of impaired driving offenses and continues to work on the goals outlined in the Impaired Driving Plan, which is reviewed at each quarterly meeting.

Traffic Safety Conference and Expo

GHSP hosted the Traffic Safety Conference and Expo during August 2022. The conference was attended by more than 600 national, state and local traffic safety professionals and law enforcement officers. The conference focused on strategies for reducing traffic-related fatalities and serious injuries in North Carolina, with the ultimate goal of eliminating roadway deaths. Conference participants will learn from leading experts in the fields of distracted and impaired driving, child passengers, pedestrians and bicycles, motorcycles, teens and older driver safety, adult occupant protection, vehicle technology, law enforcement, and commercial vehicles. Presenters shared the latest research, evidence-based strategies, proven countermeasures and promising new approaches in a series of 40+ workshops. The next NC Traffic Safety Conference and Expo is scheduled to be held in Greenville in August 2024.

Toxicology Summit

In August, GHSP partnered with NHTSA and Toxcel to host a Toxicology Summit in Raleigh. Approximately 40 people attended the one-day summit, which brought a broad set of stakeholders together to discuss North Carolina's drug-impaired driving (DUID) toxicology practices and how to maximize the State's efforts to prevent drug-impaired driving.

The event was a success, and attendees plan to begin ongoing meetings starting in March 2024 to begin implementing some of the findings of the August 2023 meeting.

Program Results

Booze It & Lose It

During FY23 law enforcement agencies in North Carolina conducted five Booze It & Lose It campaigns:

- Halloween *Booze It & Lose It* (October 26 – November 1, 2022)
- Holiday *Booze It & Lose It* (December 12, 2022 – January 1, 2023)
- St. Patrick's Day *Booze It & Lose It* (March 13 – 19, 2023)
- *Booze It & Lose It: Operation Firecracker* (June 26 – July 9, 2023)
- Labor Day *Booze It & Lose It* (August 28 – September 10, 2023)

During these five campaigns, law enforcement officers conducted 17,640 checkpoints and saturation patrols, yielding 6,333 DWI arrests and over 286,889 other traffic violations. Additionally, officers arrested 8,726 fugitives, recovered 904 stolen vehicles, discovered 7,384 drug violations, and made a total of 19,000 criminal arrests. Detailed results from Booze It & Lose It activities in FY2023 are presented below.



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Results of “Booze It & Lose It” Activities During FY2023¹

	Campaign					Totals
	Halloween Booze It & Lose It	Holiday Booze It & Lose It	St. Patrick’s Day Booze It & Lose It	Booze It & Lose It: Operation Firecracker	Labor Day Booze It & Lose It	
Participating Agencies	379	299	338	386	419	N/A
Campaign Participation Rate	90%	72%	80%	91%	95%	N/A
Checkpoints	243	390	401	591	483	2108
Saturation patrols	1956	5255	1618	3728	2975	15532
Total checkpoints and patrols	2199	5645	2019	4319	3458	17640
Under 21 DWI charges	62	139	42	134	182	559
21 and over DWI charges	549	1585	629	1351	1122	5236
DWI Drugs	85	168	71	96	118	538
DRE Evaluations	5	13	12	9	8	47
Total DWI charges	696	1892	742	1581	1422	6333
Safety belt violations	1657	3265	1903	5143	4036	16004
Child passenger safety	230	515	247	776	584	2352
Total occupant restraint charges	1887	3780	2150	5919	4620	18056
Speeding	9565	22770	9599	20933	17936	80803
DWLR	3054	6862	3206	6616	5614	25352
Reckless driving	1228	3318	1303	3217	2656	11722
Other traffic violations ²	11888	28316	12379	25327	23580	101490
Total traffic violations	26855	63953	27929	58477	52052	152094
Drug violations	883	2227	866	1774	1634	7384
Stolen vehicles recovered	93	272	91	242	206	904
Fugitives arrested	1176	2906	1126	1935	1583	8726
Felony arrests	557	1308	500	997	942	4304
Other not listed criminal violations	1501	3500	1452	2571	2592	11616
Total Criminal Violations	2384	5727	2318	4345	4226	19000
Total traffic & criminal violations	33648	79838	34856	73496	65051	286889

Future Strategies

GHSP will continue to utilize high visibility enforcement as a countermeasure. During FY2023, North Carolina law enforcement agencies plan to conduct five impaired driving campaigns:

- Halloween Booze It & Lose It (October 23 – 31, 2023)
- Holiday Booze It & Lose It (December 11, 2022 – January 3, 2024)
- St. Patrick's Day Booze It & Lose It (March 11 – 17, 2024)
- Booze It & Lose It: Operation Firecracker (June 24 – July 7, 2024)
- Labor Day Booze It & Lose It (August 26 – September 8, 2024)

In addition to high visibility enforcement, GHSP will continue to establish DWI Enforcement Teams in counties that were overrepresented in alcohol-related fatalities. During FY2023, GHSP funded activity hours for DWI Enforcement efforts in Buncombe, Davidson, Forsyth, Gaston, Guilford, Iredell, Mecklenburg, Onslow, Union, and Wake counties. In addition to funding several continuation projects in FY2023 focused primarily on impaired driving, GHSP will also fund activity hours for a DWI officer for the Thomasville Police Department in Davidson County. All agencies whose primary enforcement focus is impaired driving have set goals to reduce the number of alcohol-related crashes and fatalities, increase the number of officers trained to use breath testing equipment and administer field sobriety tests, and educate the public about the dangers of driving while impaired. To ensure equity in rural communities, GHSP will be funding some smaller law enforcement agencies for overtime enforcement hours to ensure those communities have the services needed to address their traffic safety needs. This is particularly true in Robeson County, a rural community with a high American Indian and Black population. Additional counties where overtime enforcement efforts will take place include Cabarrus, Craven, Currituck, Dare, Franklin, Henderson, Johnston, Onslow, Rowan, and Wake.

GHSP will also fund continued operation of the North Carolina BAT Mobile Program, operated by the Forensic Tests for Alcohol Branch (FTA). Since its inception in 1996, the BAT Mobile program has played a major role in assisting law enforcement officers at DWI checking stations and in raising awareness of the dangers of impaired driving at education and safety events. The units are deployed regionally assuring adequate checking station coverage throughout the state. During FY2023, GHSP will continue efforts to enhance the BAT Mobile program by funding portable fingerprint capturing devices and applicable software to further assist law enforcement processing of arrestees at checking stations. GHSP will also continue funding for a database application system for the FTA to support the business processes associated with scheduling, enrollment and delivery of training programs, tracking certification history, as well as scheduling and tracking special events for the BAT mobile program.

During FY2023, GHSP will also support the state's Drug Recognition Expert (DRE) program, considered one of the strongest such programs in the country. GHSP will 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. Additionally, GHSP will continue to help the DRE program increase management proficiency by funding the program's Data Entry and Management System.

Finally, GHSP will convene the Toxicology Summit attendees again in early 2024 to begin quarterly meetings to create a plan to improve toxicology practices in NC.

GHSP will continue to refine paid media through highly targeted marketing efforts. GHSP, along with our new agency of record, will continually reassess paid media efforts ensuring the strategic use of limited funding.

Funded Projects and Activities

The following alcohol-impaired driving related projects and activities were funded by GHSP under the FY2023 Highway Safety Plan:

Agency: North Carolina Department of Health and Human Services (Forensic Testing for Alcohol Branch)

Project Number: M5BAC-23-15-02

Project Title: Breath Alcohol Testing Mobile Unit Program

Project Description: This was an ongoing project with the North Carolina Department of Health and Human Services/Forensic Tests for Alcohol Branch for the Blood Alcohol Testing (BAT) program. This program provided the BAT Mobile Units stationed regionally across the state. This project also included the salary for three existing BAT coordinators and the salary for two part-time BAT coordinators. This project enhanced 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.

Contributions to Meeting Targets: The BAT Mobile Unit Program conducted 155 presentations and/or educational events reaching over 23,000 people during the grant year. These events were conducted statewide for civic groups, public and private schools, universities, GHSP campaign events, and other highway safety events. The BAT Mobiles participated in 310 high visibility engagement and checking station events across the state.

Agency: North Carolina Department of Health and Human Services (Forensic Testing for Alcohol Branch)

Project Number: M5BAC-23-15-03

Project Title: Science Program

Project Description: This was an ongoing project with the North Carolina Department of Health and Human Services/Forensic Tests for Alcohol Branch for the Science Program. This project provided and maintained breath alcohol testing instruments statewide. The project also conducted all the training for law enforcement officers on these instruments.

Contributions to Meeting Targets: The FTA maintained and/or provided service for all EC/IR II evidential breath alcohol testing instruments and ASTD's for law enforcement officers statewide. These instruments are vital in the detection and apprehension of impaired drivers and serve to provide N.C. Courts with reliable and accurate evidence in the prosecution of impaired drivers. The FTA scheduled and conducted initial EC/IR II operator training for 948 new chemical analysts in sixty-three classes and provided recertification for 2,602 law enforcement officers.

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Agency: North Carolina Department of Health and Human Services (Forensic Testing for Alcohol Branch)

Project Number: M5TR-23-15-01

Project Title: Drug Recognition Expert Program

Project Description: This was an ongoing project with the North Carolina Department of Health and Human Services/Forensic Tests for Alcohol Branch for the Drug Recognition Expert (DRE) Program. This project included funding for the DRE Training Coordinator and added a DRE Program Coordinator position this fiscal year. The DRE Training Coordinator scheduled training across the state to help officers detect impaired suspects under the influence of drugs. The coordinator also provided instruction for DRE's and DRE instructors to ensure state of the art training for all certified DRE personnel. The newly created DRE Program Coordinator oversaw all of the DRE programs and helped to develop effective education programs and strategies that were provided to all DREs in North Carolina.

Contributions to Meeting Targets: There are currently 154 certified DRE officers across the state. An additional five students have certifications pending and twenty-one are eligible for recertification. The FTA conducted two DRE Basic schools and one DRE Instructor Training class this grant period. Four Technical Advisory Committee on Impaired Driving (TACID) meetings were held. The FTA conducted thirty-seven Advanced Roadside Impaired Driving Enforcement (ARIDE) classes, training 386 officers. Annual in-service training for all North Carolina DRE's was completed. Two DRE Instructor briefings were conducted following the DRE schools.

Agency: North Carolina Department of Health and Human Services (Forensic Testing for Alcohol Branch)

Project Number: M5TR-23-15-02

Project Title: SFST Program

Project Description: This was an ongoing project with the North Carolina Department of Health and Human Services/Forensic Tests for Alcohol Branch for the Standardized Field Sobriety Testing Program (SFST). This project provided training to law enforcement officers for SFST and Advanced Roadside Impaired Driving Enforcement (ARIDE) across the state.

Contributions to Meeting Targets: The FTA conducted ninety-four basic SFST classes, training 1,288 students. The FTA conducted 104 SFST refresher training classes, training 619 students. The FTA conducted nine SFST Instructor refresher training classes, training eighty SFST instructors and two SFST Instructor training courses, training thirty new SFST instructors.

Agency: Kernersville Police Department

Project Number: M5HVE-23-15-01

Project Title: Forsyth County DWI Taskforce Expansion

Project Description: This project originally expanded the Forsyth County DWI Task Force. Forsyth County ranked 6th in overall fatalities and 6th in alcohol-related fatalities. This Task Force is a multi-agency effort between the police departments of Kernersville and Winston-Salem and the Forsyth County Sheriff's Office.

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Contributions to Meeting Targets:	Forsyth County failed to realize a decrease in alcohol-related fatalities or alcohol-related crashes in FY2023. Kernersville participated in all GHSP campaigns during the fiscal year.
Agency:	New Hanover County Sheriff's Office
Project Number:	M5BAC-23-15-01
Project Title:	New Hanover Sheriff's Office Forensic Laboratory Grant
Project Description:	This continuation grant funded activities hours for a Laboratory Technician, along with supplies and training. The New Hanover County Sheriff's Office Forensic Lab provided analysis for casework submitted by partner agencies to ensure effective investigation and prosecution of crimes.
Contributions to Meeting Targets:	The agency met goals associated with reducing alcohol-related fatalities. BAC cases decreased. Turnaround time decreased to 22.7 days despite an increased caseload. The New Hanover County Lab conducted a customer survey during the evaluation period. 90% rated the NCHSO Lab as Excellent, 5% rated it as Above Average, and 5% indicated it Met Expectations.
Agency:	Onslow County Sheriff's Office
Project Number:	M5HVE-23-15-02
Project Title:	Onslow County DWI Task Force
Project Description:	This continuation grant funded activity hours for three deputies and a supervisor to conduct traffic safety enforcement. Onslow County ranked 26th in overall fatalities, 22nd in alcohol related fatalities, and 13th in speed related fatalities.
Contributions to Meeting Targets:	Onslow County had 273 impaired driving charges during the FY2023 grant year. Onslow County actively patrolled areas of high alcohol related crashes and utilized saturation patrols and checking stations with high degrees of success. They are active in the Onslow County Regional Traffic Safety Task Force and participated in twelve events. The Onslow County DWI Team conducted over 100 saturation/seat belt initiatives and 70 daytime/nighttime checking stations. The team took part in or hosted at least forty-two presentations and/or educational events, including events at Camp Lejeune Marin Corps Base. Alcohol-related fatalities and crashes were reduced. The agency participated in GHSP campaigns.
Agency:	Lumberton Police Department
Project Number:	AL-23-02-02
Project Title:	Lumberton DWI Enforcement Team Expansion
Project Description:	This continuation project funded activity hours for two traffic officers. Robeson County ranked 5th for alcohol-related fatalities and 4th for unrestrained fatalities. In addition to enforcement efforts, the officers educated students by giving seminars at local high schools and attending driver education classes around the county.
Contributions to Meeting Targets:	The Lumberton Police Department's four-man traffic team filed 243 DWI charges, 391 occupant restraint charges, and 158 CPS charges during the grant year. The traffic team coordinated or participated in sixty-three daytime traffic checkpoints and fifty-five nighttime checkpoints. Lumberton participated in

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thirteen educational events and sixteen GHSP traffic safety campaigns. Robeson County experienced a decrease in alcohol-related fatalities.

Agency: North Carolina Department of Justice (State Bureau of Investigation)
Project Number: M5BAC-23-15-04
Project Title: 2023 North Carolina State Crime Lab Toxicology Enhancement
Project Description: This continuation project funded three one-year preventative maintenance or service contracts for the three Liquid Chromatograph/Quadrupole-Time-of-Flight (LC/Q-TOF) instruments. These instruments allow for the screening of blood sample extracts for compounds with known molecular formulas, which includes over a thousand drugs and metabolites. These agreements are needed to keep the instrumentation running at optimal conditions. This grant also provided for the purchase of nitrogen generators and LC upgrades.
Contributions to Meeting Targets: Alcohol related fatalities were reduced from the 2016-2020 average of 405 to 336 in FY2023. During FY2023, two analysts attended the Robert F. Borkestein course on Alcohol and Highway Safety: Testing, Research, and Litigation. Eight analysts attended the 2023 American Academy of Forensic Sciences meeting. Twenty-three analysts attended the Foundations of Pharmacology online course. Turn-around time was reduced from 123 days to 111 days. During the grant period, 1,436 cases were analyzed using the QTOF instrumentation and supplies purchased with funding from this grant. Equipment funded in the grant was purchased. The lab is currently able to examine 277 different compounds in a single sample. Over 550 cases were analyzed using the LCMSMS instrumentation.

Agency: North Carolina Department of Public Safety (Alcohol Law Enforcement)
Project Number: AL-23-02-07
Project Title: ALE Mobile Enforcement Grant 2023
Project Description: This project funded North Carolina Alcohol Law Enforcement (NC ALE) Agents to conduct their Keys to Life Program and Mobile Enforcement Operations while focusing on the top 25 counties for young driver-alcohol related crashes.
Contributions to Meeting Targets: The NC ALE conducted fourteen public information programs for 492 attendees. The NC ALE also conducted 621 Be a Responsible Seller/Server (B.A.R.S.) programs reaching over 2,000 employees at ABC permitted establishments. The NC ALE conducted thirty-nine mobile enforcement campaigns throughout the state focused on alcohol-related arrests for underage consumption and possession, false identification, aiding and abetting underage offenses, DWI, and open container violations. A total of 1,512 arrests totaling 7,238 charges were made.

Agency: North Carolina Department of Public Safety (NC State Highway Patrol)
Project Number: M5HVE-23-15-03
Project Title: Booze It & Lose It 2023
Project Description: This was a continuation project funding the NC State Highway Patrol for overtime enforcement of driving while impaired offenses. The NCSHP strategically placed Troopers in counties ranked in the top counties for impaired driving fatalities. The agency focused on driving while impaired suspects during the peak nighttime hours and on the weekends.

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Contributions to Meeting Targets: Increased enforcement for overtime was conducted in the following counties during Booze It & Lose It campaigns: Pitt, Cumberland, Robeson, Wake, Johnston, Guilford, Alamance, Forsyth, Iredell, and Mecklenburg. Efforts resulted in 305 impaired driving arrests and an additional seventy-two other implied consent violations. The North Carolina State Highway Patrol actively participated in all GHSP campaigns.

Agency: North Carolina Judicial Department
Project Number: SA-23-09-10
Project Title: Johnston County DA-High Risk Traffic Offender Initiative
Project Description: This new grant funded salary costs for a dedicated legal assistant in the Johnston County District Attorney's Office. The position was created to review Johnston County court calendars to identify high-risk driving offenses, to include excessive speeding (>100 mph), driving with a revoked license due to impaired driving, careless and reckless driving, and misdemeanor death by motor vehicle. Driving records and pending cases for offenders were provided to prosecutors prior to adjudication for use to better assess risk and suitability for charge reductions or deferred prosecutions pending SafeStreet training.

Contributions to Meeting Targets: The Johnston County District Attorney's Office tracked 327 charges of exceeding 100 miles per hour. As a result of efforts associated with this grant, 21% resulted in convictions, 76% remain pending, the defendant failed to appear in court on six cases, and two cases were voluntarily dismissed. There were 434 charges of Driving While License Revoked. A total of 7% pled guilty (3% to DWLR - not impaired revocation; 4% guilty as charged), 81% have been continued, and 5% failed to appear in court. A total of 1,179 charges of reckless driving were tracked with 1% resulting in conviction, 72% continued and/or pending, 4% failed to appear, 23% were voluntarily dismissed. Most continuances are initiated by the defense. As such, it is difficult to assess conviction rates as adjudications are generally delayed.

Agency: Robeson County District Attorney's Office
Project Number: AL-23-02-04
Project Title: Robeson County DWI Treatment Court
Project Description: This continuation grant funded the Robeson County DWI Treatment Court to decrease the number of repeat DWI offenders in Robeson County and to address these cases in a timely manner. This grant with the District Attorney's office also provided sentencing alternatives to eligible offenders convicted of DWI.

Contributions to Meeting Targets: During this period, this program graduated three of the twelve participants. One participant was discharged from the program. The average rate of completion for program participants is 1-2.5 years. None of the program participants have re-offended.

Agency: Guilford County Sheriff's Office
Project Number: M5HVE-23-15-04
Project Title: Guilford County DWI Task Force Expansion
Project Description: This grant expanded the impaired driving enforcement project for the Guilford County DWI Task Force by funding two additional Task Force members.

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Contributions to Meeting Targets: Guilford County ranked third in overall fatalities, third in alcohol-related fatalities and second in unrestrained fatalities. During FY2023, there were 572 alcohol-related crashes in Guilford County, eleven of which were fatal. This represents a 46% decrease from the 2016-2020 average. There were sixteen alcohol-related serious injury crashes. Guilford County focused its efforts in the five highest alcohol-related crash locations. The DWI educator instructed sixteen driver's education classes, instructed five traffic classes, participated, and spoke at six community events while conducting thirty presentations with fourteen displays. It is estimated the educator reached 4,755 persons during outreach efforts.

Agency: Guilford County Sheriff's Office
 Project Number: M5HVE-23-15-05
 Project Title: Guilford County DWI Task Force
 Project Description: This was a continuation grant to fund a DWI Task Force in Guilford County. Guilford County ranked third in overall fatalities, third in alcohol-related fatalities and second in unrestrained fatalities. The grant also funded a DWI Educator, who educates the public on impaired driving.

Contributions to Meeting Targets: During FY2023, there were 572 alcohol-related crashes in Guilford County, eleven of which were fatal. This represents a 46% decrease from the 2016-2020 average. There were sixteen alcohol-related serious injury crashes. Guilford County focused its efforts in the five highest alcohol-related crash locations. The DWI educator instructed sixteen driver's education classes, instructed five traffic classes, participated, and spoke at six community events while conducting thirty presentations with fourteen displays. It is estimated the educator reached 4,755 persons during outreach efforts.

Agency: North Carolina Judicial Department-Conference of District Attorneys
 Project Number: M5CS-23-15-01 OP-23-04-03
 Project Title: North Carolina Conference of District Attorneys Traffic Safety Program FY2023
 Project Description: This was an ongoing project with the Conference of District Attorneys to educate law enforcement personnel, prosecutors, magistrates and judges on basic and advanced traffic related safety topics and their daily job duties/responsibilities. This grant also funded Traffic Safety Resource Prosecutors (TSRP) to alleviate the increased caseloads, provide technical assistance, train prosecutors, law enforcement, judicial officials, and other allied officials in the counties with DWI Task Forces.

Contributions to Meeting Targets: The Conference of District Attorney's provided training for 2,250 prosecutors, law enforcement officers, and other traffic safety professionals during the fiscal year, easily exceeding the goal of 1,500 individuals. Topics included DWI Bootcamps, DWI checkpoint webinars, prosecuting drugged drivers, new prosecutors training, toxicology topics, and more. Traffic safety topics were presented to the Elected District Attorneys, Assistant District Attorneys, Legal Assistants, Toxicologists, the FTA, the NCSHP, Police Departments, and Sheriff's Offices. Regional Traffic Safety Resource Prosecutors responded to 270 direct requests for technical assistance. RTSRP's disposed of 471 DWI cases in District Court, twenty-seven DWI cases in Superior Court, and 828

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other traffic related cases. Subject matter publications were disseminated to 4500 prosecutors, victim advocates, legal assistants, and investigators.

Agency: Apex Police Department
Project Number: M5HVE-23-15-06
Project Title: Apex DWI Personnel Year 4
Project Description: This continuation grant funded activity hours for one DWI officer. Wake County ranked second in the state in alcohol-related fatalities.
Contributions to Meeting Targets: Apex continues to focus its efforts in high crash areas of the town and averaged at least three daytime seatbelt initiatives and three nighttime seatbelt initiatives each quarter. Enforcement efforts within the agency were consistent. A number of traffic safety educational events were completed each quarter, as well. Apex participated in all GHSP campaigns.

Agency: Union County Sheriff's Office
Project Number: AL-23-02-05
Project Title: Union County Toxicology Lab
Project Description: In an effort to better combat impaired driving in Union County, the Union County Sheriff's Office created a crime lab with a chemistry/toxicology section for the sole purpose of testing blood for DWI cases. The creation of this regional laboratory should greatly reduce turnaround times associated with blood evidence. This project funded the purchase of a Gas Chromatograph with Mass Spectrometer, a Gas Chromatograph with Flame Ionization Detection, and related equipment to conduct testing for alcohol and drugs in blood.
Contributions to Meeting Targets: The Union County Sheriff's Office purchased the approved equipment for the laboratory during the grant cycle. Accreditation status was obtained on October 6, 2023. The laboratory began accepting blood alcohol for testing on October 9, 2023. Union County has a goal to provide one-day turnaround on BAC testing.

Agency: Carolinas Medical Center
Project Number: AL-23-02-06
Project Title: Carolinas Medical TSBIRT
Project Description: This project with Carolinas Medical Center funded a social worker to serve the road based injured trauma population. Using Screening, Brief Intervention, and Referral to Treatment (SBIRT) protocol, the social worker screened patients, counseled them toward treatment & safe driving interventions, and then contacted treatment centers to facilitate treatment options.
Contributions to Meeting Targets: A total of 521 road victim patients were evaluated during the grant cycle, to include 320 patients from motor vehicles, ninety-six from motorcycles, thirteen on bicycles, sixty-six pedestrians, and twenty-five were classified as other (i.e., ATV, dirt bikes, scooters, etc.). Positive substance use was indicated in 436 patients. Patients were assessed and received bedside counseling. Interventions were assessed in time increments with 36% receiving 1-15 minutes of counseling, 41% receiving 16-30 minutes of counseling, 17% receiving more than 30 minutes of counseling in one session, and 6% receiving more than one session or a call back to reinforce or complete counseling. A

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total of forty-eight referrals were made for some form of follow-up treatment or support.

Agency: Mothers Against Drunk Driving (MADD)
Project Number: M5X-23-15-01
Project Title: Impaired Driving and Underage Drinking Prevention
Project Description: This ongoing project funded the MADD Program Specialist, a Program Coordinator, and a Court Monitor Specialist. MADD works to provide materials and support for public education and awareness events.
Contributions to Meeting Targets: MADD participated in twenty-four community events where over 7,900 people attended. MADD supported and attended forty-three DWI checkpoints and saturation patrols. They held a statewide Law Enforcement Recognition Event and two Regional/County Law Enforcement/Criminal Justice/Volunteer Recognition events. MADD conducted 1,250 hours of courtroom monitoring in twelve counties with the assistance of twelve courtroom monitors and three data entry volunteers. MADD coordinated over 1,450 volunteer hours dedicated to programs aimed to reduce impaired driving. MADD conducted ninety-three Power of Youth programs reaching 7,355 youth and three Power of Parents programs reaching sixty-seven adults. MADD remains one of GHSP's most dedicated partners.

Agency: Belmont Police Department
Project Number: AL-23-02-08
Project Title: Belmont DWI Enforcement Officer
Project Description: This was the third year of a project that funded activity hours for a police officer to conduct impaired driving enforcement in Belmont. Gaston County ranked 9th for overall traffic fatalities and 13th for alcohol-related fatalities.
Contributions to Meeting Targets: Gaston County experienced a reduction in both alcohol-related fatalities and alcohol-related crashes during the fiscal year. Belmont made 103 impaired driving arrests during the grant period while working a combination of checkpoints, targeted patrols, and high-visibility enforcement initiatives. DWI officers participated in a number of presentations at local schools and utilized social media platforms to promote traffic safety messaging. Belmont participated in all GHSP campaigns.

Agency: Winston-Salem Police Department
Project Number: M5HVE-23-15-07
Project Title: Forsyth County DWI Task Force Project Year 13
Project Description: This project funded the Forsyth County DWI Task Force. Forsyth County ranked 6th in overall fatalities and 6th in alcohol-related fatalities. This Task Force is a multi-agency effort between the police departments of Kernersville and Winston-Salem and the Forsyth County Sheriff's Office.
Contributions to Meeting Targets: Forsyth County failed to realize a reduction in alcohol-related fatalities or alcohol-related crashes during the fiscal year. Winston-Salem is part of the Forsyth County DWI Task Force with the Kernersville Police Department and the Forsyth County Sheriff's Office. Winston-Salem increased the number of impaired driving arrests to 1,835 in FY2023. The agency presented the Impact class at twenty-three high school driver education classes. They participated in

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a Traffic Safety Day event at two high schools, reaching an estimated 1,423 students. A presentation conducted at the Winston-Salem Police Department Citizen Academy provided impaired driving instruction to 238 adults. Winston-Salem participated in all GHSP campaigns.

Agency: Charlotte-Mecklenburg Police Department
Project Number: AL-23-02-09
Project Title: Charlotte-Mecklenburg Police Department DWI Task Force
Project Description: This project funded a DWI Task Force with the Charlotte-Mecklenburg Police Department consisting of seven DWI Task force officers. The Task Force worked closely with the local teen safe driving project to educate the teens and the citizens of Mecklenburg County about the dangers of drinking and driving.
Contributions to Meeting Targets: Mecklenburg County experienced a slight decline in alcohol-related fatalities in FY2023. The agency charged a total of 346 impaired driving offenses and accounted for 4,392 total violations. The CMPD DWI Task Force officers instructed ten Drug and Alcohol Awareness classes at area high schools, universities, and at various community events. The officers also instructed four SFST classes, four SFST refresher classes, and two DWI 101 classes to area law enforcement. The CMPD participated in all GHSP campaigns.

Agency: Statesville Police Department
Project Number: AL-23-02-10
Project Title: Statesville DWI Task Force
Project Description: This new grant funded activity hours for two officers to conduct impaired driving enforcement in Statesville. Iredell County ranked 20th for alcohol related fatalities and 12th for overall fatalities. The DWI Officers focused efforts on nights and weekends apprehending impaired driving suspects with the goal of reducing alcohol-related serious injuries and fatalities in Iredell County.
Contributions to Meeting Targets: Statesville coordinated and/or participated in no fewer than six multi-agency impaired driving checkpoints during the grant years. Saturation and enforcement patrols were implemented on a regular basis. Though arrests increased, alcohol-related fatalities and crashes increased slightly in Iredell County. Statesville participated in all GHSP campaigns.

Agency: Buncombe County Sheriff's Office
Project Number: M5HVE-23-15-08
Project Title: Buncombe County DWI Task Force
Project Description: This grant funded activity hours for two deputies and a supervisor to conduct impaired driving enforcement in Buncombe County. Buncombe County ranked 11th for overall fatalities and 7th for alcohol-related fatalities statewide.
Contributions to Meeting Targets: The Buncombe County Sheriff's Office met all grant related goals associated with checking stations and saturation patrols in an effort to reduce alcohol-related fatalities and crashes in Buncombe County. The DWI Task Force accounted for 157 DWI charges, 377 speeding charges, and sixty-two seat belt and/or child restraint violations. The DWI Task Force accounted for a total of 1,505 traffic offenses. Traffic safety messaging was created and disseminated

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in both English and Spanish. Buncombe County is working within area high schools to address young driver crashes.

Agency: North Carolina Judicial Department-Buncombe County DWI Treatment Court
Project Number: M5CS-23-15-03
Project Title: Buncombe County DWI Treatment & Prevention Court
Project Description: This continuation project funded a Legal Assistant to work in conjunction with the Buncombe County DWI Treatment Court Coordinator.
Contributions to Meeting Targets: The Buncombe County DWI Treatment Court had thirty-five participants during FY2023. Thirteen participants graduated from the program. Five participants were terminated from the program.

Agency: Thomasville Police Department
Project Number: AL-23-02-03
Project Title: Thomasville DWI Task Force
Project Description: This project funded activity hours for one officer to work high visibility enforcement with a focus on impaired driving. Davidson County ranked 10th in overall fatalities and 19th in alcohol-related fatalities.
Contributions to Meeting Targets: Thomasville increased DWI arrests 170% from twenty-three to sixty-two during the grant period. The agency participated in eighteen DWI checking stations/saturation patrols that resulted in 656 total charges. The DWI Task Force Officer participated in seven educational events reaching over 200 high school driver's education students. Thomasville participated in all GHSP campaigns. However, alcohol-related fatalities in Davidson County increased slightly in FY23.

Agency: North Carolina Department of Transportation (NC Division of Motor Vehicles)
Project Number: M5II-23-15-01 AL-23-02-11
Project Title: Ignition Interlock - SB 183 Implementation
Project Description: This was a new project to address the implementation of new ignition interlock protocols outlined in Senate Bill 183 which became law in on November 2021. The act: (1) eliminated the mandatory waiting periods for limited driving privileges if the person is operating a motor vehicle that has a functioning ignition interlock system installed; (2) changed the requirements for restoration of drivers licenses after certain driving while impaired convictions, including the number of registered vehicles that will be required to have an ignition interlock installed before a person’s driver license can be restored; (3) eliminated many of the limited driving privilege driving restrictions for a person that operates under the privilege with an ignition interlock; (4) allowed the waiver or reduction of costs for certain persons required to install an ignition interlock; and (5) revised the alcohol concentration restriction (ACR) for the operation of a motor vehicle in certain circumstances. Changes were required to the State Automated Driver License System operated by the NCDMV to facilitate these changes.
Contributions to Meeting Targets: A detailed program specification was developed, peer reviewed, and approved for each existing module that required modifications as mandated by the BAC .02 legislative requirements specified in Senate Bill 183. Module modifications and unit testing was accomplished. The required system and regression

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testing was completed. All required processes were completed to address BAC .02 legislative requirements.

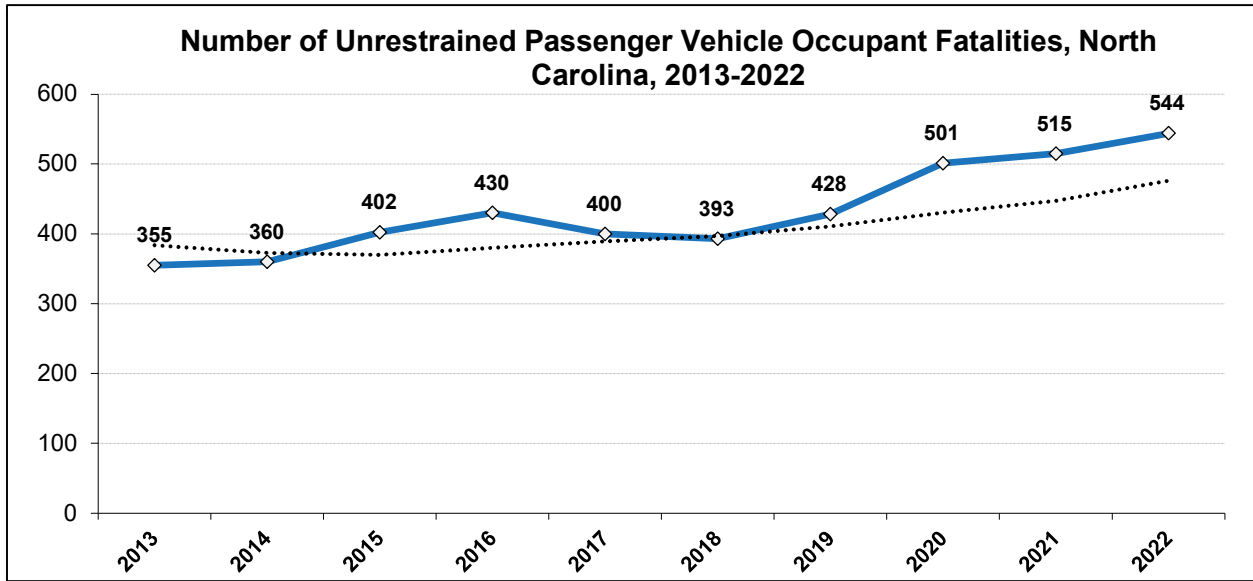
Agency: Governor's Highway Safety Program
Project Number: AL-23-00-00
Project Title: GHSP In-House Impaired Driving Future Projects
Project Description: GHSP set aside funds for anticipated projects that may have occurred during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.
Contributions to Meeting Targets: Not Applicable

Agency: Governor's Highway Safety Program
Project Number: M5X-23-00-00
Project Title: GHSP In-House Impaired Driving Future Projects
Project Description: GHSP set aside funds for anticipated projects that may have occurred during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.
Contributions to Meeting Targets: Not Applicable

Occupant Protection

Background

There were 544 unrestrained passenger vehicle occupant fatalities in North Carolina during 2022, a 5.6% increase from 2021. As shown by the 5-year moving average in the figure below (the dotted line), unrestrained fatalities have been gradually rising in North Carolina since 2018.



In 2023 North Carolina’s observed seat belt use rate for drivers and front seat occupants reached a new high at 92.2% (5-year average was 89.6%). Despite this success, challenges remain. Seat belt use in North Carolina remains lower among males, drivers aged 16 to 24, and occupants of vans and pickup trucks. Five counties in North Carolina—Mecklenburg, Guilford, Robeson, Wake, and Cumberland—account for one-fifth (20.6) of the state’s unrestrained fatalities. (North Carolina has 100 counties.)

Noteworthy Programs

During FY2023, GHSP worked with law enforcement, the media, and local partners to educate the public about occupant protection and to enforce North Carolina’s occupant protection laws.

Enforcement:

GHSP law enforcement grantees are required to conduct a minimum of one nighttime seat belt enforcement effort each month. In addition, GHSP educates law enforcement agencies on the importance of improving seat belt compliance rates and their role in reducing unrestrained fatalities and injuries. GHSP provided law enforcement agencies with a guide that describes North Carolina’s child passenger safety and seat belt laws to ensure officers understand how to enforce them. GHSP also partnered with the North Carolina State Highway Patrol to conduct Special Operation Projects in designated high-risk counties. Selected enforcement days and times corresponded with data that showed when unrestrained fatalities were occurring. These efforts were conducted during *Click It or Ticket* campaigns and covered New Hanover, Robeson, Wake, Johnston, Guilford, Alamance, Davidson, Forsyth, Iredell, and Mecklenburg counties.

North Carolina utilizes a variety of communication strategies to draw attention to *Click It or Ticket* and the enforcement efforts in the state. This year GHSP utilized both in person kickoff events and campaign kickoff events done either online or developed by local partners. GHSP uses innovative paid media strategies to reach young adult audiences, a key demographic according to market research. This includes media buys on internet radio, digital video, digital displays on microtargeted web sites, TV advertising on cable stations, and customizable advertising such as in movie theaters. GHSP has created new digital video ads, including cartoons and animation, to use as digital video and displays. GHSP also uses free social media such as Facebook, Twitter and Instagram. Social media site engagement has doubled and will continue to be a key part of our advertising strategy. Marketing and advertising efforts are becoming more strategic with the ability to micro-target our audience and utilize a variety of mediums to ensure Click It or Ticket makes the most effective use of messaging.

Diversions Programs:

GHSP continued funding a seat belt diversion program in Robeson County. Developed through a partnership between a Southeastern Regional Medical Hospital and the District Attorney’s office, the program allows first-time seat belt violations to be dismissed pending participation in a seat belt use training class. The project is coupled with increased enforcement efforts in the local community. During FY2023, 209 participants attended a total of thirty-eight classes. A survey seeking information related to recidivism was also conducted. A total of 45.6% of those contacted participated in the survey. A total of 88% of respondents indicated they had not received additional citations. Those who reported additional seat belt violations all indicated it had been six months or more after taking the class. After attending the class, 74% reported they now always wear a seat belt.

North Carolina also has a child passenger safety diversion program. The NC child passenger safety law specifies that a person shall not be convicted of a violation if they show satisfactory proof to the court that an appropriate car seat has been acquired for the vehicle in which the child is most frequently transported. In many North Carolina counties, drivers cited for violating the child passenger safety law are given the option of visiting a designated permanent car seat checking station to receive education from a certified Child Passenger Safety Technician who will also help the individual correctly install their car seat. Once the Technician is comfortable with the driver’s understanding of how to properly use their car seat, they give the driver a form to take to the District Attorney’s office to have the ticket dismissed. This program, managed by Safe Kids NC, encourages law enforcement officers to proactively enforce child passenger safety violations and provides education and installation assistance to drivers charged with these violations. The diversion program operates in over 40 counties and seeks to increase the number of children who are properly restrained in an age and size appropriate car seat.

Program Results

Click It or Ticket

During FY2023, law enforcement agencies in North Carolina planned two statewide waves of the “Click It or Ticket” campaign, plus a special enforcement campaign held during Child Passenger Safety Week. The dates of these campaigns were:

- Thanksgiving Click It or Ticket (November 21 – 27, 2022)
- Spring Click or Ticket (May 15 – June 4, 2023)
- Child Passenger Safety Week (September 17 – 23, 2023)

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During these enforcement periods, law enforcement officers conducted 8,627 checkpoints and saturation patrols, resulting in 8,844 seat belt citations and 1,126 child passenger safety violations. In addition, 2,711 DWI arrests were made, 408 stolen vehicles were recovered, 3,282 wanted persons were apprehended, 3,104 drug charges were issued, 39,250 speeding charges were issued, 11,680 were cited for driving while license revoked, and 5,774 reckless driving charges were issued. Detailed results from “Click It or Ticket” activities in FY2023 are presented in the table below.

RESULTS OF “CLICK IT OR TICKET” ACTIVITIES DURING FY2023¹

	Thanksgiving 2022 Click It or Ticket	Spring 2023 Click It or Ticket	Sept. 2023 Child Passenger Safety Week	Totals
Participating Agencies	379	299	338	N/A
Campaign Participation Rate	92%	78%	89%	N/A
Number of Checkpoints	262	529	179	970
Saturation and Random Patrols	1886	4317	1454	7657
Total Checkpoints & Patrols	2148	4846	1633	8627
Safety Belt Violations	2573	4773	1498	8844
Child Passenger Safety Violations	336	577	213	1126
Total Occupant Restraint Violations	2909	5350	1711	9970
Under 21 DWI Charges	43	126	33	202
21 And Over DWI Charges	558	1244	453	2255
DWI Drug Charges	83	115	56	254
DRE Evaluations	6	16	7	29
Total DWI Charges	684	1485	542	2711
Speeding	12438	19708	7104	39250
DWLR	3155	6327	2198	11680
Reckless Driving	2013	2734	1027	5774
Other Traffic Violations ²	11445	24196	10101	45742
Total Traffic Violations	30513	55501	21386	107400
Drug Violations	686	1821	597	3104
Stolen Vehicles Recovered	67	252	89	408
Wanted Persons Apprehended	649	1941	692	3282
Felony Arrests	381	1065	310	1756
Other, Not Listed Criminal Violations	926	2641	851	4418
Total Criminal Violations	1612	4462	1448	7522
Total Traffic & Criminal Violations	36815	70056	26178	133049

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

²Total Other Traffic Violations includes GDL, work zone violation, uninsured motorists, and other traffic violations not listed.

Child Passenger Safety Technician Certification

North Carolina continues to have a strong child passenger safety program. At the end of FY2023, North Carolina had 3,358 people certified including 49 Instructors and 120 Technician Proxies. Technician Proxies assist with recertification of Technicians by verifying and signing off on their skills during seat checks, which is required for biennial recertification. North Carolina has established a strong

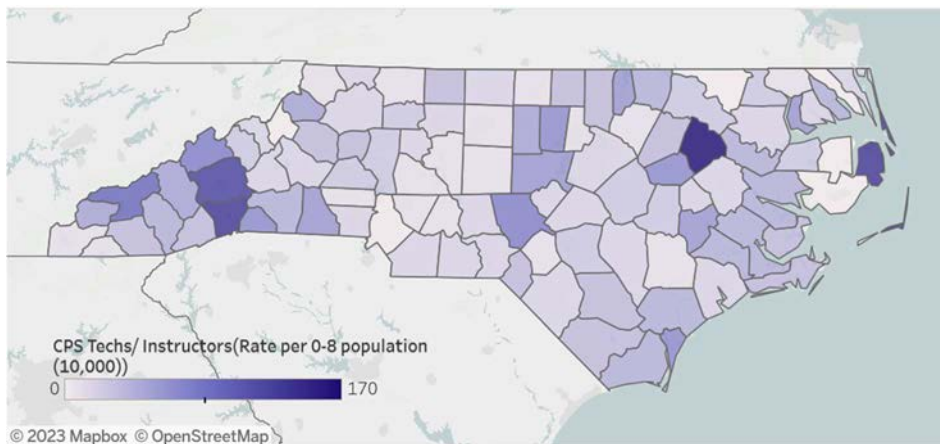
Technician Proxy Program which is critical to maintaining our high recertification rates. Many of the Technician Proxies are in more rural parts of the state with no Instructors nearby.

NORTH CAROLINA CERTIFIED CPS TECHNICIANS*	
Certification Type	Number
Instructor	49
Instructor Candidate	1
Technician Proxy	120
Technician	3,188
Total Certified	3,358

*As of October 2, 2023

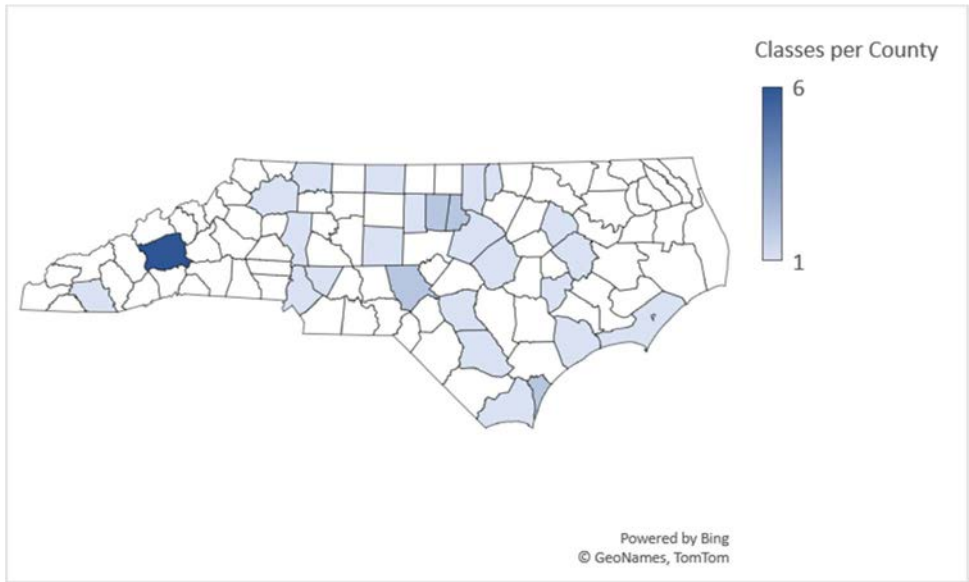
There was at least one currently certified CPS Technician in all but three of North Carolina’s 100 counties. (Camden, Hyde, and Tyrrell are the exceptions).

CPS Technicians per County 0–8-year-old population



In FY2023, 35 Child Passenger Safety Certification and two Certification Renewal classes were held across the state through which over 600 individuals were certified or recertified. The CPS program continues to focus on outreach to underserved populations. To ensure good coverage of CPS Technicians throughout the State, classes are offered throughout the State including in both rural and urban counties.

Distribution of NC Certification Classes in FY2023



To maintain a strong program, it is important to offer educational opportunities so that Technicians can earn the continuing education credits needed for recertification. The North Carolina Child Passenger Safety program offered several training opportunities in FY2023. Three free regional CPS Symposia were held in rural NC counties (Person, Johnson, and Cleveland Counties). In addition, NC had one multi-day conference: The Safe Kids Injury Prevention Conference. At each event, CPS Technicians who attended were able to earn all 6 CEUs needed for recertification.

Additionally, there were statewide outreach efforts to expiring Technicians reminding them to recertify and 1 New Technician Webinar was held to remind new Technicians of recertification requirements. As a result of these efforts, North Carolina had the highest Technician recertification rate in the United States. As of August 2023 (most recent data available), 742 out of 1,073 Technicians eligible for recertification in 2023 opted for recertification for a recertification rate of 69.2% (compared to 52.8% nationwide).

Permanent Car Seat Checking Stations and Safe Kids Coalitions

North Carolina offers two county or region-based programs to assist parents and other caregivers with child passenger safety needs: Permanent Car Seat Checking Stations (PCS) and Safe Kids coalitions. Certified Child Passenger Safety Technicians (CPS Technicians) are essential to both of these programs. Permanent Car Seat Checking Stations (PCS) are locations where parents/caregivers can receive information from CPS Technicians about child passenger safety and have their car seats and seat belts checked to be sure they are installed and used correctly. At the end of FY2023, there were 215 Permanent Checking Station programs operating 277 service locations in 93 counties. In FY2023, over 5,500 children were served and 5,524 car seats were checked at North Carolina car seat checking stations. Nearly all of the car seats checked were for children aged 5 and younger.

Additionally, North Carolina has 44 Safe Kids coalitions affiliated with Safe Kids Worldwide serving 71 counties. Many coalitions partner with GHSP supported programs and activities to focus on reducing child fatalities and injuries caused by traffic incidents, fire/burns, drowning, falls, poisonings, and

choking/suffocation. Local Safe Kids coalitions conduct child passenger safety clinics and educational events throughout the year.

North Carolina Occupant Protection Task Force

The North Carolina Occupant Protection (OP) Task Force was formed in the spring of 2014. Members of the OP Task Force include state agency representatives, university research centers, law enforcement officers and healthcare professionals. The North Carolina Occupant Protection Task Force did not meet in FY2023 but kept in contact via email. GHSP hosted a virtual NHTSA-facilitated assessment of North Carolina's occupant protection program in February 2021. The assessment, conducted by traffic safety experts from around the nation, examined current programs and policies regarding seat belts and occupant protection for children in North Carolina. The assessment identified the program's strengths, accomplishments, and challenges, and offered suggestions for improvement, especially in efforts to target persistent seat belt non-users more effectively. The following areas were included in the assessment:

- Program management
- Legislation, regulation, and policy
- Enforcement program
- Communication program
- Occupant protection for children program
- Outreach program
- Data and program evaluation

Future Strategies

During FY2021, NC GHSP hosted a virtual OP assessment. The recommendations from that assessment will be the basis for strengthening North Carolina's occupant protection program. The key recommendations from the assessment are listed below with progress where appropriate.

- Engage local participation in the Strategic Highway Safety Plan planning and administration by expanding the Executive Committee for Highway Safety (ECHS) to include executives from other state and local safety partners, to enhance the buy-in to the Strategic Highway Safety Plan.
 - This recommendation has been presented to the NC DOT Secretary, who serves as ECHS chair. So far, no action has been taken. Planning for the next Strategic Highway Safety Plan is in the beginning stages, and in FY 2024 we expect expanded participation in that process.
- Expand participation in the Occupant Protection Task Force to include officials that represent local partners, government, and law enforcement from across the State.
 - Additional partners have been invited to participate in the OP Task Force including representatives from NC SADD, NC American Indian Health Board, and local law enforcement.
- Develop and implement an evaluation to examine existing grant funded projects to determine their effectiveness in achieving the State's Occupant Protection performance targets related to unbelted fatalities and serious injuries. Consider using epidemiology, university and/or research organizations experienced in traffic safety.

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- Explore the possibility of providing an official in-person informative presentation to the appropriate legislative committees about the current status of highway safety in the State including data on relevant program concerns such as unbelted fatalities.
- Encourage the Occupant Protection Task Force to develop an Action Plan to enhance their legislative strategies, to include measurable administrative objectives and timelines related to monitoring opportunities for the advancement of favorable legislation.
- Increase engagement and strengthen partnerships with law enforcement leaders through the North Carolina Association of Chiefs of Police and North Carolina Sheriffs' Association to maximize participation in occupant protection programs, mobilizations, and high visibility enforcement. The National Highway Traffic Safety Administration's *Data-Driven Approaches to Crime and Traffic Safety* philosophy and the *Traffic Occupant Protection Strategies* training are excellent programs designed to engage law enforcement leaders to reduce crime and improve traffic safety.
 - GHSP has strong partnerships with both organizations. GHSP is a marketing partner with both groups, and GHSP staff speaks to both group annual meetings, group trainings and other meetings to encourage participation in seat belt campaigns. As a result, the number of Sheriffs Offices with GHSP grants has increased significantly in the past four years.
- Re-evaluate the crash data to locate new law enforcement agencies for the selection of occupant protection grants. Consideration should be given to awarding overtime mini grants to smaller agencies to support high visibility mobilizations. The Law Enforcement Liaisons may be a resource for identifying these agencies and furthering the State's traffic safety enforcement mission to improve low restraint use.
 - GHSP has begun providing small grants to law enforcement agencies to provide overtime for officers to engage in traffic safety efforts including seat belt use enforcement.
- Enact performance measures for grant funded law enforcement officers or for officers working grant-funded mobilizations.
- Re-examine State data to narrow the target audience for paid media to those most at risk (18-25 years old, with some emphasis on pickup truck drivers), with African Americans as a secondary audience, to ensure sufficient frequency and reach of the advertisements to change behavior. Provide the State's media contractor with the NHTSA *Click It or Ticket* Media Work Plan and Media Buy Summary, as they become available, so that it can better expend State funds by augmenting the national ad buy.
- Include questions in the attitude/awareness survey that will address the awareness of and reaction to advertising and earned media messaging seen and heard in relation to the *Click It or Ticket* mobilization (e.g., did the respondent see/hear the *Click It or Ticket* message; did the respondent believe that a citation would be issued for non-seat belt use; did the respondent change behavior based on the message), as a method to evaluate whether the advertising is reaching the intended and influencing their behavior.

The 2021 Statewide Traffic Safety Survey included the following questions:

- What do you think the chances are of getting a ticket if you don't wear your seat belt?
Would you say the chances are very likely, somewhat likely, or not very likely?

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- Only 29% responded “very likely” while 40% thought it was “somewhat likely.”
 - Have you recently heard or seen anything about seat belt law enforcement programs or campaigns by police?
 - Only 27% responded “yes”
 - Have you recently heard or seen anything about the following programs: “Buckle Up America?” / “Click It or Ticket?” / “Most of Us Buckle Up in North Carolina?”
 - 69% of respondents indicated they were familiar with *Click It or Ticket*
 - In North Carolina, police officers are allowed to stop a vehicle if an adult in the **front** seat is not wearing a seat belt. Some states allow police officers to stop a vehicle if an adult in the **back** seat is not wearing a seat belt. Do you support or oppose allowing police officers to stop a vehicle if an adult in the **back seat** is not wearing a seat belt?
 - 40% supported allowing police officers to stop a vehicle if an adult in the back seat was not wearing a seat belt. 20% strongly opposed such an action.
- Mobilize and equip the very active and locally respected child passenger safety community to elevate the urgent message that the increasing number of unrestrained vehicle occupants in North Carolina is unacceptable for both children and adults.
 - North Carolina’s Child Passenger Safety Technicians continue to educate families on the importance of correct restraint use for all vehicle occupants. North Carolina has over 3,300 CPS Technicians and 277 Car Seat Checking Station locations providing services to families. The State creates and distributes free resources to checking stations and Technicians including printed resources and social media posts. Additionally, the State provides educational opportunities throughout the year for Technicians to continue their education so that they can better teach people in their communities. Through a grant from the Office of State Fire Marshal/Safe Kids NC, the State provides car seats to low-income families. Seats are distributed through Safe Kids coalitions and car seat checking stations. Additionally, the CPS diversion program, active in more than 40 counties, provides another opportunity for CPS Technicians to educate families on the importance of correct restraint use. In these counties, drivers who receive a ticket for violating the child passenger safety law are given the option to visit a designated permanent car seat checking station to receive education and installation help by a CPS Technician. Once the Technician is comfortable with the driver’s understanding of how to properly use their car seat, they give the driver a form to take to the District Attorney’s office to have the ticket dismissed. This program encourages law enforcement officers to be proactive in enforcing child passenger safety violations and provides education and installation assistance to drivers charged with these violations.
- Convene a small but effective high-level group to strategize ways to collect and streamline access to statewide child restraint inspection data. This request was expressed as a top priority to effectively plan and deliver adequate child passenger safety services.
 - The NC CPS Executive Committee continues to discuss ways to better collect statewide child restraint inspection data. This includes pilot testing the National Digital Check Form, encouraging more complete reporting of child passenger safety data.
 - The 2023 Safe Kids NC Conference included sessions on how to use the National Digital Check Form. Since then, there has been an increase in car seat checks entered in the

digital check form (from 27 in 2022 to 434 in 2023). Efforts to increase use of the National Digital Check Form will continue in FY2024.

- Market the Traffic Safety Conference and Expos to a broader audience to attract the participation of non-traditional stakeholders (e.g., Future Farmers of America, 4-H Clubs) which should have an interest in traffic safety and provided with the right tools, could advocate for traffic safety programs. Include workshops on community engagement, “how-to” workshops on becoming an NC Vision Zero community and supporting specific priority programs such as *Click It or Ticket*.

The NC Traffic Safety Conference (TSC) draws attendees from a variety of backgrounds bi-annually. The TSC was last held in April 2022 in Raleigh. The next conference will be held April 2024 in Greenville. Planning for the 2024 TSC is well underway (<https://ncvisionzero.org/expo/>). In 2022, the TSC held sessions aimed at Law Enforcement, CPS Technicians, and Traffic Safety Advocates. Sessions that appeal to a wide audience include:

- Traffic Safety Culture and the Safe Systems Approach to Achieve Vision Zero
 - The Power of Collaboration: Trauma Centers’ Injury Prevention Road Safety Efforts and How We Can Help You.
 - No Longer Number One – The Evolution of a Traffic Safety Task Force Utilizing a Safe Systems Approach
 - Communications and Media Panel
 - “Insuring” Teen Driver Safety: Opportunities and Threats
 - Redesigning Road Safety: Achieving Safety and Equity in Traffic Enforcement and Crash Prevention
 - Emerging Technology Panel
 - Speeding Panel
 - Driving with ADHD
 - Taking Care of Children and People with Special Needs at Crash Scenes and Arrests
 - The Role of Advocates for Achieving Vision Zero
 - Engineering and Design for Safety
 - Seat Belts Panel
 - Attendees from a wide variety of fields are encouraged. NC GHSP provides a limited number of scholarships to cover registration costs for individuals who do not have financial support to attend the conference.
- Identify several key State and local minority-serving organizations, including the Eastern Band of Cherokee Indians, Lumbee Tribe, and Urban Indian Organizations, enlisting their support in developing culturally and linguistically appropriate traffic safety programs and materials. Through these organizations, encourage local leaders to support occupant protection programs as one method to keep their communities safe.
 - Dr. Ronny Bell, Wake Forest School of Medicine Professor and Chair of the North Carolina American Indian Health Board is a member of the Occupant Protection Task Force. The NCAIHB focuses on “promoting quality health care and healthy lifestyles within American Indian families and communities in North Carolina through research, education and advocacy.”
 - Create a statewide citation database that begins at the citation issuance and ends with the information posting to the driver file where all seat belt and child restraint violations can be tracked. With a statewide citation tracking repository, researchers may determine where the

prosecution of seat belt and/or child restraint violations lack in a particular area requiring the need for education by a Traffic Safety Resource Prosecutor.

- Develop a plan to have all agencies electronically report crashes, especially those with large populations, within five years.
- Conduct and publicize annual observational seat belt surveys for Child Passenger Safety and Commercial Motor Vehicle using standards set forth by National Highway Traffic Safety Administration guidelines.
 - There is currently no plan to conduct a child passenger safety observational survey. Observing child restraint use is challenging because correct use requires that the restraint be appropriate for the child using it (something that is dictated by the child’s age, weight, height, and developmental needs) and needs to be used and installed in the vehicle correctly. Additionally, most children are restrained in the rear seat and tinted rear seat windows make collecting data difficult.

Many of these recommendations will inform NC GHSP occupant protection strategies during the coming years. In FY2024, the North Carolina Occupant Protection Task Force will meet quarterly and produce an updated version of the Task Force Plan. It was also continuing to review and where appropriate implement the Op Assessment recommendations.

GHSP will continue to explore innovative approaches such as the Statewide Traffic Enforcement Program to focus efforts and encourage participation in target counties. In addition, GHSP will continue partnering with the NC State Highway Patrol by funding overtime enforcement special operations projects in high priority counties with a low usage rate or a high rate of unrestrained fatalities. This enforcement will take place throughout the year, especially during the *Click It or Ticket* campaigns. As part of our statewide educational efforts all LEL regions have seatbelt convincers for use at community events, school presentations and other venues.

GHSP will support FY2024 seat belt mobilization efforts with earned and/or paid media to draw attention to each of the campaigns. As demonstrated in the “Paid Media Plan” section, North Carolina utilizes a variety of media modes to raise awareness for enforcement efforts in the state.

In 2022, GHSP ran the "Local Heroes" ads in Mecklenburg, Robeson, Columbus, and Bladen Counties. GHSP also filmed new ads in September 2022, and those will be shown in FY2023 primarily in Wake, Brunswick, and New Hanover Counties.

GHSP plans to update the 2020 Occupant Protection Plan in 2024 by adding additional counties.

Annual Seat Belt Survey

The most recent annual seat belt survey was conducted between June and September 2023. One hundred and twenty sites (120) were chosen across fifteen counties (15), equally apportioned among the Mountains, Piedmont, and Coastal regions. The survey was once again conducted by North Carolina State University’s Institute for Transportation Research and Education (ITRE). ITRE provided GHSP with a detailed report indicating an overall statewide usage rate of 92.2%. The North Carolina Governor’s Highway Safety Program (GHSP) expressed a need for seat belt use data and statistics for all North Carolina counties, including those not sampled for the annual statewide seat belt use survey for NHTSA. ITRE developed a supplementary survey design to observe any counties not captured in the NHTSA-required survey once every three years. Data collection on these additional counties started in 2018. In 2022, after additional consultation with GHSP, ITRE increased collection speed for these supplementary counties to a two-year cycle. ITRE provided GHSP with a comprehensive report documenting the 2022 and 2023 seat belt usage rates for those additional counties that were surveyed.

Funded Projects and Activities

The occupant protection related projects and activities listed on the following pages were funded by GHSP under the FY2023 Highway Safety Plan:

Agency: North Carolina State University - Institute of Transportation Research and Education
Project Number: M2X-23-13-01
Project Title: Seat Belt Use Observational Study 2023
Project Description: This project conducted the state's Annual Seat Belt Survey in accordance with National Highway Traffic Safety Administration (NHTSA) requirements to qualify for seat belt incentive grant program funds, and in accordance with the Uniform Criteria for State Observational Surveys of Seat Belt Use. The survey was conducted in select counties using the NHTSA approved design.
Contributions to Meeting Targets: It was determined that the seat belt usage rate in North Carolina was 92.20%.

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: M2PE-23-13-01
Project Title: BuckleUpNC Occupant Protection Program
Project Description: This continuation project maintained and updated the BuckleUpNC website (www.buckleupnc.org), which provides consumer information to the public through a toll-free number, website, brochures and flyers. The project also provided program and technical assistance to child passenger safety advocates and administrators. The Highway Safety Research Center continued to support the North Carolina Occupant Protection Task Force and will continue to collaborate with GHSP and the Office of the State Fire Marshal on Occupant Protection.
Contributions to Meeting Targets: HSRC updated and maintained the buckleupnc.org website. Due to changes in Google Analytics, the ability to track web usage was affected. Improvements and a larger scale website is planned for FY2024. Through the grant, HSRC maintains the restricted access Program Management portion of buckleupnc.org to coordinate with local N.C. CPS programs to collect information. This information is used by HSRC, the Office of the State Fire Marshal (Safe Kids NC), and GHSP to monitor the state of programs in North Carolina. There are currently 215 programs serving 277 service locations in ninety-three counties. There were 5,524 seat checks at permanent checking stations in North Carolina in FY2023. HSRC participated in or conducted numerous community outreach events. HSRC updated, printed, and distributed research-based educational materials for use by programs and advocates across the state.

Agency: North Carolina Department of Public Safety (NC State Highway Patrol)
Project Number: OP-23-04-05
Project Title: Click It or Ticket 2023
Project Description: This continuation project funded overtime enforcement for occupant restraint violations. The project provided increased and sustained enforcement efforts

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in the top counties for unrestrained fatalities during the "Click It or Ticket" campaigns in FY2022. Select waves of overtime enforcement were conducted during the May Click It or Ticket campaign and at other times throughout the year.

Contributions to Meeting Targets: Increased enforcement for overtime was conducted in the following counties during Click It or Ticket campaigns: Pitt, Cumberland, Robeson, Wake Johnston, Guilford, Alamance, Forsyth, Iredell, and Mecklenburg. Efforts resulted in 1,080 seat belt violations and fifty-seven child restraint violations. The North Carolina State Highway Patrol actively participated in all GHSP campaigns.

Agency: Mountain Area Health Education Center, Inc.

Project Number: M2CPS-23-13-01

Project Title: Safe Kids Western North Carolina FY2023

Project Description: This continuation project funded Safe Kids Western North Carolina (Safe Kids WNC) to increase and maintain the base of Child Passenger Safety (CPS) Technicians trained in Special Needs Transportation. Safe Kids WNC is the referral resource for families of children with special health care needs and offers the “Transporting Children with Special Needs” CPS enrichment course twice a year in different regions of the state. Safe Kids WNC continued efforts to develop and grow partnerships with law enforcement while participating in local Click It or Ticket enforcement activities and the CPS Diversion Program. The project educated preteens and teens to become a safe passenger now and safe drivers in the future.

Contributions to Meeting Targets: There are currently 124 special needs trained CPS technicians in North Carolina due to the efforts of Safe Kids Western North Carolina. The current recertification rate for North Carolina CPS technicians in North Carolina is 69.15%. Safe Kids WNC continues to provide invaluable training and opportunities in this region of the state.

Agency: Southeastern Regional Medical

Project Number: OP-23-04-04

Project Title: Robeson County Saved by the Belt OP Program

Project Description: This ongoing project fund activity hours for a coordinator overseeing a seat belt diversion program through a partnership with the Robeson County District Attorney's Office, local law enforcement agencies, and the court system. The program allowed first time seat belt use offenders to have their first offense dismissed if they participated in the Trauma Nurses Talk Tough (TNNT) seat belt education program.

Contributions to Meeting Targets: During FY2023, a total of 209 participants attended the two-hour educational class. A total of thirty-eight classes were conducted. The grant facilitator attended all local Vision Zero Task Force meetings. The program was promoted through local community events and with law enforcement partners. The agency conducted a recidivism survey to determine the number of class participants who were issued citations for seat belt violations after taking the class. A total of 45.6% of those contacted participated in the survey. A total of 88% of respondents indicated they had not received additional citations. Those who reported additional seat belt violations all

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indicated it had been six months or more after taking the class. After attending the class, 74% reported they now always wear a seat belt.

Agency: North Carolina Department of Insurance
Project Number: OP-23-04-06
Project Title: Child Passenger Safety Program for North Carolina
Project Description: This ongoing project funded the North Carolina Department of Insurance's Office of State Fire Marshal (OSFM)/Safe Kids NC to continue child passenger safety efforts.
Contributions to Meeting Targets: The North Carolina Department of Insurance's Child Passenger Safety Program (NC Safe Kids) is a nationally recognized program. As a result of their ongoing efforts, there are close to fifty instructors and over 3000 CPS technicians in North Carolina. To assist with recertifications, there are over 100 CPS technician proxies. The recertification rate in North Carolina is 69.15%. There are currently diversion programs in forty-four counties, and the Safe Kids NC Law Enforcement Liaison continues to work to establish new programs. Safe Kids NC provided educational materials throughout the year and attended various conferences and training opportunities to promote CPS efforts. Safe Kids NC also conducted hot car events and promoted CPS Week in North Carolina.

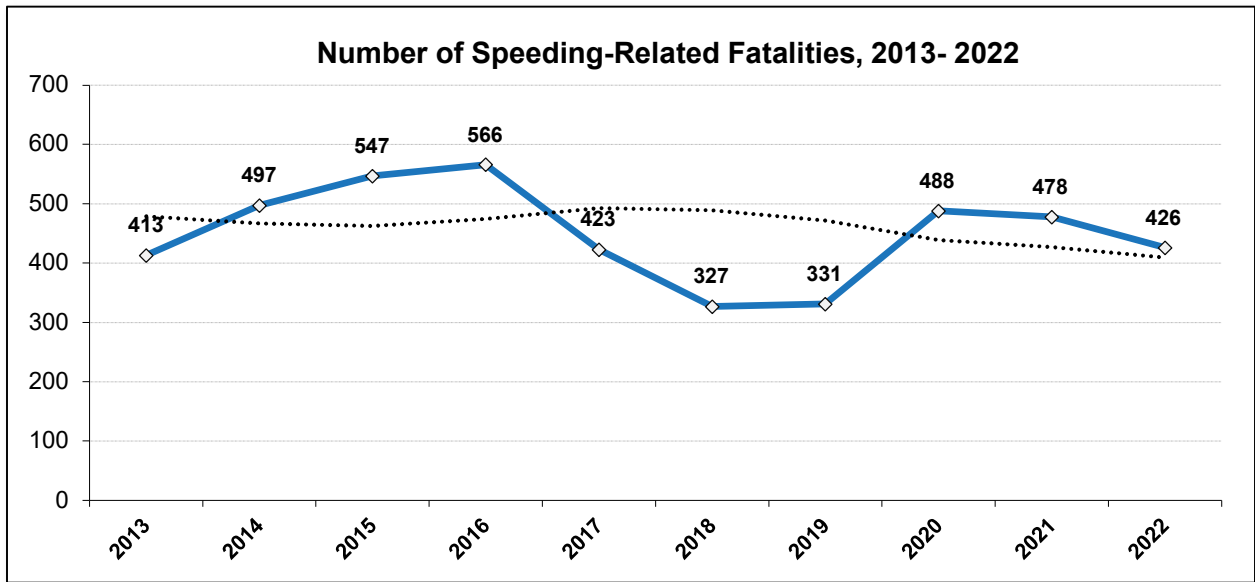
Agency: Governor's Highway Safety Program
Project Number: M1X-23-00-00
Project Title: GHSP In-House Occupant Protection Future Projects
Project Description: GHSP set aside funds for anticipated projects that may occur during the year. Opportunities could arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.
Contributions to Meeting Targets: Not Applicable

Agency: Governor's Highway Safety Program
Project Number: M2X-23-00-00
Project Title: GHSP In-House Occupant Protection Future Projects
Project Description: GHSP set aside funds for anticipated projects that may occur during the year. Opportunities could arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.
Contributions to Meeting Targets: Not Applicable

Police Traffic Services

Background

North Carolina experienced 426 speeding-related fatalities in 2022. Almost a quarter (24%) of all fatalities in 2022 were related to speeding. Despite the setback in 2020, speeding related fatalities in 2022 decreased 10.9% and the long-term trend in North Carolina suggests a reduction in speeding-related fatalities. The 5-year moving average (the dotted line in the figure below) shows that speeding-related fatalities have declined since 2016.



Crashes involving speeding are highest among males, younger drivers, and motorcycle riders. Speed also plays a role in a large percentage of nighttime fatal crashes. Mecklenburg, Guilford, Wake, Robeson, and Cumberland counties have the largest number of speeding-related fatalities. Together, these five counties account for over 30% of all speeding-related fatalities in the State. (North Carolina has a total of 100 counties.)

Noteworthy Programs

GHSP is committed to seeking further reductions in the injuries and costs associated with speeding-related crashes. In 2017, GHSP introduced the statewide campaign, “Speed a Little. Lose a Lot.” The campaign reminds drivers there is no reason to speed because the consequences could be more than just getting a ticket. The campaign complements the NC Vision Zero initiative, which seeks to reach zero traffic-related fatalities through coordinated agency-to-agency efforts that help change the overall traffic safety culture. North Carolina conducted the *Speed a Little. Lose a Lot* campaign April 3-9, 2023.

GHSP has expanded funding enforcement activity hours for traffic safety officers in counties with increased speeding and unrestrained fatalities. In FY2023, GHSP provided funding for new enforcement activity hours with the Cabarrus County Sheriff’s Office, Brunswick County Sheriff’s Office, Nash County Sheriff’s Office, the Salisbury Police Department (Rowan County), Zebulon Police Department (Wake

County), Mooresville Police Department (Iredell County), and the Davidson Police Department (Mecklenburg County). GHSP continued traffic enforcement activity hours with the Robeson County Sheriff's Office, Durham County Sheriff's Office, Wake County Sheriff's Office, Pender County Sheriff's Office, Edgecombe County Sheriff's Office, Columbus County Sheriff's Office, Union County Sheriff's Office, Smithfield Police Department (Johnston County), Nashville Police Department (Nash County), Matthews Police Department (Mecklenburg County), and the Dunn Police Department (Harnett County). Additional enforcement efforts took place through the administration of overtime grants to the Dare County Sheriff's Office, the Concord Police Department in Cabarrus County, the Raleigh Police Department in Wake County, the Onslow County Sheriff's Office, the Hendersonville Police Department in Henderson County, the Wilson's Mills Police Department in Johnston County, the Holly Springs Police Department in Wake County, the Craven County Sheriff's Department, and the Franklinton Police Department in Franklin County.



GHSP encourages counties to adopt systematic approaches for identifying roads that are priorities. Through support and refinement of the Vision Zero Analytics project GHSP continued to share data with all agencies, particularly in counties overrepresented in speeding fatalities. This data includes the locations of speed related crashes, day of the week and the time of day, and other enforcement data. The analytical and mapping tools of the GHSP funded Vision Zero efforts provide this information in a timely manner.

In FY2023, GHSP continued to support a highly successful Law Enforcement Liaison program through a network of eleven Regional Law Enforcement Liaisons to coordinate and organize GHSP highway safety efforts and activities throughout the state. Through the guidance and coordination efforts of these Regional LEL's, planning, preparation, and reporting activities are accomplished.

Additionally, GHSP has continued to promote training in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies. GHSP has also maintained its long-standing partnership with the North Carolina Justice Academy, which provides training in crash investigation and speed measuring instrument certification to law enforcement officers statewide. Finally, GHSP has continued our long-standing relationship with the state's two major law enforcement associations. Through a partnership

with the NC Sheriffs Association, GHSP has marketed traffic safety opportunities with the NC Sheriff's Leadership Institute held each year for NC sheriffs. Out partnership with the NC Association of Chiefs of Police (NCACP) allows us to provide marketing opportunities through their annual meeting and district training opportunities.

In FY2022, GHSP partnered with the UNC Highway Safety Research Center to conduct a statewide survey of law enforcement officers to gather perceptions and experiences related to traffic safety. The overarching themes of the survey include the officer's thoughts and opinions about traffic enforcement including stops, penalties, and perceptions of their agency's priorities, officers' training, officers' exposure to critical incidents, officers' opinions about new and existing laws in North Carolina, and a collective of open-ended questions seeking additional thoughts of the law enforcement participants. Over 700 law enforcement professionals took part in the survey, the result of which were collected and included in a comprehensive report published by HSRC. The report was provided to NHTSA. In 2024, GHSP continued to consider these survey results in our evaluation of law enforcement projects.

Program Results

Operation Crash Reduction

Law enforcement agencies in North Carolina conducted Operation Crash Reduction from October 10-16, 2022. In total, 1,680 checkpoints and saturation patrols were conducted resulting in 9,739 speeding citations. Additionally, the campaign produced 635 DWI arrests, 1,949 safety belt and child passenger violations, 793 drug violations, and 1,163 wanted persons apprehended. Detailed results from campaign activities in FY2023 are presented below.

Speed a Little. Lose a Lot

Law enforcement agencies in North Carolina conducted the *Speed a Little. Lose a Lot* campaign from April 3-9, 2023. In total, 2,131 checkpoints and saturation patrols were conducted resulting in 9,604 speeding citations. Additionally, the campaign produced 624 DWI arrests, 2,608 safety belt and child passenger violations, 933 drug violations, and 900 wanted persons apprehended. Detailed results from campaign activities in FY2023 are presented below.

Speeding Wrecks Lives

In response to the growing number of speed-related crashes, Law enforcement agencies in North Carolina participated in the *Speeding Wrecks Lives* campaign from July 24-30, 2023. In total, 1,617 checkpoints and saturation patrols were conducted resulting in 9,604 speeding citations. Additionally, the campaign produced 644 DWI arrests, 2,082 safety belt and child passenger violations, 911 drug violations, and 564 wanted persons apprehended. Detailed results from campaign activities in FY2023 are presented below.

RESULTS OF SPEED ENFORCEMENT CAMPAIGN ACTIVITIES DURING FY2023¹			
	Operation Crash Reduction	Speed A Little Lose A Lot	Speeding Wrecks Lives
Participating Agencies	327	429	397
Campaign Participation Rate	74.7%	95%	90%
Number of Checkpoints	165	181	210
Saturation and Random Patrols	1515	1950	1407
Total Checkpoints & Patrols	1680	2131	1617
Under 21 DWI Charges	39	39	42
21 and Over DWI Charges	506	527	556
DWI Drug Charges	90	58	46
DRE Evals	6	1	11
Total DWI Charges	635	624	644
Safety Belt Violations	1698	2323	1850
Child Passenger Safety Violations	251	285	232
Total Occupant Restraint Charges	1949	2608	2082
Speeding	9739	9604	9604
DWLR	2770	3009	2719
Reckless Driving	1169	1201	1286
Other Traffic Violations ²	10308	11791	11431
Total Traffic Violations	25436	26733	26152
Drug Violations	793	933	911
Stolen Vehicles Recovered	130	60	116
Wanted Persons Apprehended	1163	900	957
Felony Arrests	490	527	564
Other, Not Listed Criminal Violations	1732	1496	1437
Total Criminal Violations	2525	2429	2348
Total Traffic and Criminal Violations	32328	33911	32863

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

²Total Other Traffic Violations includes GDL, work zone violation, uninsured motorists, and other traffic violations not listed.

Future Strategies

During FY2024, GHSP will continue to support the national campaign with the “Speed a Little. Lose A Lot” campaign. The campaign is planned for March 25 – April 1, 2024. North Carolina will also support the national *Speeding Wrecks Lives* Campaign July 22 – July 28, 2024. In addition, GHSP will focus law enforcement and media attention on enforcing speed laws at night. GHSP will also continue to share data with all agencies, particularly in counties overrepresented in speeding fatalities. This data will

include the locations of speed-related crashes, day of the week and the time of day, and other enforcement data. The analytical and mapping tools of the GHSP funded Vision Zero efforts will provide this information in a timely manner. GHSP will work with agencies to address the problem locations and GHSP will consider funding as needed to enhance the enforcement efforts. The Statewide Traffic Enforcement Program mainly focuses on speed enforcement and thus will provide additional enforcement efforts to address the overall speeding problem.

In FY2024, GHSP will continue to support a highly successful Law Enforcement Liaison program through a network of eleven Regional Law Enforcement Liaisons to coordinate and organize GHSP highway safety efforts and activities throughout the state. Through the guidance and coordination efforts of these Regional LEL’s, planning, preparation, and reporting activities are accomplished. In addition, GHSP will continue to fund enforcement activity hours for traffic safety officers in counties with increased speeding and unrestrained fatalities. GHSP made a concerted effort to fund efforts in previously underserved counties within the state.

Funded Projects and Activities

The police traffic services related projects and activities listed below were funded by GHSP under the FY2023 Highway Safety Plan:

Agency:	Governor's Highway Safety Program
Project Number:	PT-23-06-01
Project Title:	Statewide Traffic Enforcement Program (STEP)
Project Description:	This was an ongoing project to fund a program for traffic safety equipment for use in a statewide enforcement and education program. The Governor’s Highway Safety Program (GHSP) conducted various enforcement efforts throughout the year, including several “Booze It & Lose It” and “Click It or Ticket” campaigns. GHSP encouraged 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 were evaluated at the end of the year for their participation and reporting. Based on a demonstrated need, agencies requested specific equipment to assist GHSP in achieving their goals in the reduction of alcohol, speed, or unrestrained fatalities. This project funded the cost of the equipment.
Contributions to Meeting Targets:	Resource allocation took place in the first quarter of FY2023. Numerous agencies redeemed credits for equipment utilized in achieving the goals of reducing alcohol, speed, and unrestrained fatalities. The statewide participation reporting rate was 85.6% for the year.

Agency:	Dare County Sheriff's Office
Project Number:	PT-23-06-12
Project Title:	Region 1 LEL
Project Description:	This project funds the Law Enforcement Liaison in Region 1. Regional LEL’s assist GHSP by directing the efforts of County Coordinators in promoting participation in traffic safety campaigns and other traffic related initiatives by law enforcement agencies across the state.

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Contributions to Meeting Targets: The statewide seat belt usage rate was 92.2%. Region 1 maintained 84.2% reporting in FY2023.

Agency: New Bern Police Department
Project Number: PT-23-06-02
Project Title: Region 2 LEL
Project Description: This project funds the Law Enforcement Liaison in Region 2. Regional LEL's assist GHSP by directing the efforts of County Coordinators in promoting participation in traffic safety campaigns and other traffic related initiatives by law enforcement agencies across the state.
Contributions to Meeting Targets: The statewide seat belt usage rate was 92.2%. Region 2 maintained 93% reporting in FY2023.

Agency: Brunswick County Sheriff's Office
Project Number: PT-23-06-03
Project Title: Region 3 LEL
Project Description: This project funds the Law Enforcement Liaison in Region 3. Regional LEL's assist GHSP by directing the efforts of County Coordinators in promoting participation in traffic safety campaigns and other traffic related initiatives by law enforcement agencies across the state.
Contributions to Meeting Targets: The statewide seat belt usage rate was 92.2%. Region 3 maintained 86.4% reporting in FY2023.

Agency: Granville County Sheriff's Office
Project Number: PT-23-06-45
Project Title: Region 4 LEL
Project Description: This project funds the Law Enforcement Liaison in Region 4. Regional LEL's assist GHSP by directing the efforts of County Coordinators in promoting participation in traffic safety campaigns and other traffic related initiatives by law enforcement agencies across the state.
Contributions to Meeting Targets: The statewide seat belt usage rate was 92.2%. Region 4 maintained 87.5% reporting in FY2023.

Agency: Orange County Sheriff's Office
Project Number: PT-23-06-05
Project Title: Region 5 LEL
Project Description: This project funds the Law Enforcement Liaison in Region 5. Regional LEL's assist GHSP by directing the

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efforts of County Coordinators in promoting participation in traffic safety campaigns and other traffic related initiatives by law enforcement agencies across the state.

Contributions to Meeting Targets: The statewide seat belt usage rate was 92.2%. Region 5 maintained 84.1% reporting in FY2023.

Agency: Rockingham Police Department

Project Number: PT-23-06-06

Project Title: Region 6 LEL

Project Description: This project funds the Law Enforcement Liaison in Region 6. Regional LEL’s assist GHSP by directing the efforts of County Coordinators in promoting participation in traffic safety campaigns and other traffic related initiatives by law enforcement agencies across the state.

Contributions to Meeting Targets: The statewide seat belt usage rate was 92.2%. Region 6 maintained 85.2% reporting in FY2023.

Agency: Guilford County Sheriff's Office

Project Number: PT-23-06-07

Project Title: Region 7 LEL

Project Description: This project funds the Law Enforcement Liaison in Region 7. Regional LEL’s assist GHSP by directing the efforts of County Coordinators in promoting participation in traffic safety campaigns and other traffic related initiatives by law enforcement agencies across the state.

Contributions to Meeting Targets: The statewide seat belt usage rate was 92.2%. Region 7 maintained 92.1% reporting in FY2023.

Agency: Charlotte-Mecklenburg Police Department

Project Number: PT-23-06-08

Project Title: Region 8 LEL

Project Description: This project funds the Law Enforcement Liaison in Region 8. Regional LEL’s assist GHSP by directing the efforts of County Coordinators in promoting participation in traffic safety campaigns and other traffic related initiatives by law enforcement agencies across the state.

Contributions to Meeting Targets: The statewide seat belt usage rate was 92.2%. Region 8 maintained 93.4% reporting in FY2023.

Agency: Marion Police Department

Project Number: PT-23-06-09

Project Title: Region 9 LEL

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Project Description: This project funds the Law Enforcement Liaison in Region 9. Regional LEL’s assist GHSP by directing the efforts of County Coordinators in promoting participation in traffic safety campaigns and other traffic related initiatives by law enforcement agencies across the state.

Contributions to Meeting Targets: The statewide seat belt usage rate was 92.2%. Region 9 maintained 79.5% reporting in FY2023.

Agency: Columbus Police Department

Project Number: PT-23-06-10

Project Title: Region 10 LEL

Project Description: This project funds the Law Enforcement Liaison in Region 10. Regional LEL’s assist GHSP by directing the efforts of County Coordinators in promoting participation in traffic safety campaigns and other traffic related initiatives by law enforcement agencies across the state.

Contributions to Meeting Targets: The statewide seat belt usage rate was 92.2%. Region 10 maintained 100% reporting in FY2023.

Agency: Sylva Police Department

Project Number: PT-23-06-44

Project Title: Region 11 LEL

Project Description: This project funds the Law Enforcement Liaison in Region 11. Regional LEL’s assist GHSP by directing the efforts of County Coordinators in promoting participation in traffic safety campaigns and other traffic related initiatives by law enforcement agencies across the state.

Contributions to Meeting Targets: The statewide seat belt usage rate was 92.2%. Region 11 maintained 82.5% reporting in FY2023.

Agency: Tarboro Police Department

Project Number: PT-23-06-04

Project Title: Region 4 LEL

Project Description: This project funds the Law Enforcement Liaison in Region 4. Regional LEL’s assist GHSP by directing the efforts of County Coordinators in promoting participation in traffic safety campaigns and other traffic related initiatives by law enforcement agencies across the state.

Contributions to Meeting Targets: The statewide seat belt usage rate was 92.2%. Region 4 maintained 81.5% reporting in FY2023. (Granville County assumed LEL responsibilities in the 2nd quarter of FY2023.)

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Agency: Robeson County Sheriff's Office
Project Number: PT-23-06-13
Project Title: Robeson County Traffic Enforcement Team FY2023
Project Description: This continuation project funded activity hours for a three-man traffic team to work in high crash areas and to deliver safety education programs.
Contributions to Meeting Targets: The agency coordinated or participated in educational and outreach events during the grant year, including the N.C. State Fair Safety City. Numerous outreach events were conducted at area high schools and community colleges. The agency participated in several multi-agency high visibility enforcement campaigns. Enforcement efforts focused on high crash corridors along Interstate 95 and Interstate 74. The agency participated in GHSP campaigns. However, goals related to decreased fatality rates were not reached this fiscal year.

Agency: Dare County Sheriff's Office
Project Number: PT-23-06-14
Project Title: Traffic Safety Enforcement Overtime Activity
Project Description: This project funded overtime for traffic enforcement with a focus on seatbelt and speeding enforcement and pedestrian/bicycle safety in an effort to reduce related fatalities. Dare County is ranked 19th in bicyclist fatalities.
Contributions to Meeting Targets: Dare County increased enforcement efforts during the spring and summer months to coincide with increased tourism. Bicycle and pedestrian crashes remained at the same level as the previous year. Speed and alcohol-related crashes were reduced.

Agency: Durham County Sheriff's Office
Project Number: PT-23-06-16
Project Title: Durham County Sheriff's Traffic Enforcement Grant
Project Description: This grant funded activity hours for three deputies dedicated solely to traffic enforcement. The Durham County Sheriff's Office focused on major corridors in Durham County where elevated crash risks exist. The Durham County Sheriff's Office worked to increase nighttime weekend enforcement efforts in busy commercial corridors to target unrestrained drivers and speeding.
Contributions to Meeting Targets: Durham determined top crash sites in Durham County and conducted focused speed enforcement activity at those locations. The traffic unit issued 1,646 citations and 421 written warnings during both daytime and nighttime speed enforcement activities. The agency issued 137 citations for reckless driving and 144 seat belt citations. There were 41 fatalities in Durham County in FY2023, an increase from the 2016-2020 average of 31.2 fatalities. Durham County participated in all GHSP campaigns.

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Agency: Salisbury Police Department
Project Number: PT-23-06-17
Project Title: Salisbury Police Department
Project Description: This new grant funded overtime for officers to work high visibility enforcement. Efforts focused on seatbelt and speeding enforcement in an effort to reduce related fatalities. Rowan County ranked 22nd for overall fatalities, 20th for unrestrained fatalities, and 20th for speed related fatal crashes.
Contributions to Meeting Targets: The Salisbury Police Department issued over 500 speeding citations and fifty-eight seat belt citations during the grant cycle. However, speed-related, and unrestrained fatalities both increased. Craven County participated in all GHSP campaigns.

Agency: North Carolina Department of Justice (N.C. Justice Academy)
Project Number: PT-23-06-18
Project Title: Spreading the Belief in Vision Zero
Project Description: This grant funded approved Speed Measuring Instruments (SMIs) in North Carolina for training purposes. The grant also funded the NC Justice Academy (NCJA) to conduct Driving Instructor training (EVOC) to help reduce emergency vehicle crashes and the Traffic Crash Investigation and Reconstruction program that provides a thorough reconstruction of highway incidents.
Contributions to Meeting Targets: During FY2023, the North Carolina Justice Academy completed dozens of training sessions related to traffic safety for hundreds of officers across the state. Instruction included speed enforcement and crash investigation and reconstruction to ensure successful courtroom prosecution.

Agency: Wake County Sheriff's Office
Project Number: PT-23-06-19
Project Title: Wake County Sheriff's Office Crash Reduction Unit
Project Description: This project funded activity hours for three traffic safety officers working to reduce alcohol-related collisions, unrestrained serious injuries, and young driver fatal crashes in Wake County.
Contributions to Meeting Targets: Wake County met its goal of reducing overall fatalities and speed-related crashes in the county. Wake County identified and focused efforts in the Top 4 high crash locations along highway corridors and interstates. The agency participated in a number of educational events and all GHSP campaigns.

Agency: Pender County Sheriff's Office
Project Number: PT-23-06-20
Project Title: Pender County Sheriff's Office Traffic and Safety Team

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Project Description: This continuation grant funded activity hours for two deputies to conduct traffic safety enforcement. Pender County ranked 28th in overall fatalities, 24th in alcohol related fatalities, and 25th in unrestrained fatalities.

Contributions to Meeting Targets: Pender County issued 140 seat belt citations and 870 speeding citations in FY202. Despite the efforts, unrestrained remained unchanged and speed-related fatalities increased slightly in FY2023. Pender County participated in GHSP campaigns.

Agency: Edgecombe County Sheriff's Office

Project Number: PT-23-06-21

Project Title: Edgecombe County Traffic Enforcement Deputy

Project Description: This is the second year of a project to fund a Traffic Enforcement Officer to reduce vehicle collisions in high-risk areas and deliver highway safety education programs. Edgecombe County was ranked 30th in unrestrained fatalities and 23rd in speed-related fatalities.

Contributions to Meeting Targets: Edgecombe County issued forty-five occupant protection related citations and 344 speeding citations. An additional 224 speeding warning citations were issued. However, Edgecombe County experienced an increase in unrestrained and speed-related fatalities. Edgecombe County participated in all GHSP campaigns.

Agency: Smithfield Police Department

Project Number: PT-23-06-22

Project Title: Smithfield Crash Reduction and Education Initiative

Project Description: This project funded activity hours for two traffic officers to help increase traffic safety through education and enforcement. Johnston County was ranked 7th in overall fatalities, 7th in unrestrained fatalities, and 12th in speed-related fatalities.

Contributions to Meeting Targets: Johnston County realized decreases in speed-related and unrestrained fatalities but experienced an increase in overall fatalities. Smithfield issued 1057 traffic citations during the grant year. The agency participated in numerous community events promoting traffic safety. Smithfield participated in all GHSP campaigns.

Agency: North Carolina Department of Transportation (NC Division of Motor Vehicles)

Project Number: PT-23-06-23

Project Title: Customer Compliance Training

Project Description: This continuation project trained hearing officers to conduct professional and thorough hearings to balance an individual's privilege to drive with highway safety concerns. The hearing officers were educated on case law and statute updates to ensure they conduct and hold hearings in accordance with all

applicable laws. The project also brought the National Judicial College (NJC) to North Carolina to conduct training for the hearing officers.

Contributions to Meeting Targets: NCDMV effectively increased the knowledge of its hearings officers by providing at least eight hours of relevant training during the grant year. All employees were educated on changes in statutes, codes, policies, and procedures to best ensure their professional development.

Agency: Concord Police Department
Project Number: PT-23-06-24
Project Title: Concord Overtime for Traffic Enforcement
Project Description: This continuation project funded overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Cabarrus County ranked 21st for overall fatalities 18th for alcohol-related fatalities, 21st for unrestrained fatalities and 27th for speed related fatal crashes.

Contributions to Meeting Targets: The Concord Police Department issued over 1,900 speeding citations, made 640 impaired driving or alcohol-related driving arrests, and issued 199 seat belt citations. Cabarrus County realized reductions in Speed-related crashes and fatalities. Concord participated in all GHSP campaigns.

Agency: Nashville Police Department
Project Number: PT-23-06-25
Project Title: Nashville Police Department Traffic Unit
Project Description: This was the second year of a project funding a traffic safety officer in Nashville. Nash County was ranked 14th in overall fatalities, 12th in alcohol-related fatalities, 11th in unrestrained fatalities, and 11th in speed-related fatalities.

Contributions to Meeting Targets: Nash County experienced a decrease in overall fatalities, unrestrained fatalities, and speed-related fatalities. Nashville participated in all GHSP campaigns.

Agency: Matthews Police Department
Project Number: PT-23-06-26
Project Title: Matthews Police Department Traffic Unit
Project Description: This continuation grant funded activity hours for two officers to conduct traffic safety enforcement. Mecklenburg County ranked 1st for overall fatalities, 1st for alcohol-related fatalities, 1st for unrestrained fatalities and 1st for young driver fatal crashes. The goal of the project was to reduce alcohol-related and unrestrained traffic crashes and injuries through enforcement and education efforts.

Contributions to Meeting Targets: Mecklenburg County experienced declines in alcohol-related fatalities and unrestrained fatalities. Matthews used social media platforms to share traffic

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safety messaging at least twice per month. Large message boards were placed strategically on interstates to provide similar messaging. Speed display signs were used to remind drivers to be conscientious of their speeds. Matthews participated in a number of targeted seat belt initiatives and DWI checking stations. Matthews participated in all GHSP campaigns.

Agency: Columbus County Sheriff's Office
Project Number: PT-23-06-27
Project Title: Columbus County Traffic Team
Project Description: This continuation grant funded activity hours for two deputies to conduct traffic safety enforcement. Columbus County ranked 20th in overall fatalities and 21st in unrestrained fatalities.
Contributions to Meeting Targets: Overall fatalities and older driver fatalities were reduced in Columbus County during the grant period. It should be noted the grant was suspended for the first five months of the fiscal year. Once reinstated, the agency performed well and participated in all GHSP campaigns.

Agency: Union County Sheriff's Office
Project Number: PT-23-06-28
Project Title: Union County Traffic Enforcement Unit
Project Description: This continuation grant funded activity hours for two officers to conduct traffic safety enforcement with a primary focus in the Town of Indian Trail. Indian Trail has continued to grow and is currently considered the largest and fastest growing municipality in Union County. Union County ranked 16th in the state of North Carolina for overall fatalities, 18th for speed-related fatal crashes, 25th for alcohol related fatalities, and 18th in the state for unrestrained fatalities.
Contributions to Meeting Targets: Union County failed to meet goals in reducing overall fatalities and speed-related fatalities. However, the agency issued 3,252 speeding citations, 244 seat belt citations, and made 262 impaired driving arrests. Union County participated in all GHSP campaigns.

Agency: Dunn Police Department
Project Number: PT-23-06-29
Project Title: Dunn PD FY2023 Traffic Unit Grant
Project Description: This continuation project funded activity hours for two officers to work traffic enforcement. Harnett County was ranked 9th in overall fatalities, 9th in unrestrained fatalities, and 7th in speed-related fatalities.
Contributions to Meeting Targets: Harnett County experienced reductions in overall fatalities and speed-related fatalities. The agency participated in a number of enforcement and

educational efforts. The agency increased the number of officers trained in the use of LIDAR and RADAR. Dun participated in all GHSP campaigns.

Agency: Craven County Sheriff's Office
Project Number: PT-23-06-30
Project Title: Craven County Overtime Enforcement
Project Description: This project funded overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Cabarrus County was ranked 44th in overall fatalities, 56th in unrestrained fatalities, and 59th in speed-related fatalities.
Contributions to Meeting Targets: Craven County failed to realize goals of reducing fatalities or reducing serious injury crashes involving teen drivers. However, the agency increased seat belt enforcement and speeding enforcement activities during the grant cycle. Craven County participated in all GHSP campaigns.

Agency: Onslow County Sheriff's Office
Project Number: PT-23-06-15
Project Title: Onslow County Overtime Enforcement
Project Description: This project funded overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Onslow County was ranked 26th in overall fatalities, 39th in unrestrained fatalities, and 13th in speed-related fatalities.
Contributions to Meeting Targets: Onslow County realized a reduction in speed-related fatalities but experiences an increase in overall fatalities. Onslow overtime efforts resulted in 756 traffic stops that led to over 900 traffic and criminal charges. Onslow County participated in all GHSP campaigns.

Agency: Hendersonville Police Department
Project Number: PT-23-06-32
Project Title: Hendersonville Overtime Enforcement
Project Description: This project funded overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Henderson County was ranked 40th in overall fatalities, 55th in unrestrained fatalities, and 66th in speed-related fatalities.
Contributions to Meeting Targets: Henderson County realized a modest decrease in overall and alcohol-related fatalities but an increase in unrestrained fatalities. However, there were no fatalities in Hendersonville. Hendersonville participated in all GHSP campaigns.

Agency: Davidson Police Department

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Project Number: PT-23-06-33
Project Title: Davidson Steps to Vision Zero - Traffic Officer
Project Description: This project funded activity hours for one officer to work high visibility enforcement with a focus on impaired driving. Davidson County was ranked 10th in overall fatalities and 19th in alcohol-related fatalities.
Contributions to Meeting Targets: Though there were 108 fatalities in Mecklenburg County in FY2023, no fatalities occurred in Davidson. Davidson officers issued 733 speeding citations and 470 warnings. Officers issued 111 occupant protection citations. The grant officer partnered with local high schools to provide DWI awareness and other traffic safety outreach.

Agency: Nash County Sheriff's Office
Project Number: PT-23-06-42
Project Title: Nash County Crash Reduction Team
Project Description: This was the first year of an anticipated three-year project to fund activity hours for four deputies to conduct high visibility enforcement efforts in Nash County. Nash County was ranked 14th in overall fatalities, 12th in alcohol-related fatalities, 11th in unrestrained fatalities, and 11th in speed-related fatalities.
Contributions to Meeting Targets: Nash County issued 880 speeding citations, 173 seat belt citations, and 131 impaired driving arrests. The agency met or exceeded all goals related to saturation patrols and enforcement initiatives. They conducted eight educational outreach events focused on traffic safety. Nash County had a slight decrease in overall fatalities. Alcohol-related fatalities remained the same. Nash County participated in all GHSP campaigns.

Agency: Raleigh Police Department
Project Number: PT-23-06-34
Project Title: Raleigh Overtime for Traffic Enforcement
Project Description: This project funded overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Wake County was ranked 2nd in overall fatalities, 3rd in unrestrained fatalities, and 3rd in speed-related fatalities.
Contributions to Meeting Targets: Goals related to reducing speed-related fatalities and unrestrained fatalities were not met. However, the Raleigh Police Department conducted high visibility enforcement activities over the grant period. In total, 161 shifts utilizing twenty-two officers worked enforcement activities over 658.5 hours.

Agency: Brunswick County Sheriff's Office
Project Number: PT-23-06-35
Project Title: Brunswick County Traffic Safety Personnel

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Project Description: This project funded activity hours for three deputies to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Brunswick County was ranked 18th in overall fatalities, 10th in unrestrained fatalities, and 31st in speed-related fatalities.

Contributions to Meeting Targets: Traffic fatalities were reduced in Brunswick County from the 2016-2020 average of 22.8 to 18 in FY2023. The Brunswick County Sheriff's Office hosted six DWI checking stations while working on a total of eleven throughout the region. The agency conducted twelve seat belt initiatives. Unrestrained fatalities were reduced in Brunswick County from the 2016-2020 average of 8.8 to 5 in FY2023. Brunswick County participated in all GHSP campaigns.

Agency: Zebulon Police Department

Project Number: PT-23-06-36

Project Title: Zebulon Traffic Unit

Project Description: This project funded activity hours for two officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Wake County was ranked 2nd in overall fatalities, 3rd in unrestrained fatalities, and 3rd in speed-related fatalities.

Contributions to Meeting Targets: Goals related to reducing speed-related fatalities, unrestrained fatalities, and alcohol-related fatalities in Wake County were not met. However, the Zebulon traffic unit reported 625 speeding contacts which represented a significant increase. The agency conducted three educational events focused on young drivers that highlighted the use of seat belts, distracted driving, and impaired driving. Zebulon officers instructed several classes in DWI detection and SFST's. Zebulon participated in all GHSP campaigns.

Agency: Wilson Mills Police Department

Project Number: PT-23-06-37

Project Title: Wilson's Mills Overtime Enforcement

Project Description: This project funded overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Johnston County was ranked 7th in overall fatalities, 7th in unrestrained fatalities, and 12th in speed-related fatalities.

Contributions to Meeting Targets: Due to a number of challenges within the Wilson's Mills Police Department, the agency was unable to schedule and work more than one overtime enforcement activity. Nonetheless, Johnston County realized reductions in speed-related and unrestrained fatalities during the fiscal year.

Agency: Cabarrus County Sheriff's Office

Project Number: PT-23-06-39

Project Title: Cabarrus County Traffic Enforcement and Education Unit

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Project Description: This project funded activity hours for two deputies to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Cabarrus County was ranked 21st in overall fatalities, 27th in unrestrained fatalities, and 41st in speed-related fatalities.

Contributions to Meeting Targets: Cabarrus County experienced a decrease in young driver crashes but failed to meet goals associated with overall fatalities and alcohol related fatalities. The agency issued 2,729 speeding citations, an increase of 10.62%. The agency made 184 impaired driving arrests, an increase of 58.62%. Cabarrus County participated in countless educational and outreach events during the grant period. The agency engaged in social media messaging about enforcement initiatives, educational events, or other traffic safety topics. The documented efforts of the Cabarrus County Sheriff's Office was quite impressive. The agency participated in all GHSP campaigns.

Agency: Holly Springs Police Department
Project Number: PT-23-06-31
Project Title: Holly Springs Police Department Overtime Enforcement
Project Description: This project funded overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Wake County was ranked 2nd in overall fatalities, 3rd in unrestrained fatalities, and 3rd in speed-related fatalities.

Contributions to Meeting Targets: Speed-related and unrestrained fatalities increased in Wake County. However, the Holly Springs Police Department conducted overtime efforts focused on speed and seat belt violations for a total of 581 hours during the grant cycle. Officers stopped 767 vehicles that resulted in 269 speeding and 27 seat belt citations. Holly Springs participated in all GHSP campaigns.

Agency: Mooresville Police Department
Project Number: PT-23-06-40
Project Title: Mooresville Traffic Unit Expansion
Project Description: This project funded activity hours for two officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Iredell County was ranked 12th in overall fatalities, 23rd in unrestrained fatalities, and 35th in speed-related fatalities.

Contributions to Meeting Targets: Mooresville charged 1,397 speeding violations, 408 impaired driving violations, and 169 occupant protection violations. PSA's with traffic safety messaging were conducted via social media. Officers participated in driver's education classes and community events throughout the grant period. Mooresville participated in all GHSP campaigns. Regrettably, fatalities increased in Iredell County during the fiscal year.

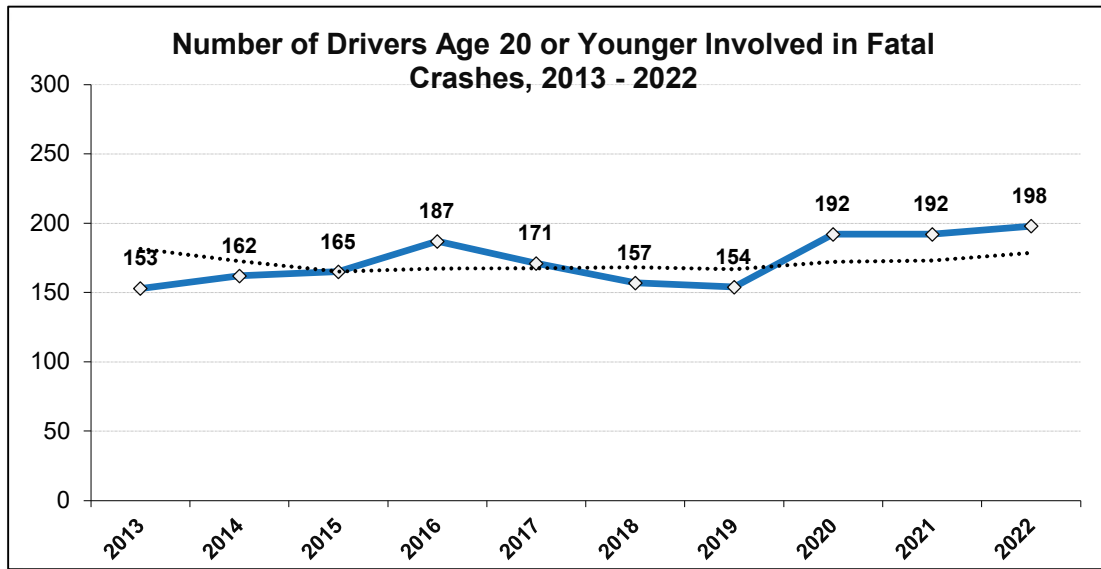
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Agency: Franklinton Police Department
Project Number: PT-23-06-41
Project Title: Franklinton Overtime Enforcement
Project Description: This project funded overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Franklin County was ranked 37th in overall fatalities, 35th in unrestrained fatalities, and 24th in speed-related fatalities.
Contributions to Meeting Targets: Due to staffing shortages and internal issues, the agency conducted minimal enforcement efforts and could not meet the requirements of the grant. The agency conducted overtime enforcement activities in January and February before ceasing efforts.

Young Drivers

Background

Motor vehicle crashes are a leading cause of death for young people in North Carolina. In 2022, there were 198 fatal crashes involving a driver age 20 or younger, an increase of 3.1% compared to 2021. The 5-year moving average (the dotted line in the figure below) suggests little change in young driver fatalities since 2015, with an increase beginning in 2020. Several legislative actions were taken in response to the COVID-19 pandemic that affected young drivers around this time.



Beginning in July 2020, the road test was waived for young drivers seeking an intermediate (provisional) license in the graduated driver licensing (GDL) system. This was intended to reduce health risks for both license applicants and licensing examiners. Road tests were reinstated in February 2021. Additionally, the 12-month mandatory learner period in GDL was temporarily reduced to 6 months. This was intended to reduce delays in the licensing process created by COVID-19. Although the 6-month learner period was set to expire before the end of 2021, legislation extended this until the end of 2023. In January 2024, the learner permit period will be permanently shortened from 12 months to 9 months. The effect of these actions on young drivers’ safety is not yet known.

Fatal crashes among young drivers are most common among males, on rural roads, and in the late afternoon or early evening. Mecklenburg, Wake, Guilford, Forsyth, and Harnett counties account for the highest number of young driver fatal crashes.

Noteworthy Programs

GHSP is supporting and evaluating several innovative approaches to improving young driver safety. During FY2023, GHSP funded teen driver safety initiatives led by University Health Systems of Eastern North Carolina, the University of North Carolina Highway Safety Research Center, and Students Against Destructive Decisions (SADD). GHSP also provided continued leadership of the Driver Education Advisory Committee.

For the past eight years, GHSP has supported the “Teen Safe Drivers” program. The program uses a peer-to-peer model and a variety of evidence-based strategies to create a community focused on teen safe driving. During FY2023, project staff at University Health Systems of Eastern North Carolina targeted outreach to young people and parents in Pitt and Duplin counties. Project staff reached 165 parents and over 2,100 students with educational presentations. Staff also utilized social media toolkits with topics on distracted driving, impaired driving, seat belt usage, speeding, drowsy driving, car safety and maintenance, and the World Day of Remembrance.



GHSP funded the national Students Against Destructive Decisions (SADD) organization to oversee NC efforts. The project’s goal is to identify the causes of teen crashes through a data-driven approach, to respond with evidence-based countermeasures, and to build a sustainable network of peer-to-peer based student chapters to provide programming in schools and communities across the state. SADD identified five communities that are over-represented in teen crash data to receive additional attention as Program Implementation Communities. In FY2023, SADD helped start sixteen new chapters, bringing total active chapters in NC to

thirty-six. SADD also worked with chapters and partners to host 67 school and community traffic safety events across North Carolina in an effort to reduce teen crashes. Social media education efforts reached an estimated 20,000 people.

Finally, GHSP continues to have an innovative marketing opportunity with the NC High School Athletic Association (NCHSAA) to work with the state’s athletic directors, high school athletes and coaches to promote seat belt use. Dozens of high schools participated in two video and design contests creating innovative occupant protection messages to young people. GHSP also marketed “Click It or Ticket” through involvement with the Scholar Athlete Program, which reaches over 40,000 scholar-athletes in High Schools across the state. For FY2023, GHSP amended the design contest to focus exclusively on video.

Program Results

Driver Education Program Assessment

GHSP partnered with the Department of Public Instruction (NC DPI) in FY2015 to request a statewide driver education curriculum assessment. The purpose of the assessment was to review the State’s driver education program, identify the program’s strengths and accomplishments, identify weak areas, and offer suggestions for improvement. The North Carolina Driver Education Advisory Committee (DEAC),

which reports to the State Board of Education, has formed six subcommittees to address and implement the recommendations of the NHTSA assessment. GHSP serves on the NC Drivers Education Advisory Committee, with GHSP Assistant Director for Internal Operations Cheryl Leonard as upcoming chair and is leading efforts to implement assessment recommendations.

Teen Safe Driver Program

During FY2023, University Health Systems of Eastern North Carolina conducted the following:

- Distracted driving educational programming at three high schools in Pitt County and Duplin County, reaching approximately 165 parents and 4,050 students
- Student post-surveys showed a 3% self-reported decrease in distracted driving behaviors, and distracted driving post-intervention observations indicated a 3-6% decrease in observed distracted driving behaviors.
- Educational social media content on topics such as distracted driving, impaired driving, seatbelt safety, speeding, drowsy driving, and World Day of Remembrance included 178 posts reaching 6,822 social media users.
- Safety advertisements at Greenville Mall focused on time periods around Prom, 100 Deadliest Days, Gummy Dangers, and Drinking and Driving. Mall campaigns had 2,549,943 total impressions.

North Carolina Teen Driver Resource Center

Housed within the University of North Carolina Highway Safety Research Center, the Teen Driver Resource Center (TDRC) provides information and guidance for parents, teen drivers, and professionals in the State who are working to improve teen driver safety. During this past year, researchers at the Center assist communities and organizations in North Carolina that are developing policies or programs including:

- The NC Executive Committee for Highway Safety
- The NC Child Fatality Task Force
- Leaders of the NC driver education community, including the Driver Education Advisory Committee

During FY2023, TDRC researchers also produced resources for insurance agents to encourage safer vehicles for teen drivers. They collaborated with the Independent Insurance Agents of North Carolina to determine effective strategies to get these materials to agents.

In addition to direct outreach and collaboration, the TDRC team developed a website, www.ncteendriver.org, that is specifically designed to present usable information to parents and teen drivers on ways to safely prepare teens for driving and choose a safe vehicle. This site has been deployed to the public and is under regular maintenance and improvement, including the recent development of a digital quick reference guide that can be easily downloaded and shared by site visitors.

Students Against Destructive Decisions (SADD)

During FY2023, SADD accomplished the following:

- Added sixteen community-based chapters to bring the total number to thirty-six active registered chapters.
- SADD worked with these chapters and other partners to host 67 events, presentations, and initiatives.

- Social media education efforts saw a drastic increase this year, reaching approximately 20,000 social media users across platforms.
- Identify and target additional outreach and activities in five Program Implementation Committees (PIC) which have the highest rates of teen crashes: Durham, Forsyth, Guilford, Mecklenburg, and Wake counties.
- Rescheduled the NC SADD student conference due to conflicts. The conference has been moved to summer 2024 in Asheville, NC.

Future Strategies

GHSP is committed to exploring and evaluating innovative approaches to improving young driver safety. GHSP will continue to fund programs that include educational presentation activities and hands-on driver training. During FY2024, GHSP is funding teen driver safety initiatives led by University Health Systems of Eastern North Carolina, the University of North Carolina Highway Safety Research Center, Students Against Destructive Decisions (SADD), and continued leadership in the Driver Education Advisory Committee.

University Health Systems of Eastern North Carolina will maintain efforts in Pitt County and expand efforts into Halifax County by coordinating four parent education activities through the Countdown 2: Drive program, a national program developed by Safe Kids Worldwide designed to prepare teens and their families with the necessary knowledge to be safe passengers. This program will be expanded to include key safety messages for teen drivers while providing parents with tips and resources to empower them to better assist their teens in becoming safer and more experienced drivers. This project will also work directly with select high schools in Pitt and Halifax counties to increase seat belt use and reduce alcohol involved crashes and fatalities among teen drivers while providing monthly education related to distracted driving, speeding, and drowsy driving. The Cinema Drive interactive safe driving program for teens will be utilized in select high schools, as well.

GHSP is also funding an initiative led by the UNC Highway Safety Research Center to convert the existing Time to Drive in-person parent program to an online training. Several years ago, with funding from the AAA Foundation for Traffic Safety, the North Carolina Governor's Highway Safety Program (GHSP), the John Rex Foundation and the Collaborative Sciences Center for Road Safety (CSCRS), the UNC HSRC team developed and evaluated a 90-minute in-person session called "Time to Drive" for parents of new drivers. Time to Drive emphasizes what parents can do to help their teens develop more quickly into an experienced, safe driver. The purpose of the FY2024 project is to work with instructional design and online course developers to convert the existing Time to Drive program into an online format. UNC HSRC will collaborate with teen driver stakeholders to advertise the free online Time to Drive course to parents of new teen drivers.

SADD will continue strengthen and grow the network of active student chapters in North Carolina by hosting at least sixty school and community traffic safety events across North Carolina in an effort to reduce teen crashes. Additionally, SADD will host the North Carolina SADD Statewide conference, leveraging learning and leadership opportunities to increase youth knowledge on mobility safety topics and further train young advocates across the State to execute peer-to-peer prevention programs. This conference allows students to make connections across their State and foster participation in programs in their home communities.

GHSP plans to remain an active member of the Driver Education Advisory Committee. GHSP plans to use the 2015 Driver Education Program Assessment Report as the basis for planning driver education program improvements, considering additional training, and evaluating funding priorities. The Driver Education Advisory Committee is also utilizing the Assessment to make changes and improvements in the quality, availability, content, and delivery of driver education. In addition, GHSP plans to work with several partners to help educate leaders in North Carolina about the importance of the state’s Graduated Drivers Licensing program.

Funded Projects and Activities

The young driver-related projects and activities listed below were funded by GHSP under the FY2023 Highway Safety Plan:

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: DE-23-08-01
Project Title: North Carolina Teen Driver Safety Initiative
Project Description: This continuation project funded the Teen Driver Resource Center to provide guidance and assistance to various stakeholder groups with an interest in improving teen driver and passenger safety throughout North Carolina.
Contributions to Meeting Targets: The goal of reducing young driver fatal crashes by 10% was achieved. HSRC assisted a number of groups, organizations, agencies, and news media representatives by providing education and insights on teen driver safety. HSRC routinely meets with state leaders in an effort to address teen driver safety. HSRC collaborated with the North Carolina Alliance for Safe Transportation to develop a video targeting teen driver safety in North Carolina. HSRC worked with the IIAPC on a podcast focused on providing information to insurance agents regarding teen driver safety issues and to promote ncteendriver.org as a resource for parents of teen drivers. Website traffic at ncteendriver.org increased in FY23 with a total of 1,177 sessions, 874 users, and 1,898 page views.

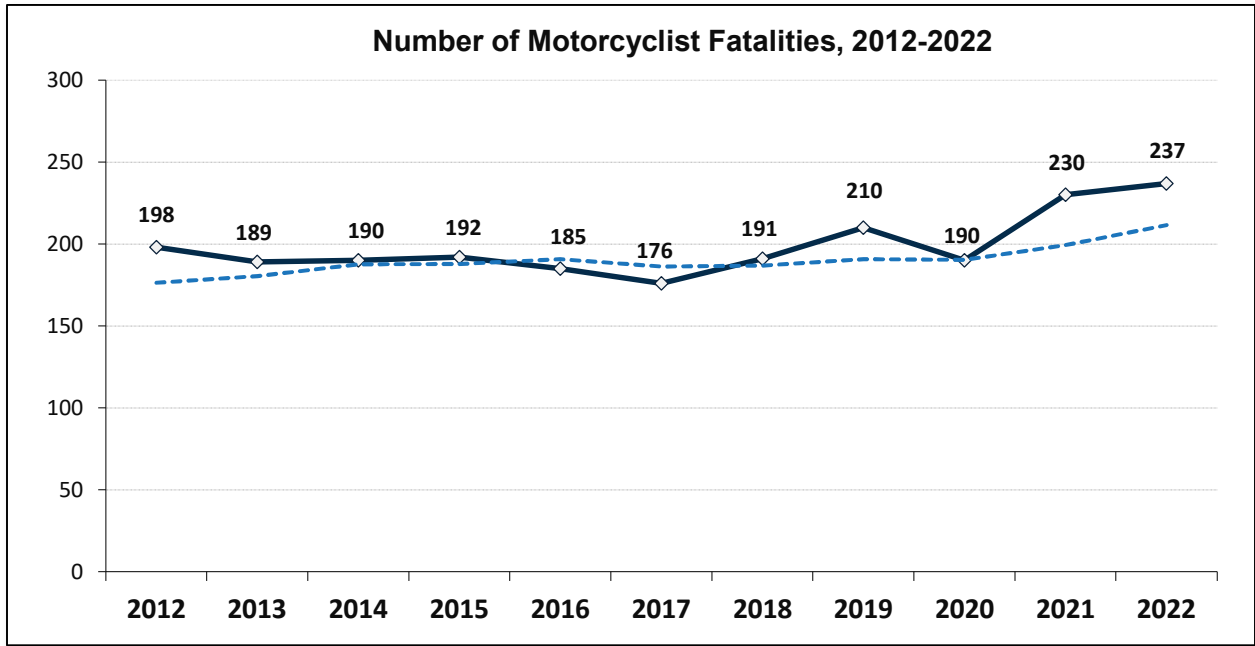
Agency: SA-23-09-12
Project Number: Students Against Destructive Decisions (SADD)
Project Title: Strategies in Peer-to-Peer Mobility Safety
Project Description: This project funded SADD to work in communities over-represented in teen crashes to identify the causes of teen crashes through a data-driven approach, respond with evidence-based countermeasures, and build a sustainable network of peer-to-peer based student chapters to provide programming in those schools and communities, and eventually across the state.
Contributions to Meeting Targets: The State Coordinator confirmed thirty-six new SADD chapters during FY2023. NC SADD hosted no fewer than sixty-seven events, presentations, and initiatives. NC SADD reported reaching more than 20,000 people through social media efforts on a variety of platforms. It is estimated traditional media efforts reached an estimated 1,689,498 people. Program Implementation Communities were identified and include Mecklenburg, Wake, Guilford, Forsyth, and Durham counties. Communities were selected based on the number of teen crashes. SADD focused efforts in these communities to reduce

teen crashes. The SADD Conference was postponed to FY2023 but has been rescheduled for the summer of 2024.

Motorcycle Safety

Background

During 2022, 237 motorcyclists were killed in crashes in North Carolina. This was an increase of 7 fatalities in comparison to 2021. Motorcyclists accounted for 13% of all traffic fatalities during 2022. Based on the 5-year moving average (the dotted line in the figure below), motorcyclist fatalities have risen slightly in North Carolina over the past 10 years.



Most fatally injured motorcycle riders are male, and a growing proportion are age 45 or older. In comparison with passenger vehicle crashes, motorcycle crashes disproportionately occur on rural roads, are single vehicle crashes, and involve alcohol. Four counties in North Carolina—Wake, Guilford, Cumberland, and Mecklenburg—account for approximately 30 percent of the state’s motorcyclist fatalities. (North Carolina has 100 counties.) However, many of the counties with the highest fatality rates per registered motorcycle are in the less populated, mountainous part of the state.

Noteworthy Programs

In North Carolina, all operators and passengers on motorcycles and mopeds are required to wear a helmet that complies with Federal Motor Vehicle Safety Standard (FMVSS) 218. Research shows that a motorcycle rider who is not wearing a helmet is five times more likely to sustain a critical head injury than a helmeted rider. In North Carolina, the vast majority of fatally or seriously injured motorcyclists were wearing a helmet when they crashed. Only 10 fatally injured motorcycle riders in 2022 were not wearing a helmet. This is consistent with the very low number of unhelmeted fatalities over the past decade in North Carolina. NHTSA estimates that more than 100 lives are saved each year in North Carolina by helmets, and that more lives could be saved if all riders wore helmets.

A key safety initiative to reduce motorcyclist crashes and fatalities is “BikeSafe North Carolina.” BikeSafe offers training in safe riding techniques and discusses safety topics. GHSP funds the “BikeSafe Program, with training conducted by law enforcement motor officers in a non-threatening, 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. On the road, each student is paired with a motorcycle officer who observes the student’s riding. The motorcycle officer then provides feedback and instruction on how the student can improve his/her riding techniques to enhance safety.

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

Program Results

BikeSafe North Carolina

Section 402 and Section 405 motorcycle safety incentive funding has enabled BikeSafe to expand in recent years. There were fifty-one host agencies for the BikeSafe program during FY2023. These agencies conducted a total of 183 BikeSafe classes with 457 attendees. Presently, there are 205 trained BikeSafe assessors across the state.

In FY2019, the North Carolina State Highway Patrol assumed a leadership role in coordinating the BikeSafe NC program. The program’s Statewide Coordinator is responsible for monitoring safety course material, evaluating the course, and providing updates to the program as needed. The Statewide Coordinator also attends and assesses courses and trainings throughout the state. In FY2020, the NCSHP began updating the curriculum of BikeSafe. The update included a new training curriculum and teaching presentation, a full instructor plan, a full student lesson plan, and a two-day train-the-trainer session. The primary focus of the curriculum update included the changes set forth by BikeSafe London and the new studies/practices designed to reduce motorcycle fatalities. BikeSafe NC was asked to collaborate on the curriculum updates and is recognized as a co-writer.



Motorcycle Safety Awareness Month

During 2023, Governor Roy Cooper issued a proclamation declaring May as Motorcycle Safety Awareness Month. The Governor cited the popularity of motorcycle riding as a form of recreation and transportation for thousands of citizens across North Carolina and the United States. He urged all motorists to recognize the importance of motorcycle safety and of sharing the roadways with motorcycles. He also noted the importance of motorcycle rider training, knowledge of traffic laws and licensing requirements.

BikeSafe instructors consisting of State and local law enforcement officers conducted 16 BikeSafe classes and instructed fifty-three students during the month of May. The month of May typically represents the most attended BikeSafe classes of the year. The North Carolina Highway Patrol focused on a variety of

social media platforms to conduct outreach related to motorcycle safety. In addition, there were numerous Motorcycle Safety Awareness education events promoting motorcycle safety and awareness with a focus at motorcycle dealerships and retail accessory shops. GHSP continues to utilize earned media and paid media when feasible to promote the free BikeSafe training and enhance motorist awareness.

Future Strategies

BikeSafe North Carolina has grown in popularity. To help expand agency participation across the state, the BikeSafe program has expanded from five to six regions: Great Smoky Mountain, Triad, Piedmont, 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. North Carolina currently has 205 BikeSafe assessors and is continually seeking to expand to the military and other municipal motor units.

GHSP will again conduct kickoff events for Motorcycle Safety Awareness Month in May 2024. GHSP will seek earned media attention gained from partnerships with NCDOT Communications Office, State Highway Patrol, local law enforcement and rider groups. Typically, the kickoff event will feature the GHSP Director, along with state and local law enforcement. BikeSafe typically conducts a training session in conjunction with the event. GHSP and BikeSafe NC plan on holding a Motorcycle Safety Awareness Day at Deal’s Gap, the location of the Tail of the Dragon. BikeSafe NC held a similar event at Deal’s Gap Resort Store as early as 2020 and it proved to be a well-attended event as the Tail of the Dragon is a highly frequented location for motorcycle enthusiasts.

GHSP plans to continue a partnership with Capital City Bikefest and Eurobike which is held in Raleigh.

The 2023 BikeSafe Motorcycle Safety Summit was held in Wilmington, North Carolina. Over seventy BikeSafe motor officers representing more than thirty different agencies from across the state attended the summit which focused on motorcycle specific laws, issues, and enforcement efforts. BikeSafe coordinators were updated on the newest version of the BikeSafe program, discussions were conducted on the current status of the program in North Carolina, and a BikeSafe class was offered with seven students in attendance. As in previous years, the summit was well received by the motor officers. A summit is being planned for 2024 in Asheville, North Carolina

Funded Projects and Activities

The motorcycle safety-related projects and activities listed below were funded by GHSP under the FY2023 Highway Safety Plan:

Agency:	North Carolina Department of Public Safety (NC State Highway Patrol)
Project Number:	M11MT-23-16-01
Project Title:	Bike Safe 2023
Project Description:	This ongoing project funded the BikeSafe NC initiative throughout North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to reduce motorcycle crashes and fatalities through training. This grant will fund a position and equipment to supervise the program throughout the state.

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Contributions to Meeting Targets: Due in large part to the NCSHP, 183 BikeSafe classes were conducted throughout the state training 457 students. A total of fifty students attended through a court diversion program. There are currently fifty-one agencies participating in the program. There are 205 trained BikeSafe Assessors.

Agency: Raleigh Police Department
Project Number: M11MT-23-16-03
Project Title: Bike Safe Regional Coordinator
Project Description: This ongoing project funded the BikeSafe NC initiative in the Triangle region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
Contributions to Meeting Targets: During this grant cycle, 183 BikeSafe classes were conducted throughout the state training 457 students.

Agency: Cabarrus County Sheriff's Office
Project Number: M11MT-23-16-04
Project Title: Bike Safe Regional Coordinator
Project Description: This ongoing project funded the BikeSafe NC initiative in the Triangle region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
Contributions to Meeting Targets: During this grant cycle, 183 BikeSafe classes were conducted throughout the state training 457 students.

Agency: New Bern Police Department
Project Number: M11MT-23-16-05
Project Title: Bike Safe Regional Coordinator
Project Description: This ongoing project funded the BikeSafe NC initiative in the Triangle region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
Contributions to Meeting Targets: During this grant cycle, 183 BikeSafe classes were conducted throughout the state training 457 students.

Agency: Asheville Police Department
Project Number: M11MT-23-16-06
Project Title: Bike Safe Regional Coordinator
Project Description: This ongoing project funded the BikeSafe NC initiative in the Triangle region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.

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Contributions to Meeting Targets: During this grant cycle, 183 BikeSafe classes were conducted throughout the state training 457 students.

Agency: Winston-Salem Police Department
Project Number: M11MT-23-16-07
Project Title: Bike Safe Regional Coordinator
Project Description: This ongoing project funded the BikeSafe NC initiative in the Triangle region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.

Contributions to Meeting Targets: During this grant cycle, 183 BikeSafe classes were conducted throughout the state training 457 students.

Agency: Jacksonville Police Department
Project Number: M11MT-23-16-02
Project Title: Bike Safe Regional Coordinator
Project Description: This ongoing project funded the BikeSafe NC initiative in the Triangle region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.

Contributions to Meeting Targets: During this grant cycle, 183 BikeSafe classes were conducted throughout the state training 457 students.

Agency: Lenoir County Community College
Project Number: MC-23-03-03
Project Title: North Carolina Motorcycle Safety Education Program (NCMSEP) Quality Assurance Summer Update
Project Description: This ongoing project trained regional motorcycle educators through a quality assurance team and the summer rider coach instructor update.
Contributions to Meeting Targets: During FY2023, a total of forty-one quality assurance visits were conducted at twenty locations across the state. The motorcycle safety program offered 583 Basic Rider course classes serving 4,913 students, two Basic Rider course II classes serving eight students, three Advanced Rider course classes serving twenty-two students, sixty-eight 3-wheel Basic Rider course classes serving 326 students, and two Rider coach Prep classes resulting in twenty new Rider coaches. The summer update was held in July at Mount Airy where Dr. Ray Ochs, the Vice President of Training Systems for the Motorcycle Safety Foundation again served as the keynote speaker.

Agency: Lenoir County Community College
Project Number: MC-23-03-04
Project Title: NC Motorcycle Safety Education Program Equipment/Personnel

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Project Description: This ongoing project provided resources to facilitate rider training to meet the needs of a growing population of motorcyclists in North Carolina.

Contributions to Meeting Targets: Approved equipment was purchased to further the efforts of the North Carolina Safety Education Program.

Agency: Huntersville Police Department

Project Number: MC-23-03-01

Project Title: Huntersville Police Department BikeSafe (Motorcycle)

Project Description: This project provided funding for the purchase of a motorcycle to be used exclusively in the BikeSafe N.C. program. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to reduce motorcycle crashes and fatalities through training.

Contributions to Meeting Targets: Huntersville purchased the approved motorcycle. The agency made efforts to participate in at least one BikeSafe class per month when scheduled classes were conducted. Huntersville also utilized social media to promote traffic safety messaging focused on motorcycle safety.

Agency: Garner Police Department

Project Number: M11MT-23-16-08 PT-23-06-43

Project Title: Garner Police Department BikeSafe/Enforcement

Project Description: This project was approved to fund the purchase of a motorcycle to be used by the Garner Police Department to both train new motorcycle riders in the BikeSafe Program and for use in speeding enforcement. This was a project previously approved in FY22. However, the agency was unable to purchase a motorcycle in FY22 due to availability related to supply chain issues.

Contributions to Meeting Targets: The Garner Police Department purchased the motorcycle pursuant to the project guidelines. The agency scheduled eight Bike Safe classes. Only three classes were actually conducted due to a lack of students. Garner participated in seven other classes hosted by outside agencies.

Agency: Governor's Highway Safety Program

Project Number: M9X-23-00-00

Project Title: GHSP In-House Motorcycle Safety Future Projects

Project Description: GHSP set aside funds for anticipated projects that may occur during the year. Opportunities could arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.

Contributions to Meeting Targets: Not Applicable

Traffic Records

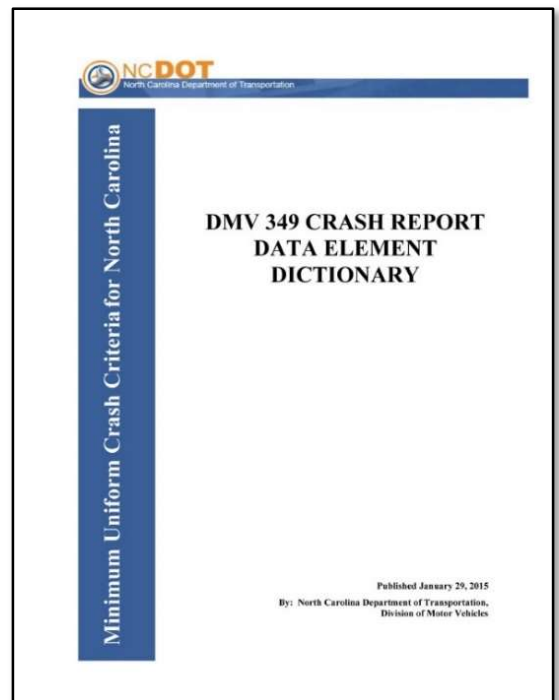
Background and Noteworthy Programs

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

During the past few years, North Carolina has conducted a Traffic Records Self-Assessment; helped the NC Administrative Office of the Courts (AOC) continue Brazos eCitation® system; funded several ongoing projects to develop data linkage between the crash reporting databases and medical databases; and planned, designed, and began development for a new statewide modern crash data system. Additionally, through the analytical work funded through the Vision Zero program, GHSP has supported efforts to make crash data readily available to law enforcement, the public, media representatives and researchers.

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

- **The Traffic Engineering Accident Analysis System (TEAAS)** is the main tool used by the Traffic Engineering and Safety Systems Branch (TESSB) of the NCDOT to analyze and report on crashes that occur in the state. TEAAS is often used to help support policies and decisions at the state and federal levels.
- **NC Geographic Information System** provides quality mapping of state-maintained system of highways and produces computer generated images of proposed NCDOT projects. This information is used in the planning, funding, construction, and maintenance of transportation facilities throughout the state, helping to provide an efficient and cost-effective state transportation system.
- **NC Crash Data** is a database maintained by the North Carolina Division of Motor Vehicles (NCDMV) that contains information on all reported crashes in the state. The database serves as a single electronic repository for all crash data. There are three methods for entering crash data into the NCDMV crash database. The Electronic Crash Reporting System (ECRS) accepts crash data electronically from third-party crash collection applications. As of November 30, 2023, ECRS accounted for 79.3% of total crash reports submitted. The Traffic and Criminal Software (TraCS) application is a national model software package that is used and maintained by NCDMV for electronic crash reporting. TraCS accounted for 12.4% of all crash submissions. The remaining 8.3% of



crash reports were keyed manually into the NC Crash database by DMV employees. Less than 1% of crashes are received electronically via electronic PDF (xPDF).

- **NCAWARE (North Carolina Warrant Repository)** is a custom-developed, web-based system that was designed, developed, and implemented by the North Carolina Administrative Office of the Courts (NCAOC). The system maintains detailed information about criminal processes, such as warrants, magistrate orders, citations that lead to an arrest, criminal summons, orders for arrest, release orders, and appearance bonds.
- **BRAZOS is the state’s new eCITATION® system that** automates the issuing of cite-and-release citations in North Carolina. Using existing wireless connections, Brazos allows officers to create citations and schedule court dates electronically from the patrol car. A portable printer produces the copy of the citation for the cited person. After the citation is issued, the officer transmits the data directly to NCAOC where it can be immediately accessed statewide in the Automated Criminal Infraction System (ACIS).
- Additional AOC systems include the **Automated Criminal Infraction System (ACIS), Criminal Court Information System – Clerks Component (CCIS-CC), Criminal Court Information System – District Attorneys Component (CCIS-DA), Electronic Compliance and Dismissal (ECAD), payNcticket, and Online Request for Reduction of Speeding.** More information on all these systems can be found in the **2023 NC TR Strategic Plan.** A statewide Integrated Case Management System (ICMS) began rollout in 2021 and that rollout will continue over a five-year period.

GHSP was awarded 1906 funds to improve the state’s racial profiling data collection process. The NC State Bureau of Investigation was awarded these funds to help train local law enforcement agencies on using the database. However, progress was slowed on this project because the online training software NC SBI hoped to use was not “Buy America” compliant.

North Carolina Traffic Records Coordinating Committee (NC TRCC)

The North Carolina TRCC was established in 2002. Their mission is to:

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

The NC TRCC makes policy and program recommendations to the NC Executive Committee for Highway Safety, which then may work to further implement these recommendations. The NC TRCC met on three occasions in FY2023; a fourth summer meeting was planned, however, was not able to be held due to illness and scheduling. All meetings were virtual based on preferences of the TRCC. The TRCC intends to meet once per quarter (Oct, Feb, May, and August) moving forward.

The NC TRCC has a diverse membership that includes representation from the data stewards for each primary data or information system including crash record, vehicle and driver records, roadway inventory and GIS, court, citation and adjudication systems, and medical outcome systems. Several key stakeholder agencies serve on the committee including NC State Highway Patrol, municipal law enforcement, NCDOT Traffic Safety Unit, GHSP, and three university research centers (i.e., UNC HSRC, UNC IPRC, and NCSU ITRE). The most recent strategic plan contains a list of current members of the committee and is available at: <https://connect.ncdot.gov/groups/NCTRCC/Pages/default.aspx> .

Warren Smith from NC GHSP served as the Interim State Traffic Safety Data Coordinator for most of 2023, following the departure of the previous Coordinator, until a permanent replacement was found. Warren also served as a primary point of contact for information on the Traffic Safety Systems for the National Highway Traffic Safety Administration, the state of North Carolina, and the North Carolina TRCC. In December 2023 Emily Moore was hired as the permanent State Traffic Safety Data Coordinator.

The TRCC also advises GHSP on recommended funding priorities in this area and creates a project ranking application form. Potential grantees complete this form, which goes to TRCC members to review and then to GHSP for incorporation in their planning and grant review processes.

State Traffic Records Strategic Plan

The North Carolina Traffic Safety Information Systems 2023 Strategic Plan was updated by the UNC Highway Safety Research Center in collaboration with the N.C. Traffic Records Coordinating Committee. On August 31, 2022, the NC TRCC received the updated NC TR Self-Assessment for NHTSA based on the results of an online assessment process conducted in the spring of 2022.

This year's Strategic Plan recommendations helped update the goals and performance measures in the current 2023 TR Strategic Plan. The plan was also re-organized to better document and track the State's data quality Performance Measures.

The Strategic Plan describes the NC TRCC's organizational structure, provides descriptive summaries of North Carolina's traffic safety information systems, shares the TRCC's vision, mission, goals, and objectives, and describes the TRCC's process to advise GHSP on Traffic Records-related funding priorities during the upcoming year. Additionally, the Strategic Plan:

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

The NC TRCC established goals for each of the six required primary data systems (crash information systems, citation/adjudication systems, injury surveillance systems, roadway information systems, driver information systems, and vehicle information systems.) For each goal, specific objectives were developed that represent the priorities for each group/system along with corresponding performance measures/targets.

See the 2023 Strategic Plan for a full listing of the latest goals, objectives, and performance measures/targets, available at:

<https://connect.ncdot.gov/groups/NCTRCC/Pages/Projects-Plans.aspx>

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

Future Strategies

For the past eleven years (2012-2023) North Carolina has created a traffic records strategic plan. These application/reports have been compiled through the NC State 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 as needed to continue Traffic Record Data Improvements projects.

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

The biggest Traffic Records effort currently underway is to replace the existing ECrash system with a new more integrated system called “NC Crash Reporting Information System (NC CRIS).” The NC CRIS system will be able to collect, store, manage and analyze high quality crash data. This project also involves a revamp of the crash report form (NC DMV 349), as well as the entire NC Crash Data Record System (TEAAS), and each of the data systems involved in the recording and analyses of crash data by traffic engineers, municipalities, NC law enforcement, and researchers. The UNC Highway Safety Research Center is among the organizations helping facilitate the process, which is now been taken in-house at NC DOT to be completed in the coming years.

Funded Projects and Activities

The traffic records related projects and activities listed below were funded by GHSP under the FY2023 Highway Safety Plan:

Agency:	North Carolina State University - Institute of Transportation Research and Education
Project Number:	M3DA-23-14-02 TR-23-07-01
Project Title:	NC Vision Zero Technical & Program Support 2021-2022
Project Description:	This ongoing project promoted North Carolina's Vision Zero efforts by providing stakeholders and the public with online analytical crash statistical information presented in usable databases and formats suitable for long- and short-range planning. This website was maintained and updated monthly.
Contributions to Meeting Targets:	ITRE continued in its efforts to provide continuous public accessibility to the NCVZ website and data visualization tools. The total number of website page views for the performance period was 59,785.

Agency:	University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number:	TR-23-07-02
Project Title:	2023 NC Traffic Safety Information Systems Strategic Plan Update
Project Description:	This continuation project provided technical and logistical support to the Traffic Records Coordinating Committee (TRCC) and to update the NC Strategic Plan for Traffic Safety Information System.

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Contributions to Meeting Targets: HSRC planned and facilitated three TRCC meetings. The 2023 North Carolina Traffic Records Strategic plan was updated, reviewed, finalized, approved, and submitted.

Agency: North Carolina Department of Transportation (NC Division of Motor Vehicles)
Project Number: M3DA-23-14-06
Project Title: North Carolina Crash Reporting Information System (CRIS) Replacement Program

Project Description: This continuation project funded enhancements to the North Carolina electronic crash reporting system managed by the North Carolina Division of Motor Vehicles.

Contributions to Meeting Targets: The NCDMV did finalize the new DMV-349 crash report form and ECRS database structure. However, the agency needs to reevaluate project deliverables after ending its partnership with HSRC to complete these efforts.

Agency: North Carolina Judicial Department-Printer Distribution for eCitation
Project Number: M3DA-23-14-04
Project Title: eCitation Printer Distribution

Project Description: This ongoing project funded eCitation expansion in local law enforcement agencies to increase the percentage of eCitations versus paper citations, fulfilling a major goal of the Traffic Safety Information System Strategic Plan.

Contributions to Meeting Targets: As a result of the efforts of the North Carolina Administrative Office of the Courts, 93.2% of citations are issued electronically. There continue to be 560 law enforcement agencies in North Carolina participating in either eCitation or Brazos programs.

Agency: Haw River Police Department

Project Number: M3DA-23-14-01

Project Title: Haw River Traffic Safety Initiative - MDT's

Project Description: This was a one-year project to purchase MDT's to enable the police department to further implement electronic crash reporting, which will increase the percentage of crash reports received electronically in support of the Traffic Safety Information Systems Strategic Plan goals.

Contributions to Meeting Targets: The agency purchased an MDT as provided by the grant. The agency has maintained 100% electronic submission of crash data. The agency has maintained 99.3% electronic submissions of citations.

Agency: Hope Mills Police Department

Project Number: M3DA-23-14-03

Project Title: Hope Mills MDT's

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Project Description: This was a one-year project to purchase MDT's to enable the police department to further implement electronic crash reporting, which will increase the percentage of crash reports received electronically in support of the Traffic Safety Information Systems Strategic Plan goals.

Contributions to Meeting Targets: The agency purchased the MDT's as provided by the grant. The agency has maintained efforts to increase electronic submissions of crash data and citations.

Agency: North Carolina Department of Transportation (NC Division of Motor Vehicles)
Project Number: M3DA-23-14-05
Project Title: Automated Document Capture of Updates to Driving Records
Project Description: This project funded continued efforts to automate the State Automated Driver License System (SADLS) to upload out-of-state citations more easily.
Contributions to Meeting Targets: The NCDMV determined they would not be able to further efforts to automate the SADLS system to allow the upload of out-of-state citations. GHSP will recommend technical feasibility studies in the future prior to seeking approval for similar projects.

Agency: Governor's Highway Safety Program
Project Number: M3DA-23-00-00
Project Title: GHSP In-House Traffic Records Future Projects
Project Description: GHSP set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.
Contributions to Meeting Targets: Not Applicable

Agency: Governor's Highway Safety Program
Project Number: F1906ER-23-00-00
Project Title: GHSP In-House 1906 Prohibit Racial Profiling Future Projects

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Project Description: GHSP set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.

Contributions to Not Applicable

Meeting Targets:

Other Highway Safety Priorities

Older Drivers

In 2022, there were 347 drivers aged 65 and older involved in fatal crashes in North Carolina (based on NC crash data). This was a noticeable increase from the 256 older drivers involved in fatal crashes during 2020- Overall, fatal crashes among older drivers have increased since 2010, and the number is expected to continue to rise as the Baby Boomer generation ages into the 65 and older cohort. In addition to the potential for increasing crash involvement, older adults are more vulnerable to injury when they are involved in a crash. The percentage of drivers killed in crashes is two to three times higher for older drivers than for drivers less than 65 years of age.

There is no simple solution for meeting the transportation needs of an aging driver population. To reduce crashes and fatalities involving older drivers, most safety experts recommend a comprehensive approach that includes changes to driver licensing practices, increased public awareness, and greater access to alternative modes of transportation.

GHSP helps support and regularly collaborates with a statewide Senior Driver Safety Coalition (SDSC). This coalition harnesses the collective knowledge of North Carolina professionals and research institutions working in the field of older driver safety. The primary goal of the SDSC is to collaborate on methods for improving safety among older drivers and to advance awareness of viable transportation alternatives when driving is no longer an option. Since 2005, the Coalition has also served as the North Carolina Executive Committee for Highway Safety (ECHS) Older Driver Working Group (ODWG) charged with recommending strategies for reducing traffic-related deaths and injuries in the state involving older drivers.

With GHSP's support, the SDSC collaborated on the development of www.ncseniordriver.org, a comprehensive website that provides information about older driver safety and resources in North Carolina. The website is designed to help older adults drive safely for as long as possible and provide resources for transportation alternatives. The website serves as a resource to the state's older drivers, family members of older drivers, physicians, law enforcement personnel and others. GHSP supports this and other community outreach efforts throughout the year, including printing and distribution of older driver safety informational rack cards, sessions on older driver safety at the NC Traffic Safety Conference, and information and safety presentations to professionals and older adults.

GHSP partnered with East Carolina University in FY2022 to create a training video to educate emergency responders in the proper protocols for identifying and reporting medically at-risk older drivers in an effort to reduce the number of at-risk drivers on roadways. In FY23, this training video was used to educate law enforcement officers and EMS service providers in Pitt County. Feedback from first responders and other health professionals suggested that additional training videos would be necessary for other professional audiences. The ECU team identified Advanced Practice Nurses as the focus of the next training video, which was completed summer FY23. This training video will be disseminated through trainings at Area Health Education Centers (AHECs) in FY24

North Carolina has a small network of CarFit Event Coordinators and Technicians that work at events throughout the state to help drivers ensure their vehicle is adjusted appropriately to their bodies, including minimizing blind spots. In 2022, GHSP supported an effort to pilot the newer CarFit 1:1 model,

a method of providing CarFit outside of events at more permanent locations by appointment or as drop-in hours. This pilot helped grow CarFit activities and collaborations and provides case studies for how to successfully implement CarFit in community-based settings. GHSP continues to support the statewide coordination of CarFit activities and volunteers which is important for continued growth and expansion of the program.

Pedestrians and Bicyclists

North Carolina experienced 270 pedestrian fatalities in motor vehicle-related incidents during 2022, an increase of 8.9 percent (22 fatalities) from 2021. Moreover, the long-term trend suggests a steady rise in pedestrian fatalities. The five-year moving average has increased an average of 5.2 percent every year since 2017. Although crashes involving pedestrians represent only one percent of the total reported crashes in North Carolina, pedestrians are over-represented in fatal crashes. During 2022, pedestrians accounted for 15% of all traffic fatalities in the state. Because they don't have the same protection as motor vehicle occupants, pedestrians are at higher risk of being seriously injured or killed in a pedestrian/vehicle crash.



Pedestrian fatalities in North Carolina are most common among males ages 20-64. They typically occur on urban roads during the evening hours. Urbanized areas have many more pedestrians and motor vehicles; therefore, there are more opportunities for pedestrian-motor vehicle conflicts to occur. Pedestrian deaths increasingly occur along higher-speed arterial roads that carry more motor vehicle traffic, which may lack essential pedestrian facilities like sidewalks and safe crossings. Additionally, pedestrians are more difficult to see at nighttime and alcohol-involvement is higher in nighttime crashes. Ninety percent of the state's pedestrian fatalities occur at places other than intersections, another indicator that the lack of safe crossing opportunities can result in death or serious injury to pedestrians. Speed, motor vehicle volume, roadway configuration and visibility can all play a role in pedestrian fatalities and serious injuries.

Twenty-one bicyclists were killed in crashes in North Carolina during 2022, down from 26 fatalities in 2021. Bicyclist fatalities are most common on weekdays, in the late afternoon or early evening, and at non-intersections. This may reflect commuting cyclists sharing the road with motorists, with declining visibility as it gets darker. Half of all bicyclist fatalities occur in crashes where a motorist attempts to unsafely overtake the bicyclist, such as by passing too closely or striking the bicyclist from the rear.

Many communities are developing or expanding partnerships and programs to improve pedestrian and bicyclist safety and to increase the number of people walking and biking, rather than driving. Successful

programs recognize that education is needed for motor vehicle drivers as well as pedestrians and bicyclists. There are many ways to educate motorists about the rights of pedestrians and bicyclists and how to drive safely in areas where motorists are likely to encounter them, including educational campaigns, neighborhood coalitions, and creating a culture of bicycling and walking. GHSP’s strategy is to work closely with local communities to create local pilot projects replicable across the state. “Watch for Me NC” is a statewide program funded by GHSP.

The program aims to reduce pedestrian and bicycle injuries and deaths through a comprehensive, targeted approach of public education, community engagement, and high visibility law enforcement. The “Watch for Me” program has two primary components: marketing, which advertises pedestrian safety messages across NC, and community engagement, which



includes extensive community trainings for advocates and others. In FY 2023, the “Watch for Me” trainings underwent extensive updates and revisions, and the community engagement piece of the program was paused. The marketing portion was conducted in FY 2023 as usual through a \$200,000 grant to NC DOT Communications. GHSP plans to fund the community engagement portion of the program in FY 2024 with the new curriculum. Another statewide program funded by GHSP, NC Vision Zero, provides training and resources to communities across the state that are building local multi-sector coalitions for improving road safety. The program promotes the Safe System Approach to reduce traffic fatalities and serious injuries with a specific focus in many areas on creating safer place for road users outside of the vehicle.

“Walk Smart NC” was a program funded by GHSP from FY20 through FY23. This program promoted pedestrian safety among state employees by educating them about safe pedestrian practices and involving city and state engineers in promoting design changes in problem areas. This project focused on downtown Raleigh and has the potential to be replicated among other areas with a high concentration of state employees. In FY 2023, State employees continued to have access to program content on the NCDOT’s online training site and employee webpage. The program can be modified for private employers interested in promoting pedestrian safety on their work campuses.

GHSP partnered with BikeWalk NC to provide bicycle and pedestrian road safety education across the state in areas of high need. The Friendly Driver class is adapted from a national curriculum and focuses on teaching motorists how to safely share the road with other types of road users, especially pedestrians and bicyclists. GHSP also funded the Town of Chapel Hill to implement the town's Pedestrian Safety Action Plan, including community engagement activities and high-visibility crosswalk enforcement, and build on North Carolina’s Vision Zero Initiative to create a safe, connected, and accessible community for pedestrians.



Distracted Driving

NHTSA defines distraction as “a specific type of inattention that occurs when drivers divert their attention from the driving task to focus on some other activity instead.” Distraction can include secondary tasks such as operating vehicle controls, eating/drinking, attending to personal hygiene, or operating a cell phone or other device. Drivers can also be distracted by other vehicle occupants or by outside persons, objects, or events. 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. Conditions and/or impairments (such as fatigue, alcohol, and medical conditions) or psychological states (such as anger or depression) are not considered distractions by NHTSA.

According to 2022 NC crash data, there were 162 persons killed in fatal crashes in North Carolina in which one or more drivers were reported as being distracted at the time of the crash. These “distraction-involved” crashes accounted for 9% of the total fatalities in 2022. However, distracted driving is likely underreported in crashes. It can be difficult for officers to determine whether inattention contributed to a crash and the form of that inattention (e.g., cell phone use). North Carolina law does not have a hands-free law but does have a less restrictive law that prohibits texting while driving.

GHSP is concerned about distracted driving and is working to address the problem through the combination of education and enforcement. GHSP recognizes that distracted driving results in part from lifestyle choices and larger societal and cultural trends. Furthermore, NC has very weak laws governing distracted driving such as cell phone use. Consequently, few highway safety countermeasures have been identified to reduce distracted driving and even fewer are workable in North Carolina. Additionally, GHSP partners with SADD to fund outreach to young drivers, which includes education around distracted driving. GHSP also partnered with the North Carolina State Highway Patrol (NCSHP) and local law enforcement agencies to conduct the high-visibility “Survive the Drive” campaign. The campaign focuses on speeding, seatbelt nonuse, and distracted driving in counties with high fatality rates on rural roads. In addition, in FY 2024 the NC Alliance for Safe Transportation (NCAST) created public messages to educate the public about the dangers of distracted driving.

Commercial Motor Vehicles

Large trucks (defined as a truck with a gross vehicle weight rating (GVWR) greater than 10,000 pounds) play an important role in North Carolina's economy through the efficient distribution of our state's products and commodities. However, large trucks also play a major role in the number and severity of NC traffic crashes because of their size, weight, and the number of miles they are driven.

In 2022, there were 149 persons killed in crashes involving large trucks in North Carolina, up from 112 persons killed in 2021. Large trucks are involved in a relatively small number of crashes each year, but they are involved in a disproportionate number of fatal and serious injury crashes due to their size and weight. While the largest SUVs weigh less than 6,000 pounds, large trucks weigh more than 10,000 pounds and can weigh as much as 80,000 pounds fully loaded. When two vehicles collide, the lighter vehicle will always be at a disadvantage when there is a sizeable difference in vehicle weights. Also, large trucks are taller and have higher ground clearances than passenger cars, meaning that passenger cars can underide the truck trailers which can result in severe injuries.

Working in collaboration with the NC State Highway Patrol Commercial Vehicle Unit and other law enforcement agencies, GHSP has helped enhance awareness and enforcement efforts that target aggressive driving around, as well as by, large trucks. GHSP partners with other agencies to promote “No-Zone” messaging aimed at increasing driver awareness of trucks and other commercial motor vehicles and the danger areas around these large vehicles where crashes are more likely to occur.

Many large truck-related crashes result from unsafe driver behaviors such as speeding, distracted driving, or following too closely. Highly visible traffic enforcement can deter truck drivers from such behaviors. However, many law enforcement officers may be reluctant to conduct a vehicle stop of a large truck due to a lack of knowledge and/or skills relating to large truck laws and regulations.

GHSP will work with our program partners, including the Executive Committee for Highway Safety, to explore programs and countermeasures that will help reduce large truck-related crashes and fatalities. GHSP is committed to exploring programs and techniques, including evidence-based enforcement, to improve large truck and commercial motor vehicle safety. GHSP continues to seek opportunities with large truck and commercial motor vehicle safety partners to draw media attention to the issue related to sharing the road with large trucks.

Funded Projects and Activities

The projects and activities listed below address other highway safety priorities funded by GHSP under the FY2023 Highway Safety Plan:

Agency:	University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number:	SA-23-09-07
Project Title:	Senior Driver Information Center
Project Description:	This continuing project supported the statewide Senior Driver Safety Coalition and supported a website to educate older adults and their families about ways aging can affect driving, steps that individuals and families can take to keep driving safer and longer, what resources are available, and how to access these services.
Contributions to Meeting Targets:	During this project year, HSRC staff improved the "I’m a Driver" section of the webpage in order to align the information with best practices in health communication. The newly designed section offers better navigation to information of interest, improved readability, and pdf downloadable information on topics. This new layout offers access to individuals who need more extensive information without requiring all users to scroll through it to proceed to other information on the website. Links and videos embedded within the site were reviewed and updated. The number of website sessions (7,386), number of users (6,521), and page views (9,380) increased greatly in FY2023. Outreach activities were conducted. HSRC trained twenty-five Occupational Therapist students at Methodist University to be CarFit Technicians.

Agency:	University of North Carolina at Chapel Hill Highway Safety Research Center
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Project Number: SA-23-09-06
Project Title: CarFit 1:1 Feasibility Pilot
Project Description: This project was designed to allow HSRC to assess the feasibility of piloting the CarFit 1:1 Program with 3-6 partners in North Carolina communities. CarFit is a national program created by AAA, the American Occupational Therapy Association (AOTA), and AARP to address the need for improved fit between vehicle and driver in an effort to address the needs of the older driver. HSRC completed a process evaluation to determine successes and barriers that would need to be addressed.
Contributions to Meeting Targets: HSRC identified pilot program sites at the Orange County Center for Aging, the Blue Cross Institute for Health and Human Services in Watauga County, and the Methodist University Department of Occupational Therapy in Cumberland County. Eight individuals completed training to serve in the role of Coordinator 1:1 in the three pilot sites. As a result of these efforts, HSRC prepared a report summarizing the results of the pilot and recommendations for future implementation. It was reported by HSRC that the CarFit 1:1 model has merit in North Carolina.

Agency: East Carolina University
Project Number: SA-23-09-11
Project Title: Identifying and Reporting Medically At-Risk Older Drivers
Project Description: This was a new project to create a training video to educate emergency responders in Brunswick, Mecklenburg, and Pitt counties in the proper protocols for identifying and reporting medically at-risk older drivers in an effort to reduce the number of at-risk drivers on roadways and thus reducing the number of fatalities involving older drivers.
Contributions to Meeting Targets: Law enforcement education was conducted in Pitt County. Additionally, two presentations were provided to local EMS services in Pitt County, with Advanced Practice Nurses as the primary stakeholders for the training video. Much of the work on the video was conducted in the third and fourth quarter of the grant year with some editing taking place in the final quarter.

Agency: Bikewalk North Carolina
Project Number: FHPE-23-17-02 PS-23-05-01
Project Title: Bicycle Safety and Education Program: Road to Safer/Better Transportation
Project Description: This new grant funded the Bicycle Friendly Driver Program, a 1.5-hour, interactive course detailing laws for drivers and bicyclists, the purpose of and how to properly use bicycle infrastructure, and how to avoid common crashes between people in cars and on bikes. In addition, NC BikeWalk conducted the NC BikeWalk Transportation Summit that focused on non-motorized safety education and best practices.
Contributions to Meeting Targets: Bikewalk North Carolina engaged with numerous stakeholders, to include GHSP, bicycle and pedestrian advocacy groups, communities, etc. Efforts were focused in priority counties that included Cumberland, Durham, Forsyth, Guilford, Mecklenburg, New Hanover, and Wake counties. Bikewalk utilized a

number of social media platforms to provide traffic safety messaging, including Facebook, Instagram, and Twitter.

Agency: Town of Chapel Hill
Project Number: PS-23-05-03
Project Title: Pedestrian Safety Action Plan FY2023
Project Description: The continuation grant funded efforts to implement the town's Pedestrian Safety Action Plan and build off North Carolina’s Vision Zero Initiative to create a safe, connected, and accessible community for pedestrians. This grant was to partially fund a GIS/Complete Streets specialist to analyze existing pedestrian crash data, continue to collect pedestrian crash data, and provide guidance to treat high-risk streets and intersections. Funding is also provided for overtime enforcement activities.
Contributions to Meeting Targets: Chapel Hill partnered with the police department to conduct up to twenty-hours of enforcement in crosswalks and areas of high pedestrian traffic. They participated in community outreach and educational events focused on bicycle and pedestrian safety, which included a Vision Zero Community Safety Festival in August. Chapel Hill estimates reaching 532 community members and students with their outreach efforts. The town planning staff and police department provided pedestrian safety and traffic calming policy training. Chapel Hill partnered with the University of North Carolina in Chapel Hill to host workshops where town staff guest-lectured and conducted field visits with UNC graduate classes.

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: PS-23-05-04
Project Title: Watch For Me Training and Curriculum Review/Development
Project Description: This project enhanced the Watch For Me community-based training program to better support the implementation of Safe Systems approaches across the state in concert with other state initiatives such as Vision Zero, Complete Streets, and Safe Routes to School. This training offered a wide range of learning options designed to meet the needs of diverse audiences from planners to engineers to law enforcement and injury prevention specialists to decision-makers and elected officials. The training will be framed around Safe Systems concepts that have been widely adopted by the USDOT and other highway safety entities. This proposal included updating the current Watch For Me website design and content.
Contributions to Meeting Targets: The Highway Safety Research Center successfully revised the training curriculum used in the “Watch For Me” North Carolina program by aligning it with Safe Systems principles. HSRC gathered input from community representatives (the likely “students” to be involved in the training) and staff working with Vision Zero communities as part of a separately funded effort. The team of subject matter experts began a process of outlining a revised training curriculum around core topic areas related to Safe System and vulnerable road users. Using both existing content from “Watch for Me” NC,

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content from other related training courses, and new content developed for this project, the team created annotated PowerPoint slides and an instructor guide that can be used to deliver this content to a range of audiences and in a variety of settings.

Agency: Governor's Highway Safety Program
Project Number: FHX-23-00-00
Project Title: GHSP In-House Pedestrian Safety Future Projects
Project Description: GHSP set aside funds for anticipated projects that may occur during the year. Opportunities could arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.
Contributions to Meeting Targets: Not Applicable

Agency: University Health Systems of Eastern North Carolina
Project Number: SA-23-09-09
Project Title: Distracted Driving in Eastern N.C.-Expansion to Pitt and Duplin Counties
Project Description: This continuation project funded local parent education and peer-to-peer education initiatives in several additional counties in Eastern North Carolina.
Contributions to Meeting Targets: Distracted driving educational programming was conducted in Pitt and Duplin counties. To increase parental involvement, the program conducted Greenville Mall campaigns focused on prom, the 100 Deadliest Days, gummy dangers, and impaired driving. This campaign registered an estimated 2,549,943 impressions. Social media efforts focused on teen and parent education and included topics related to distracted driving, drowsy driving, impaired driving, speeding, seatbelts, and the World Day of Remembrance. A total of 178 posts reached 6,822 Facebook users. Two parent education activities were held in both Duplin and Pitt counties to generate parental involvement in young driver issues. Partnerships with driving schools were established to implement distracted driving education. A total of twenty-seven presentations were conducted reaching 1,850 high school students. Distracted driving observation was conducted in Pitt and Duplin counties where post observational data showed a 6% decrease in distracted driving activities.

Agency: North Carolina Department of Public Instruction Transportation Services
Project Number: SB-23-10-01
Project Title: School Travel Safety
Project Description: This ongoing project funded school bus safety education to school district staff and the public to improve the safety of every student that rides the school bus.
Contributions to Meeting Targets: According to the North Carolina Department of Public Instruction, there were 2,748 reported violations of stopped school buses in 2022. There were 2,344

violations in 2023. DPI staff attended state and national conferences, including a virtual conference for the National Association of State Directors of Pupil Transportation, the North Carolina Pupil Transportation Association conference, and the Southeastern States Pupil Transportation conference. DPI distributed educational materials to 115 local school systems in North Carolina. DPI disseminated multiple school bus safety messages through social media.

Paid Media Plan

Background

In FY2023, GHSP focused on updating our existing media efforts to better reach young adults and others identified as most likely to be involved in fatal crashes.

To do this, we created a particular focus on expanding social media messaging. GHSP incorporated social media influencers in focused messaging to younger audiences and provided local partners with tools to increase their social media presence with shared messaging. GHSP also led the creation of an umbrella campaign tying together impaired driving, occupant protection, speeding and distracted driving messages; designed and updated creative materials such as new videos; expanded its “Local Heroes” campaign and conducted a more refined approach to better reach our target audience.

In FY 2023 GHSP used both in person kickoff events, virtual events, and campaign kickoff events developed by local partners. GHSP also strategically targeted marketing partnerships with the organizations listed below:

Athletics

Professional Hockey

Carolina Hurricanes

- Click It or Ticket rotating advertisement on the arena marquee located on the Wade Avenue corridor
- Two minutes of LED exposure simultaneously displayed in all six sponsor locations on the center-hung scoreboard
- One minute of LED exposure simultaneously displayed during the final minute of the third period for all Hurricanes regular season home games
- Messaging on upper and lower LED ribbon boards and the six sponsor locations on the on the center-hung scoreboard
- Advertisements in one of the six slots on the virtual on-ice signage appearing during each regulation period of Hurricanes regular season games broadcast on Bally Sports South
- Stormy to visit Safety City at the North Carolina State Fair

IMG College Strategic Alliance

- Content included Booze It & Lose It and Click It or Ticket messaging
- The following schools were included in the plan during the 2023 football season:
 - University of North Carolina – Pembroke
 - Appalachian State University
 - University of North Carolina – Charlotte
 - North Carolina State University
 - University of North Carolina – Chapel Hill
 - North Carolina Central University
 - North Carolina A&T University
- Includes one video message PSA during all home football games
- Includes A-frame sandwich board signage displayed at exit areas or gates at each venue
- One live read post-game during all regular season football game day radio broadcasts during the regular season

- On-field/in-game feature to be activated in-venue during a minimum of one home game throughout the season
- Digital banner ad placement on all athletic websites with guaranteed minimum of 2,000,000 impressions (combined for all schools) during the football season
- Opportunity for one 10' x 10' display space prior to a home football game at each school

North Carolina High School Athletic Association Alliance

Media Efforts Included:

- The Governor's Highway Safety Program and specific campaign logo was included on the NCHSAA website and selected marketing materials
- Banner ad on the NCHSAA website homepage, general sports landing page, and the winter, spring, and fall sport-specific pages
- Campaign messaging added in the NCHSAA bi-monthly e-newsletters from October through June
- Seasonal radio campaign initiatives to promote the "Backseat Buckle Up" platform
- NCHSAA radio partner
- Inclusion on video boards during championship week
- :30 commercial spot in live television broadcasts for state basketball and football championships
- Post-game press conference co-branding with NCHSAA and GHSP for Click IT or Ticket messaging
- Public address reads at all state championship games
- Display space at venues, if desired

Social Media Efforts Included:

- NCHSAA provided 10-15 second clips of messaging related to the importance of wearing seat belts by staff and coaches
- Weekly Twitter post highlighting GHSP and its traffic safety messaging
- Social media contest held during National Teen Driver Safety Week

Historically Black College & Universities Outreach- Alliance

- Deliver traffic safety messages at one mutually selected football or basketball game across seven colleges and universities selected from Bennett College, Johnson C. Smith University, Fayetteville State University, Elizabeth City State University, Livingston College, North Carolina A&T University, North Carolina Central University, St. Augustine's University, Shaw University, the University of North Carolina at Pembroke, and Winston-Salem State University.

Includes premium signage at each venue, public address announcements, on-site event presence and display that is designed and produced by the Alliance, staffing by the Alliances, trained highway safety staff to engage students and the public, and interactive activities to include impairment simulators, seat belt challenges, and/or selfie stations, pledges to drive safely, and the collection of surveys to measure demographic information and highway safety attitudes and awareness

Other

First Night Raleigh

- Included messaging banners, logo BILI logo on all collateral materials, large-scale advertising, and website with links to GHSP and BILI website

Additional Tactics – Paid Media Advertising Campaign

- High Impact Programmatic Display and Video
- Multicultural Display and Video
- Site Direct Display
- Over the Top Television
- Radio
- Audio Streaming
- Paid Social
- Out-of-Home

Other Components of the Media Plan

In the area of occupant protection, North Carolina participated in the national “Click It or Ticket” mobilization. Media efforts focused mostly on counties and demographic groups with low seat belt usage and counties with the highest fatalities. In FY2023, these counties included Pitt, Cumberland, Robeson, Wake Johnston, Guilford, Alamance, Forsyth, Iredell, and Mecklenburg counties. The “Click It or Ticket” campaign raised awareness and reminded North Carolinians to wear their seatbelts. This year’s campaign focused on increasing seatbelt usage around the enforcement period in May as well as during high travel periods throughout the summer, particularly low use counties and among young men ages 18-34.

The Child Passenger Safety campaign educated parents of tweens on the laws and best practices for buckling up and booster seat usage. The media was placed to coincide with the Child Passenger Safety Week Campaign. The media was focused on the top 25 unbuckled counties with a skew toward counties that had a high child population. The main audience was parents of children aged 8-14.

North Carolina also participated in all national impaired driving mobilizations. This year North Carolina included our year-end Holiday campaign, Operation Firecracker summer campaign, and the Labor Day campaign. Kickoff events for each campaign resulted in earned media. The campaigns were focused on enforcement and alternate ways of getting home such as the use of a ride sharing app, taxis, public transit and calling a friend. The media efforts targeted the “Young Invincibles” (adults 18-34 with emphasis on males) and in counties with the highest fatalities. In FY2023, Pitt, Cumberland, Robeson, Wake, Johnston, Guilford, Alamance, Forsyth, Iredell, and Mecklenburg counties.

Local Heroes Ads

In 2023, GHSP ran the "Local Heroes" ads created at the end of FY2021. These ads were shown primarily in Mecklenburg, Robeson and Wake Counties.

Booze It & Lose It Reboot Project

GHSP continued working with the Insurance Institute for Highway Safety (IIHS), UNC HSRC, GHSA CSI project (through an IIHS contract with former Maryland SHSO director Tom Gianni) and other local groups to create an updated “Booze It & Lose It” campaign that involves new messaging, new tools, and more “upstream” prevention efforts. The planning group decided on the components of a small reboot project in the far Western NC counties that ultimately included Cherokee, Clay, Graham, Haywood, Jackson, and Macon counties. In FY 2023, the group began creating a new logo (which was subsequently adopted as the new logo for our entire BILI effort), new training tools for law enforcement, and an increased focus on post-arrest use of CAM bracelets. The revamped campaign expanded messaging to include the kinds of things one may “Lose” in a DWI (job, money, self-esteem). The campaign included the “BILI the Buck” creative campaign, which launched in WNC in Spring

2023 and will be used statewide in FY 2024. This campaign began in January 2023 and will continue through the end of the calendar year. The campaign created a total of 1.6 million impressions.

Social Influencer Campaign

In FY2023, social media influencers were utilized for Click It or Ticket and Booze It & Lose It messaging. GHSP's agency of record partnered with a diverse group of young, North Carolina based influencers to raise awareness of the importance of wearing seat belts. The content focused on making seat belt usage a social norm. French/West/Vaughn coordinated partnerships with a diverse group of North Carolina -based Gen Z and millennial influencers to create TikTok and Instagram content encouraging followers to buck up in every seat, every time. Influencers tagged the Governor's Highway Safety Program accounts using hashtags #EverySeatEveryTime and #BuckleUpNC. Total efforts generated over 458,000 impressions.

North Carolina based influencers used Instagram to create content encouraging followers to use designated drivers or ride share options during holidays in November and December. Followers were reminded to seek sober rides home following parties and festivities. Urban areas including Mecklenburg, Wake, Durham, Guilford, and Forsyth counties were targeted. Rural areas including New Hanover, Cumberland, Johnston, Alamance, Buncombe, Pitt, and Gaston counties were targeted. The summer Booze It & Lose It social influencer campaign generated 136,000 impressions.

For bicycle and pedestrian efforts, North Carolina supported the "Watch for Me NC" program through paid media efforts in communities with high rates of bicycle and pedestrian crashes running during targeted months. These areas included coastal communities Brunswick, Carteret, Dare, New Hanover, and Onslow counties with a focus in the summer months between July and September. Communities in Buncombe, Cumberland, Durham, Forsyth, Gaston, Guilford Mecklenburg, New Hanover, and Wake counties were also targeted with an increased focus on Halloween and the end of daylight savings. Paid media efforts focused on adults eighteen and older. Strategies included the use of Over the Top television on Hulu, radio, audio streaming such as Spotify, and out-of-home advertising. "Watch For Me" also has a community outreach and training component. In FY 2023, these two aspects of the program were extensively revised, and GHSP plans to launch a new and improved "Watch for Me" training and outreach effort in FY 2024.

GHSP published its annual law enforcement planning calendar which featured a different law enforcement agency each month. The calendar included all campaign and GHSP event dates and general kickoff locations. This allows for our messages and schedule of activities to reach those who need the information.

To continue addressing the unique needs of Robeson County, an underserved county with a diverse rural population and an oversized traffic crash problem, GHSP worked through French West Vaughn to continue to employ an outreach coordinator worked to engage local clergy in Robeson County Vision Zero efforts to increase seat belt use. Local clergy are a key constituency and valued opinion leaders in Robeson County. Strategic outreach to local clergy with the goal of sustained engagement in with community was sought. The outreach coordinator organized efforts and provided education about seat belt use efforts in Robeson County, provided a tool kit of sermons/devotions/adult lessons highlighting how staying safe on the roadways is a theological issue, and provided sustained outreach to have local clergy as social influencers in occupant protection efforts.

- Included identifying a minimum of one leading house of worship in Robeson County to adopt and use the sermon series, "A Life Well-Driven" and the adult learning series, "Undistracted"
- Conducted regular outreach calls with faith leaders in Robeson County
- Attended a minimum of two in-person meetings with faith leaders in Robeson County
- Hold at minimum of one monthly call with GHSP leadership and Robeson County Vision Zero officials to report progress

Funded Projects and Activities

The paid media activities listed below were funded by GHSP under the FY2023 Highway Safety Plan:

Agency: N.C. Department of Transportation - Communications
Project Number: AL-23-02-01, M5PEM-23-15-01
Project Title: GHSP In-House Impaired Driving Media Buys
Project Description: This was an ongoing project to provide funding for a media campaign to address impaired driving issues. NCDOT Communications and GHSP continued outreach efforts regarding occupant protection with a media placement campaign during each enforcement period. These campaigns were to include TV, radio, or other advertising as appropriate. As part of the plan, NC DOT utilized their 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.
Contributions to Meeting Targets: This project provided for media and marketing opportunities in Western North Carolina counties with Billy the Buck, streaming television, paid social media, OOH, and an influencer campaign. A partnership with Learfield Sports provided traffic safety messaging at several college football events.

Agency: N.C. Department of Transportation - Communications
Project Number: OP-23-04-01, M1X-23-13-01, M2X-23-13-01
Project Title: GHSP In-House Occupant Protection Media Buys
Project Description: This was an ongoing project to provide funding for a media campaign to address occupant protection issues. NCDOT Communications and GHSP continued outreach efforts regarding occupant protection with a media placement campaign during each enforcement period. These campaigns were to include TV, radio, or other advertising as appropriate. As part of the plan, NC DOT utilized their 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.
Contributions to Meeting Targets: This project facilitated media and marketing opportunities and partnerships with the North Carolina Sheriff's Association, the Carolina Hurricanes, and clergy in Robeson County. A partnership with Learfield Sports provided traffic safety messaging at several college football events. Social media efforts utilized a variety of strategies such as OTT, radio, audio streaming, high impact programmatic display and video, multicultural display and video, OOH, paid social media, and the Local Heroes campaign.

Agency: N.C. Department of Transportation – Communications
Project Number: FHPE-23-17-01
Project Title: GHSP In-House Pedestrian Safety Media Buys
Project Description: This was an ongoing project to provide funding for a media campaign to address bicycle and pedestrian safety. NCDOT Communications and GHSP continued

outreach efforts regarding bicycle and pedestrian safety with a media placement campaign to include TV, radio, or other advertising as appropriate. As part of the plan, NC DOT utilized their agency of record to supply media buys, placement and distribution of our message using data to target specific locations and identify the most effective methods.

Contributions to Meeting Targets:

For the first time, paid influencers were used to promote pedestrian safety messaging. Paid media strategies included radio in eastern North Carolina, audio streaming on Pandora, paid social media efforts on Facebook, Instagram, and TikTok, streaming television, and out-of-home tactics such as sidewalk decals and sand stamps in beach communities.

Agency:

N.C. Department of Transportation - Communications

Project Number:

PM-23-18-01

Project Title:

GHSP In-House General Media Buys

Project Description:

This was a new project funding media campaigns to address traffic safety issues such as speeding, distracted driving, older driver, etc. GHSP continued outreach efforts regarding these traffic safety issues media placement campaign during any applicable enforcement campaign or event. Campaigns included social media, out-of-home, streaming radio, and other media sources identified through a data-driven approach in conjunction with our advertising agency of record. The agency of record was funded through NCDOT to coordinate creative, media buys and placement, and statewide distribution of our message during and between campaigns.

Contributions to Meeting Targets:

This project facilitated media and marketing opportunities and partnerships with the North Carolina Sheriff's Association, the North Carolina High School Athletic Association, Historically Black Colleges and Universities in North Carolina, the Carolina Hurricanes, and the All-South Highway Safety Team that includes the Atlanta Braves.

Agency:

N.C. Department of Transportation - Communications

Project Number:

SA-23-09-13

Project Title:

Communications Officer for GHSP

Project Description:

This grant funded anticipated salary and fringe costs for a Communications Officer focused on the needs of the Governor's Highway Safety Program.

Contributions to Meeting Targets:

A new Communications Officer was added to the GHSP team in the fourth quarter of the grant year. The position was responsible for drafting a number of press releases during Child Passenger Safety Week, performing duties at campaign events, and updating GHSP's social media accounts and website.

2022 – 2023 Highway Safety Related Legislation

This section provides a description of the bills related to traffic safety that were introduced or considered this past year by the North Carolina General Assembly and their outcome.

Senate Bill 91 (Modified by HB 186) Street Takeover Law -- Prohibits the unauthorized taking over of a portion of highway, street, or public vehicular area by blocking or impeding the regular flow of traffic with a motor vehicle to perform a motor vehicle stunt, contest, or exhibition. Vehicles used in street takeovers are subject to seizure and forfeiture. Effective December 1, 2023

Senate Bill 492: Persons convicted of DWI who are sentenced at Aggravated Level 1, Level 1, Level 2 and Level 3 unless the judge determines it is inappropriate, may be placed upon supervised probation by the Dept of Adult Correct and the Department may impose any or all of the following conditions:

- (1) Perform up to 20 hours of community service and pay the applicable supervision fee prescribed by law.
- (2) Report to the offender's probation officer on a frequency to be determined by the officer.
- (3) Submit to substance abuse assessment, monitoring, or treatment.
- (4) Submit to house arrest with electronic monitoring.
- (5) Submit to a period or periods of confinement in a local confinement facility for a total of no more than six days per month during any three separate months during the period of probation. The six days per month confinement provided for in this subdivision may only be imposed as two-day or three-day consecutive periods. When a defendant is on probation for multiple judgments, confinement periods imposed under this subdivision shall run concurrently and may total no more than six days per month. If the person being ordered to a period or periods of confinement is under the age of 18, that person must be confined in a detention facility approved by the Division of Juvenile Justice of the Department of Public Safety to provide secure confinement and care for juveniles or to a holdover facility as defined in G.S. 7B-1501(11). If the person being ordered to a period or periods of confinement reaches the age of 18 years while in confinement, the person may be transported by personnel of the Division of Juvenile Justice, or personnel approved by the Division of Juvenile Justice, to the custody of the sheriff of the applicable local confinement facility.
- (6) Submit to a curfew which requires the offender to remain in a specified place for a specified period each day and wear a device that permits the offender's compliance with the condition to be monitored electronically.
- (7) Participate in an educational or vocational skills development program, including an evidence-based program

Violations of any of these conditions may be grounds for imposing periods of confinement provided in subsection (5).

Effective December 1, 2023

FY2023 Non-implemented Grants

The following projects were not implemented during FY2023. For each project, the rationale for discontinuing the grant is provided.

Agency: Buncombe County
Project Number: M5CS-23-15-02
Project Title: Buncombe County DWI Treatment Court
Project Description: This was a continuation project that provided funding for the Buncombe County DWI Treatment Court's Treatment Court Coordinator position.
Details: This continuation project was approved and included in the FY2023 Highway Safety Plan. However, prior to the onset of the grant year, the agency advised it would fund the costs associated with the DWI treatment court previously funded with the grant. The agency indicated it would not require grant funding in FY2023.

Agency: Henderson County Sheriff's Office
Project Number: MC-23-03-02
Project Title: Henderson Sheriff's Office BikeSafe (Motorcycle)
Project Description: This project will provide funding for the purchase of a motorcycle to be used exclusively in the BikeSafe N.C. program. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to reduce motorcycle crashes and fatalities through training.
Details: This project was originally approved and included in the FY2023 Highway Safety Plan. However, prior to the onset of the grant year, the agency determined they would be unable to provide match funding the grant required.

Agency: North Carolina Department of Administration
Project Number: FHPE-23-17-03 PS-23-05-02
Project Title: WalkSmart North Carolina FY2023
Project Description: This continuation grant addressed state employee pedestrian safety in Wake County by raising awareness through education. The project worked to increase pedestrian safety in areas of high numbers of state employees who are pedestrians and/or motorists by creating a comprehensive education, training, enforcement and public awareness campaign. This campaign included a virtual library of education and resources that could be replicated by any State agency, university or other entity.
Details: This project was originally approved and included in the FY2023 Highway Safety Plan. However, prior to the onset of the grant year, NC Department of Administration felt they had completed all the project's major tasks, and GHSP determined the project would not be funded.

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: OP-23-04-02
Project Title: Most of Us Buckle Up NC

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Project Description: This project continued to test the “Most of Us Buckle Up” social norms program in Lee County, NC and attempted to measure the effects of the program on seat belt use. In this project, HSRC tested and evaluated the suitability of expanding the program to other areas in North Carolina. HSRC produced a report detailing methodology and results.

Details: This project was originally approved and included in the FY2023 Highway Safety Plan. However, prior to the onset of the grant year, GHSP determined the project would not be funded.

Agency: Jackson County Sheriff's Office

Project Number: PT-23-06-11

Project Title: Region 11 LEL

Project Description: This is an ongoing project for the Region 11 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 11 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP.

Details: This project was originally approved and included in the FY2023 Highway Safety Plan. However, the tenured LEL in Region 11 moved to the Sylva Police Department. The LEL grant was moved to the Sylva Police Department, as well.

Agency: Pineville Police Department

Project Number: PT-23-06-38

Project Title: Pineville Traffic Safety Officer

Project Description: This project funded activity hours for one officer to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Mecklenburg County was ranked 1st in overall fatalities, 1st in unrestrained fatalities, and 1st in speed-related fatalities.

Details: This project was approved and included in the FY2023 Highway Safety Plan. However, prior to the onset of the grant year, the agency indicated that it would not be able to staff the position and withdrew its application.

Agency: North Carolina Department of Public Safety-State Bureau of Investigation

Project Number: F1906ER-23-18-01

Project Title: North Carolina State Bureau of Investigation - Traffic Stop Data

Project Description: N.C. General Statute 143B-903 requires the North Carolina Department of Public Safety to collect, correlate, and maintain information regarding traffic law enforcement. The N.C. State Bureau of Investigation (NCSGI) is the agency tasked with fulfilling these requirements. This program was intended to generate reliable data for use by law enforcement administrators and other stakeholders, including the general public. This database was a vital resource which can be used to investigate biased enforcement trends and racial profiling. Despite many efforts to provide outreach and training to local stakeholders, the NCSBI had been unable to collect a complete, robust data set from local agencies. THE NCSBI sought to provide an online training platform to assist law enforcement agencies in providing traffic stop data.

Details: The NCSBI identified a vendor for the software required to create the training platform, but the software did not meet BUY AMERICA requirements. The

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NCSBI will amend the FY2024 grant to include this software purchase and complete the goals outlined in the FY2023 grant.

Cost Summary

Insert Fed Reimbursement Voucher

U.S. Department of Transportation National Highway Traffic Safety Administration

Federal Reimbursement Voucher

State: North Carolina

Page: 1

2023-FINAL

Report Date: 12/22/2023

Reimbursement Info: Total: \$.00

Posted: 12/19/2023

Claim Period: 10/01/2022 - 09/30/2023

Posted in DELPHI: 12/21/2023

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
NHTSA								
FAST Act NHTSA 402								
Planning and Administration								
	PA-2023-01-01-00	Planning and Administration	\$316,957.00	\$.00	\$633,914.00	\$316,957.00	\$316,957.00	\$.00
	Planning and Administration Total		\$316,957.00	\$.00	\$633,914.00	\$316,957.00	\$316,957.00	\$.00
Alcohol								
	AL-2023-02-01-00	NCDOT Booze it & Lose it Media & Marketi	\$233,500.00	\$.00	\$233,500.00	\$233,500.00	\$233,500.00	\$.00
	AL-2023-02-03-00	Thomasville DWI Task Force	\$90,666.00	\$90,666.00	\$90,666.00	\$90,666.00	\$90,666.00	\$.00
	AL-2023-02-04-00	Robeson County DWI Treatment Court	\$80,223.00	\$80,223.00	\$80,223.00	\$80,223.00	\$80,223.00	\$.00
	AL-2023-02-05-00	Union County Toxicology Lab	\$274,030.00	\$274,030.00	\$274,030.00	\$274,030.00	\$274,030.00	\$.00
	AL-2023-23-00-00	ID Future Projects-NCGHSP	-\$5,489.49	\$.00	-\$5,489.49	-\$5,489.49	-\$5,489.49	\$.00
	Alcohol Total		\$672,929.51	\$444,919.00	\$672,929.51	\$672,929.51	\$672,929.51	\$.00
Motorcycle Safety								
	MC-2023-03-01-00	Huntersville PD-Bike Safe (Motorcycles)	\$18,429.00	\$18,429.00	\$36,858.00	\$18,429.00	\$18,429.00	\$.00
	Motorcycle Safety Total		\$18,429.00	\$18,429.00	\$36,858.00	\$18,429.00	\$18,429.00	\$.00
Occupant Protection								
	OP-2023-04-01-00	NCDOT Click it or Ticket Media & Marketi	\$293,395.00	\$.00	\$293,395.00	\$293,395.00	\$293,395.00	\$.00
	OP-2023-04-05-00	NCSHP-Click It or Ticket 2023	\$163,855.00	\$.00	\$1,663,855.00	\$163,855.00	\$163,855.00	\$.00
	OP-2023-04-06-00	NC Dept. of Insurance-CPS Program for NC	\$316,957.00	\$.00	\$316,957.00	\$316,957.00	\$316,957.00	\$.00
	Occupant Protection Total		\$774,207.00	\$.00	\$2,274,207.00	\$774,207.00	\$774,207.00	\$.00
Pedestrian/Bicycle Safety								
	PS-2023-05-04-00	UNC HSRC Watch For Me Training & Curricu	\$100,000.00	\$.00	\$100,000.00	\$100,000.00	\$100,000.00	\$.00
	Pedestrian/Bicycle Safety Total		\$100,000.00	\$.00	\$100,000.00	\$100,000.00	\$100,000.00	\$.00
Police Traffic Services								
	PT-2023-06-33-00	Davidson Steps to Vision Zero - Traffic	\$97,931.00	\$97,931.00	\$115,209.00	\$97,931.00	\$97,931.00	\$.00
	PT-2023-06-35-00	Brunswick County Traffic Safety Personne	\$257,001.00	\$257,001.00	\$302,350.00	\$257,001.00	\$257,001.00	\$.00
	PT-2023-06-36-00	Zebulon PD-Traffic Unit	\$157,184.00	\$157,184.00	\$184,921.00	\$157,184.00	\$157,184.00	\$.00
	PT-2023-06-39-00	Cabarrus CoSo-Traffic Enforcement	\$136,481.00	\$136,481.00	\$160,562.00	\$136,481.00	\$136,481.00	\$.00
	PT-2023-06-40-00	Mooresville Police Department Traffic Un	\$199,443.00	\$199,443.00	\$234,635.00	\$199,443.00	\$199,443.00	\$.00
	Police Traffic Services Total		\$848,040.00	\$848,040.00	\$997,677.00	\$848,040.00	\$848,040.00	\$.00
Traffic Records								
	TR-2023-07-02-00	UNC-HSRC-Traffic Records Strategic Plan	\$84,360.00	\$.00	\$84,360.00	\$84,360.00	\$84,360.00	\$.00

Traffic Records Total		\$84,360.00	\$.00	\$84,360.00	\$84,360.00	\$84,360.00	\$.00
Driver Education							
DE-2023-08-01-00	UNC - HSRC-North Carolina Teen Driver Sa	\$84,598.00	\$.00	\$84,598.00	\$84,598.00	\$84,598.00	\$.00
Driver Education Total		\$84,598.00	\$.00	\$84,598.00	\$84,598.00	\$84,598.00	\$.00
Safe Communities							
SA-2023-09-01-00	GHSP In-House-Programs	\$574,855.00	\$.00	\$574,855.00	\$574,855.00	\$574,855.00	\$.00
SA-2023-09-02-00	GHSP In-House-Media	\$136,039.00	\$.00	\$136,039.00	\$136,039.00	\$136,039.00	\$.00
SA-2023-09-03-00	UNC-HSRC-Building Capacity for Vision Ze	\$340,888.00	\$.00	\$340,888.00	\$340,888.00	\$340,888.00	\$.00
SA-2023-09-04-00	UNC-HSRC-GHSP Website and Reporting Syst	\$15,186.00	\$.00	\$15,186.00	\$15,186.00	\$15,186.00	\$.00
SA-2023-09-05-00	UNC-HSRC-Highway Safety Plan and Annual	\$155,827.00	\$.00	\$155,827.00	\$155,827.00	\$155,827.00	\$.00
SA-2023-09-06-00	UNC-HSRC-CarFit 1:1 Feasibility Pilot	\$67,109.00	\$.00	\$67,109.00	\$67,109.00	\$67,109.00	\$.00
SA-2023-09-07-00	UNC-HSRC-Senior Driver Information Cente	\$58,016.00	\$.00	\$58,016.00	\$58,016.00	\$58,016.00	\$.00
Safe Communities Total		\$1,347,920.00	\$.00	\$1,347,920.00	\$1,347,920.00	\$1,347,920.00	\$.00
FAST Act NHTSA 402 Total		\$4,247,440.51	\$1,311,388.00	\$6,232,463.51	\$4,247,440.51	\$4,247,440.51	\$.00
FAST Act 405b OP High							
405b OP High							
M1X-2023-13-01-00	NCDOT Click it or Ticket Media & Marketi	\$256,604.00	\$.00	\$256,604.00	\$256,604.00	\$256,604.00	\$.00
405b OP High Total		\$256,604.00	\$.00	\$256,604.00	\$256,604.00	\$256,604.00	\$.00
FAST Act 405b OP High Total		\$256,604.00	\$.00	\$256,604.00	\$256,604.00	\$256,604.00	\$.00
FAST Act 405b OP Low							
405b OP Low							
M2X-2023-13-01-00	NCDOT Click it or Ticket Media & Marketi	\$41,000.00	\$.00	\$41,000.00	\$41,000.00	\$41,000.00	\$.00
M2X-2023-23-00-00	OP Future Projects-NCGHSP	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00
405b OP Low Total		\$41,000.00	\$.00	\$41,000.00	\$41,000.00	\$41,000.00	\$.00
FAST Act 405b OP Low Total		\$41,000.00	\$.00	\$41,000.00	\$41,000.00	\$41,000.00	\$.00
FAST Act 405c Data Program							
405c Data Program							
M3DA-2023-14-01-00	Haw River Traffic Safety Initiative - MD	\$2,000.00	\$.00	\$4,000.00	\$2,000.00	\$2,000.00	\$.00
M3DA-2023-14-02-00	NCSU-ITRE-NC Vision Zero Technical and P	\$437,312.00	\$.00	\$437,312.00	\$437,312.00	\$437,312.00	\$.00
M3DA-2023-14-03-00	Hope Mills MDT's	\$6,894.00	\$.00	\$13,788.00	\$6,894.00	\$6,894.00	\$.00
M3DA-2023-14-04-00	NC Judicial Dept.-Printer-eCitation Prin	\$294,500.00	\$.00	\$294,500.00	\$294,500.00	\$294,500.00	\$.00
M3DA-2023-14-06-00	NCDMV-NC CRIS Replacement Program	\$508,000.00	\$.00	\$508,000.00	\$508,000.00	\$508,000.00	\$.00
M3DA-2023-23-00-00	Traffic Records Future Projects-NCGHSP	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00
405c Data Program Total		\$1,248,706.00	\$.00	\$1,257,600.00	\$1,248,706.00	\$1,248,706.00	\$.00
FAST Act 405c Data Program Total		\$1,248,706.00	\$.00	\$1,257,600.00	\$1,248,706.00	\$1,248,706.00	\$.00
FAST Act 405d Impaired Driving Mid							
405d Mid HVE							
M5HVE-2023-15-03-00	NCSHP-Booze It	\$162,006.00	\$.00	\$1,662,006.00	\$162,006.00	\$162,006.00	\$.00
405d Mid HVE Total		\$162,006.00	\$.00	\$1,662,006.00	\$162,006.00	\$162,006.00	\$.00
405d Mid BAC Testing/Reporting							
M5BAC-2023-15-02-00	N.C. DHHS - FTA-BAT Program	\$400,000.00	\$.00	\$400,000.00	\$400,000.00	\$400,000.00	\$.00
M5BAC-2023-15-03-00	N.C. DHHS - FTA-Science Program	\$854,526.00	\$.00	\$854,526.00	\$854,526.00	\$854,526.00	\$.00
405d Mid BAC Testing/Reporting Total		\$1,254,526.00	\$.00	\$1,254,526.00	\$1,254,526.00	\$1,254,526.00	\$.00
405d Mid Paid/Earned Media							

405b OP Low Uncommitted Total		\$.00	\$.00	\$.00	\$.00	\$.00	\$.00
SUPPLEMENTAL BIL 405b OP Low Total		\$75,000.00	\$.00	\$75,000.00	\$75,000.00	\$75,000.00	\$.00
SUPPLEMENTAL BIL 405c Data Program							
405c Data Program							
M3DA-2023-14-06-00	NCDMV-NC CRIS Replacement Program	\$36,016.00	\$.00	\$36,016.00	\$36,016.00	\$36,016.00	\$.00
M3DA-2023-23-00-00	Traffic Records Future Projects-NCGHSP	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00
405c Data Program Total		\$36,016.00	\$.00	\$36,016.00	\$36,016.00	\$36,016.00	\$.00
SUPPLEMENTAL BIL 405c Data Program Total		\$36,016.00	\$.00	\$36,016.00	\$36,016.00	\$36,016.00	\$.00
SUPPLEMENTAL BIL 405d Impaired Driving Mid							
405d Mid Training							
M5TR-2023-15-02-00	N.C. DHHS - FTA-SFST Program	\$124,751.00	\$.00	\$124,751.00	\$124,751.00	\$124,751.00	\$.00
405d Mid Training Total		\$124,751.00	\$.00	\$124,751.00	\$124,751.00	\$124,751.00	\$.00
405d Impaired Driving Mid Uncommitted							
M5X-2023-23-00-00	ID Future Projects-NCGHSP	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00
405d Impaired Driving Mid Uncommitted Total		\$.00	\$.00	\$.00	\$.00	\$.00	\$.00
SUPPLEMENTAL BIL 405d Impaired Driving Mid Total		\$124,751.00	\$.00	\$124,751.00	\$124,751.00	\$124,751.00	\$.00
SUPPLEMENTAL BIL 405f Motorcycle Programs							
405f Motorcyclist Training							
M11MT-2023-16-01-00	NCSHP-Bike Safe 2023	\$9,304.00	\$.00	\$9,304.00	\$9,304.00	\$9,304.00	\$.00
405f Motorcyclist Training Total		\$9,304.00	\$.00	\$9,304.00	\$9,304.00	\$9,304.00	\$.00
405f Motorcycle Uncommitted							
M11X-2023-23-00-00	Motorcycle Safety Future Projects-NCGHSP	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00
405f Motorcycle Uncommitted Total		\$.00	\$.00	\$.00	\$.00	\$.00	\$.00
SUPPLEMENTAL BIL 405f Motorcycle Programs Total		\$9,304.00	\$.00	\$9,304.00	\$9,304.00	\$9,304.00	\$.00
SUPPLEMENTAL BIL 405h Nonmotorized Safety							
405h Public Education							
FHPE-2023-17-01-00	NCDOT- Watch for Me Media	\$44,425.00	\$.00	\$44,425.00	\$44,425.00	\$44,425.00	\$.00
FHPE-2023-23-00-00	FHX Future Projects-NCGHSP	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00
405h Public Education Total		\$44,425.00	\$.00	\$44,425.00	\$44,425.00	\$44,425.00	\$.00
SUPPLEMENTAL BIL 405h Nonmotorized Safety Total		\$44,425.00	\$.00	\$44,425.00	\$44,425.00	\$44,425.00	\$.00
NHTSA Total		\$16,548,228.51	\$3,970,872.00	\$21,717,789.51	\$16,548,228.51	\$16,548,228.51	\$.00
Total		\$16,548,228.51	\$3,970,872.00	\$21,717,789.51	\$16,548,228.51	\$16,548,228.51	\$.00

I CERTIFY, that in accordance with the laws of the state and under the terms of the approved program(s) area that actual costs claimed have been incurred and have not previously been presented for payment.

(APPROVAL AND PAYMENT ARE SUBJECT TO ADJUSTMENT, YEAR-END AUDIT OR OTHER APPROPRIATE REVIEW)

State Official: