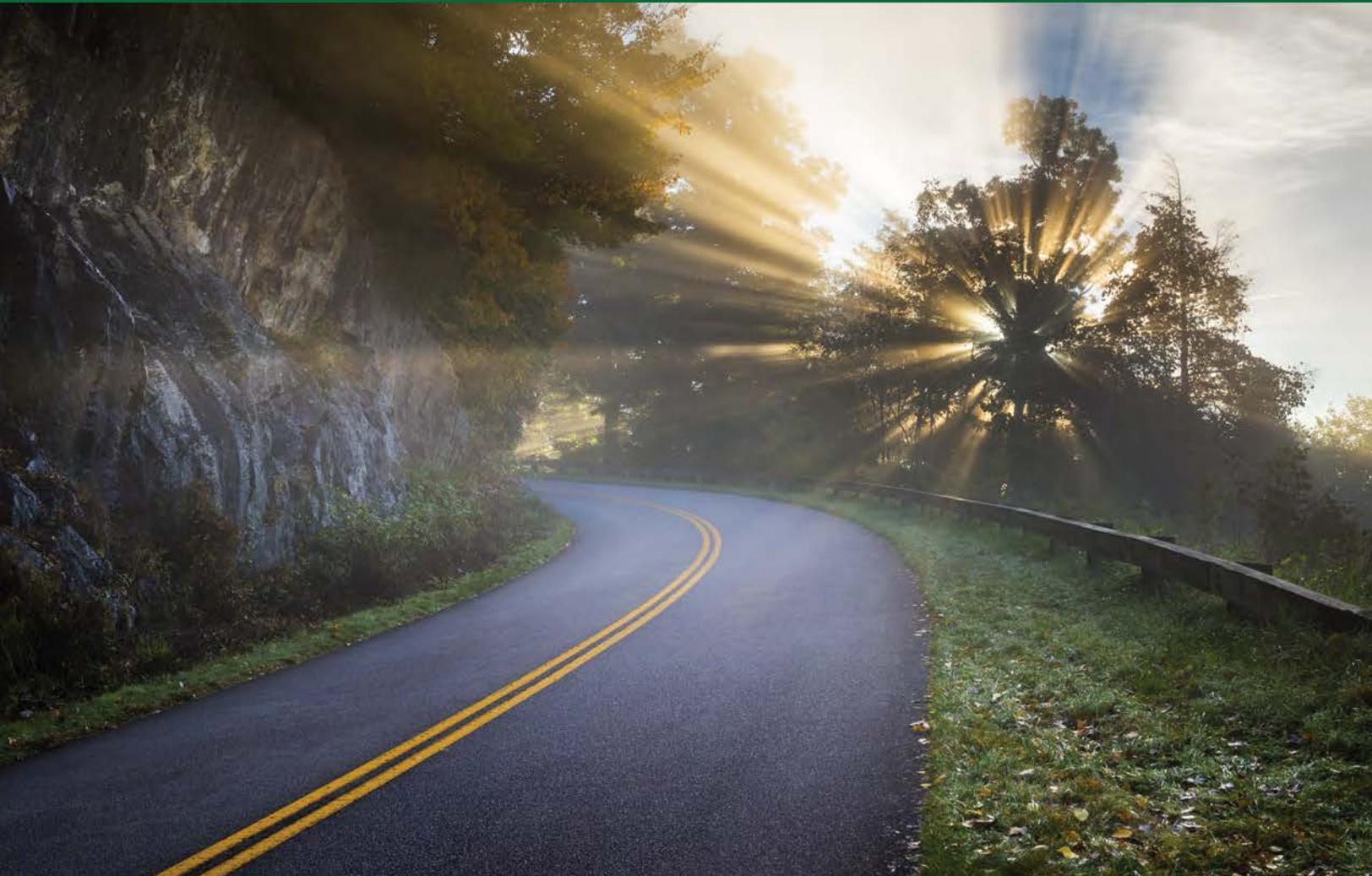


North Carolina Governor's Highway Safety Program FY2017 Highway Safety Plan



GOVERNOR PAT MCCRORY
STATE OF NORTH CAROLINA

SECRETARY NICK TENNYSON
NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

DIRECTOR DON NAIL
GOVERNOR'S HIGHWAY SAFETY PROGRAM



Rays of light beam through the trees along the Blue Ridge Parkway in the Appalachian Mountains in western NC.



Transportation

PAT McCrory
Governor

NICHOLAS J. TENNYSON
Secretary

June 30, 2016

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

Dear Dr. Baker:

Enclosed you will find North Carolina's FY 2017 Highway Safety Plan (HSP) and Section 405 Applications for your review and consideration.

The HSP outlines specific expenditures of funds for FY 2017 and includes brief descriptions of project contracts that the Governor's Highway Safety Program (GHSP) intends to fund. The project contracts included in the Plan were selected for funding based on the probability that each would provide a positive impact on the goals outlined in the HSP.

We are submitting additional applications outlining how North Carolina qualifies for funding under Sections 405B Occupant Protection, 405C State Traffic Safety Information System Improvements, 405D Impaired Driving Countermeasures, 405E Distracted Driving, 405F Motorcyclist Safety, 405G State Graduated Driver Licensing, 405H Non-motorized Safety, and Section 1906 Racial Profiling Data Collection.

Included in the Plan are the necessary certifications and the listing of all equipment with a per item cost of \$5,000 or more for your review.

Additionally, the North Carolina Governor's Highway Safety Program formally requests a NHTSA Traffic Records assessment for FY2017. GHSP will fund the assessment and act as the lead agency for planning and directing the assessment.

North Carolina anticipates a favorable review of all sections applied for in the Highway Safety Plan and Section 405 applications. If there are any questions or clarifications needed, please contact me at 919-814-3650.

Sincerely,

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

Don Nail
Director, GR



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EXECUTIVE SUMMARY

According to the Highway Safety Act of 1966, each state shall have a highway safety program approved by the US Secretary of Transportation, designed to reduce traffic crashes and the resulting deaths, injuries and property damage. In order to secure funding, each state must submit a Highway Safety Plan (HSP) to the National Highway Traffic Safety Administration (NHTSA). The HSP must identify highway safety problems, establish performance measures and targets, and describe the State's countermeasure strategies and projects to achieve its performance targets. The present FY2017 HSP serves as North Carolina's application for federal funds available under the highway safety grant program (Section 402) and the National Priority Safety Program (Section 405), as specified in the Fixing America's Surface Transportation (FAST) Act.

The North Carolina Governor's Highway Safety Program (GHSP) conducts an extensive problem identification process to develop the most effective and efficient plan for the distribution of federal funds. During FY2017, a number of data sources were examined during the problem identification process including Fatality Analysis Reporting System (FARS) data, North Carolina crash data, enforcement and adjudication data, census data, and seat belt use observational surveys. Problem identification is vital to the success of our highway safety program and ensures the initiatives implemented address the crash, fatality and injury problems within the state. The 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.

This HSP includes targets for each of the 17 key traffic safety indicators outlined by NHTSA and the Governor's Highway Safety Association (GHSA). Many factors were considered when setting performance targets for FY2017 including trends from the previous 5-10 years, ceiling/floor effects, external forces (e.g., economic factors, gasoline prices), and the effectiveness of available countermeasures. The overall objective was to set performance targets that were challenging, but obtainable. The ultimate goal is zero deaths in North Carolina from motor vehicle crashes.

To meet North Carolina's targets, GHSP focuses on strategies that have been proven effective. GHSP uses the 8th Edition of NHTSA's *Countermeasures that Work* (CMTW), a document designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

During FY2017, GHSP will fund a variety of programs, projects, and activities with federal transportation funds, all of which are intended to advance the traffic safety targets set forth in this Highway Safety Plan. GHSP has identified the following areas as top priorities for program funding for FY2017:

- Alcohol-Impaired Driving (accounting for 378 fatalities in 2014);
- Occupant Protection (360 unrestrained fatalities);
- Speeding and Police Traffic Services (497 fatalities);
- Young Drivers (162 fatalities);
- Motorcycles (190 fatalities);
- Traffic Records;

Executive Summary

- Other Highway Safety Priorities: Older Drivers (127 fatalities); Pedestrians (172 fatalities); pedalcyclists (19 fatalities); Distracted Driving (71 fatal crashes); Commercial Motor Vehicles (109 fatal crashes).

This document describes the organizational structure of the Governor's Highway Safety Program, the problem identification process employed to determine the priority areas and accompanying targets for FY2017, and the process to select sub-grantees for FY2017. It also includes the performance measures and targets for the core outcome and behavior measures as required by NHTSA and the Governor's Highway Safety Association (GHSA). In accordance with FAST Act requirements, the targets of the FY2017 GHSP Highway Safety Plan are aligned with the goals of the North Carolina Strategic Highway Safety Plan, which was most recently revised during 2014 and released, in its final version, in March 2015. Finally, the HSP includes the required Certifications and Assurances and Cost Summary. The University of North Carolina Highway Safety Research Center (HSRC) assisted in the preparation of this Highway Safety Plan.

OVERVIEW OF NORTH CAROLINA'S GOVERNOR'S HIGHWAY SAFETY PROGRAM

History

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

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

GHSP's Mission

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

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

Organizational Structure

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

GHSP is currently staffed with ten professionals and three support personnel. The Director delegates the day-to-day office operations and functions of the agency to the Assistant Director. The Assistant Director directly oversees and/or influences GHSP's three primary sections:

1. Planning, Programs, and Evaluation Section

The function of the Planning, Programs, and Evaluation section is to develop, implement, manage, monitor, and evaluate a grants program that effectively addresses highway safety concerns. These concerns are identified as a result of a comprehensive analysis of crash, citation, and other empirical data. This program is the basis for the annual Highway Safety Plan. The Planning, Programs, and Evaluation section is currently staffed with five Highway Safety Specialists. One additional specialist coordinates and oversees the law enforcement liaison system. Every project is assigned to a specific Highway Safety Specialist. The Highway Safety Specialist is liaison for the Project Directors of each funded project with GHSP, NHTSA, and other highway safety agencies.

Overview of GHSP

2. Finance and Administration Section

The function of the Finance and Administration section is to manage and coordinate the financial operations and administrative support needs of GHSP. The Finance and Administration section is currently staffed with a Finance Officer, administrative assistant, office administrator, and a materials and campaign reporting system administrator.

3. Public Information and Education

The function of the Public Information and Education section is to increase the level of awareness and visibility of highway safety issues and GHSP. The Public Information and Education section is staffed internally by a Public Information Officer. Additionally, GHSP has the assistance of a Marketing Specialist who works under the direction of the NC Department of Transportation's Communications Office with input from GHSP.

NORTH CAROLINA DEMOGRAPHICS

Population

North Carolina’s population officially passed the 10 million mark in 2015. North Carolina is now the 9th largest state in the U.S. The population was an estimated 10,042,802 in 2015 according to the U.S. Census Bureau. North Carolina is growing rapidly – the state’s population has increased 5.3% since 2010 and 25% since 2000. North Carolina’s 10 largest cities include Charlotte (827,097), Raleigh (451,066), Greensboro (285,342), Durham (257,636), Winston-Salem (241,218), Fayetteville (201,963), Cary (159,769), Wilmington (115,933), High Point (110,268), and Asheville (88,512).

The median age in North Carolina is 37.4 years. Fifteen percent (15%) of the state’s population is age 65 or older; 23% is under age 18. The population is predominantly white (72%) and Black/African American (22%). Nine percent (9%) is Latino. The median income in North Carolina is \$46,693.

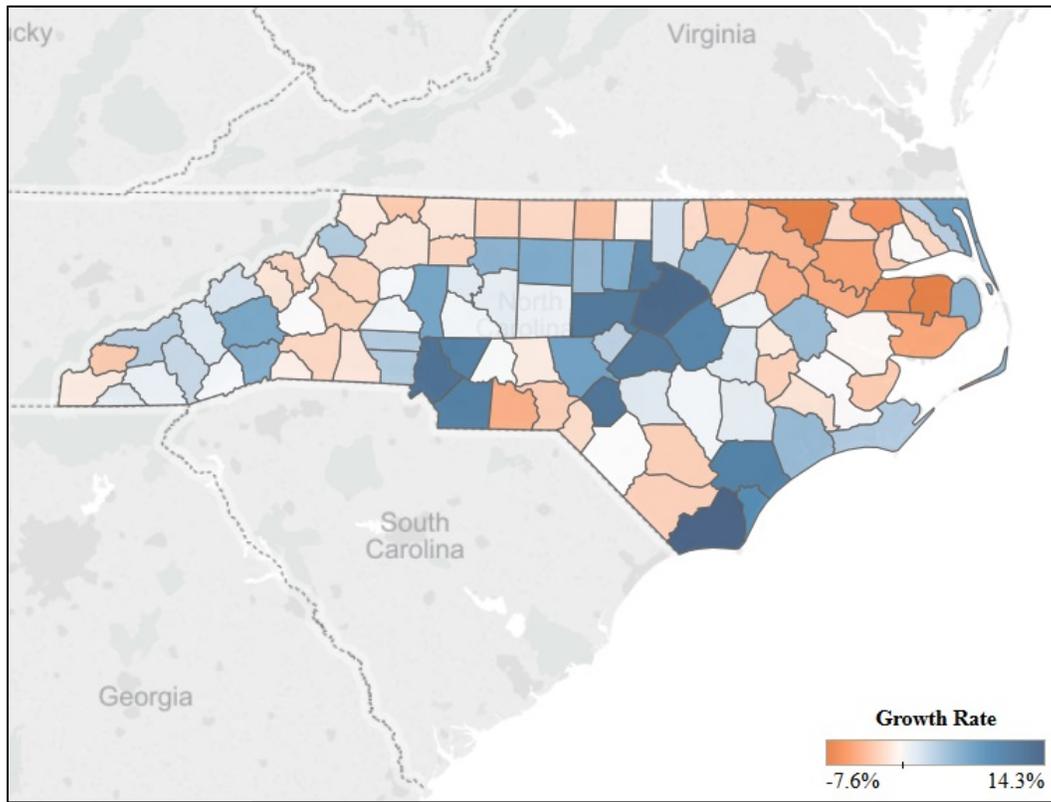
North Carolina is comprised of 100 counties. Forty-six counties have experienced population growth since 2010. As shown in Table 1, Brunswick County is the fastest growing county in North Carolina. Located between Wilmington and Myrtle Beach, SC, Brunswick draws a large number of retirees. In total, 10 counties experienced double digit population growth since 2010, and seven were among the 100 fastest-growing counties in the nation. Many of the counties listed below are located in the lower coastal plain and the urban areas of the Piedmont. Nearly half (47%) of the state’s growth since 2010 has occurred in two counties: Wake and Mecklenburg.

Table 1. Fastest Growing Counties in North Carolina, 2010-2015

County	2010 Population	2015 Population	Growth	% Change
Brunswick	107,431	122,765	15,334	14.3%
Wake	901,021	1,024,198	123,177	13.7%
Mecklenburg	919,666	1,034,070	114,404	12.4%
Hoke	46,952	52,671	5,719	12.2%
Harnett	114,678	128,140	13,462	11.7%
Chatham	63,491	70,928	7,437	11.7%
Durham	269,974	300,952	30,978	11.5%
Union	201,307	222,742	21,435	10.6%
Cabarrus	178,182	196,762	18,580	10.4%
Pender	52,201	57,611	5,410	10.4%

Meanwhile, 48 of North Carolina’s 100 counties have experienced population decline since 2010 including Tyrrell (-8%), Northampton (-8%), Washington (-6%), Gates (-6%), Bertie (-5%), Hyde (-5%) and Martin (-5%). Several of these counties are located in the northeastern part of the state. Figure 1 on the next page shows the growth rate for North Carolina’s 100 counties.

Figure 1. Growth Rate for North Carolina's 100 Counties



Source: Carolina Population Center, UNC

Geography

North Carolina is located in the southeastern United States and borders four states: Virginia, Tennessee, Georgia and South Carolina. In terms of land area, North Carolina is the 28th largest state with 53,819 square miles. There are three distinct geographic regions in North Carolina – the Coastal plain, Mountain region, and Piedmont. The Coastal plain occupies the eastern part of the state and is a popular tourist destination. Besides its many beaches, the Coastal plain features the Outer Banks, Kill Devil Hills (the site of the Wright Brothers' first powered flight), a shipwreck museum and lighthouses. The Mountain region is located in the western part of the state and includes hundreds of miles of hiking trails, including the Appalachian Trail. The highest elevation is Mt. Mitchell at 6,684 feet – the highest peak east of the Mississippi River. In between the Coastal and Mountain regions lies the Piedmont, which is the state's most urbanized and densely populated region. North Carolina's capital (Raleigh) and largest city (Charlotte) are both in the Piedmont.

Transportation

North Carolina has the second largest state highway system in the country. The transportation system includes 106,202 miles of roadway, 1,254 miles of interstate highways and 69,450 miles of rural roads. According to the Federal Highway Administration (FHWA), North Carolina had 7,025,333 licensed drivers in 2014, an increase of 12% from 2010. Eighty-six percent (86%) of the driving-age population in the state is licensed. FHWA records indicate a total of 7,876,030 registered vehicles in 2014, of which 3,403,864 were privately owned automobiles and 193,386 were privately owned motorcycles.

NC Demographics

Multiple vehicle ownership is common in North Carolina. According to the U.S. Census, 77% of North Carolina residents report having access to two or more vehicles. Among employed adults in North Carolina, the vast majority drive to work alone (81%). Ten percent (10%) report carpooling to work, while only a small percent take public transportation (1.1%), walk (1.9%), or bike (0.2%). Almost two-thirds (72%) work in the same county in which they live; 25% work in another county, and 3% work in another state. The mean time to travel to work is 23.5 minutes (U.S. Census, 2012).

Media in North Carolina

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

PROJECT SELECTION PROCESS

Traffic Safety Project Proposals

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

Some general guidelines about GHSP highway safety grants program:

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

All traffic safety project proposals are due to GHSP by January 31st of each year. GHSP utilizes an in-house review team to select the best project applications. GHSP Highway Safety Specialists (HSSs) conduct the initial review of projects based on the applicants' problem identification, goals and objectives, use of evidence-based strategies and activities, budget, and past performance. Specialists also consider whether the application is within the top 25 target counties. GHSP then has a review meeting that includes input from HSSs, the Director, Assistant Director, and Finance Officer, as well as other partners when appropriate.

GHSP relies heavily on the HSS review of the application, the summary documentation provided by the HSS, and the actual review conducted in the group setting. Applications are reviewed individually via an

Project Selection Process

overhead projection system to allow the entire review team to critique the individual applications, provide input, and ask questions concerning the individual proposals. GHSP also solicits input from the National Highway Traffic Safety Administration (NHTSA), the Regional Law Enforcement Liaison (RLEL) network or other partners (when appropriate) as part of the decision making process.

Risk Assessment

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

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

Planning Process

Below is a brief overview of the planning process used to identify the projects that will have the greatest impact in promoting highway safety awareness and reducing the number of traffic crashes, injuries, and fatalities in the state. The highway safety planning process is circular and continuous. The efforts from each year influence the problem areas and performance targets for the following year.

1. Solicit potential grantees (January)

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

The Highway Safety Plan:

The Highway Safety Plan (HSP) is a compilation of all the approved highway safety projects with a short description of each project and how they address the identified problems. The GHSP Planning, Programs and Evaluation staff drafts the HSP on the basis of the problems identified and the various approved projects. The Plan is submitted to the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) for review. It is also sent to the Governor and to the NCDOT Secretary. Once approved, the HSP is implemented on October 1 and is in effect through September 30 of the following year. For FY2017, the University of North Carolina Highway Safety Research Center assisted in the preparation of North Carolina's Highway Safety Plan.

Project Selection Process

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

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

3. Project agreements (May – July)

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

4. Monitoring and reporting (August – December)

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

PROBLEM IDENTIFICATION & TARGET SETTING PROCESS

Problem Identification

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

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

NC Strategic Highway Safety Plan

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

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

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

- Demographic Considerations
- Driving While Impaired
- Emerging Issues and Data
- Intersection Safety
- Keeping Drivers Alert
- Lane Departure
- Occupant Protection/Motorcycles
- Pedestrians and Bicyclists
- Speed

The safety stakeholders selected these emphasis areas cooperatively through a data-driven approach, noting that many individual crashes can be attributed to more than one emphasis area. For example, a crash may involve speeding, intersection safety, and occupant protection. Therefore, these emphasis

Problem ID & Target Setting

areas provide an opportunity to address crashes from multiple perspectives and represent the greatest opportunity for safety professionals to focus their efforts to achieve the goals of the Plan.

Once selected, emphasis area working groups (EAWGs) were convened for each focus area and were tasked with developing a plan for each emphasis area that defines the problem, describes past and ongoing efforts to address it, and identifies strategies and actions moving forward to further improve safety in that area.

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

Sources of Information

A number of data sources are examined to give the most complete picture of the major traffic safety problems in the state. The sources of information that informed our problem identification process for FY2017 are described below.

Traffic Crash Data

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

Additionally, GHSP has access to the National Highway Traffic Safety Administration's Fatality Analysis Reporting System (FARS) which is the primary tool for comparing NC data to the national numbers to identify our state's ongoing concerns. GHSP compares current year crash data with crash data from the previous 5-10 years. This data is critical to monitoring trends and establishing appropriate targets. The FY2017 Highway Safety Plan includes FARS data and North Carolina crash data through 2014 – the most recent years available at the time this HSP was prepared.

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

Enforcement and Adjudication Data

GHSP conducts highway safety campaigns throughout the year. Law enforcement agencies are asked to report their citation totals from activities conducted during each campaign week. GHSP campaigns and reporting deadlines are listed on the GHSP Yearly Planning Calendar. Law enforcement agencies are also asked to report their year-round traffic safety activities such as seat belt enforcement initiatives, DWI

Problem ID & Target Setting

checking stations, and saturation patrols. These special enforcement data reports for GHSP campaigns and events are submitted to GHSP through an on-line reporting system.

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

Census Data (State-Wide and by County)

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

Seat Belt Use Observational Survey

North Carolina's annual seat belt use survey is conducted each year in June. The last survey for which data is available was conducted in June 2015 at 120 sites in 15 counties across the state. In addition to the 120 NHTSA certified sites, GHSP opted to include another 80 sites in 10 additional counties for the June 2015 sample, bringing the final total number of sites observed to 200 sites in order to have additional data for problem identification. For all sites, trained observers recorded information from stopped or nearly stopped vehicles. Data were collected during rush hours (weekdays between 7 a.m. and 9 a.m. or 3:30 p.m. and 6 p.m.), non-rush hours (weekdays between 9 a.m. and 3:30 p.m.), and on weekends (Saturday or Sunday between 7 a.m. and 6 p.m.). Data from the annual seat belt use survey is used to track how belt use has changed over time, and to identify high-risk populations for seat belt non-use.

Consultation with Other Organizations

GHSP collaborates with many organizations as part of the problem identification process including the Division of Motor Vehicles, the Traffic Safety Systems Management Unit of the North Carolina Department of Transportation, and the University of North Carolina Highway Safety Research Center. The information provided by these agencies is supplemented by data from other state and local agencies. Federal mandates and the nine national priority program emphasis areas also influence problem identification.

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

Target Setting Process

Many factors were considered when setting performance targets for FY2017. The overall objective was to set performance targets that were challenging, but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: As mentioned above, trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years. For example, motor vehicle fatalities have decreased from 1,547 during 2005, to 1,284 during 2014. The fatality rate per 100 million

Problem ID & Target Setting

vehicle miles traveled also decreased from 1.53 to 1.19 between 2005 and 2014. During that same period, reductions have also been achieved in the number of fatalities involving a driver with a BAC of .08 or above, unrestrained passenger vehicle occupant fatalities, young driver fatalities, and speed-related fatalities. A primary objective is to build upon this success by setting ambitious, but achievable targets for further reductions in fatalities.

- Ceiling/floor effects: As crashes or fatalities become rarer, progress becomes increasingly difficult to achieve. For example, North Carolina has averaged about 15 unhelmeted motorcycle fatalities each year during the past 5 years, which represents less than 10% of all motorcyclist fatalities. This rate is very low, and would be difficult to improve upon. Rather than spending funds to reduce this rate even further, resources might be better spent on other problem areas where greater progress can be achieved.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators, and others to influence was also considered. These may include economic factors, gasoline prices, changes to the population, geographic, topographic, and roadway system factors. For example, North Carolina's population has steadily increased during the past decade. The larger population—along with the resulting increase in licensed drivers and registered vehicles—elevates the potential for crashes and fatalities to occur. However, other factors such as a slow economy and high gas prices may serve to dampen this effect. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are. With some problem areas, such as alcohol-impaired driving, there are a number of proven countermeasures for reducing crashes and fatalities. For example, high-visibility sobriety checkpoints receive a maximum rating of 5-stars for effectiveness in NHTSA's Countermeasures that Work. Hence, we set challenging, but achievable targets for this problem area. With regard to young drivers, there is only one proven countermeasure: graduated driver licensing (GDL). North Carolina is fortunate to have an excellent GDL system in place. However, achieving further reductions in young driver crashes may be challenging given the lack of other proven programs currently available. There are several young driver initiatives underway in North Carolina such as the StreetSafe program, VIP for a VIP, and Time to Drive. Evaluations of some of these programs are currently underway, but have not yet been completed, so their effectiveness is unknown. The targets for reducing young driver crashes are therefore somewhat less ambitious than for other areas where there are more proven countermeasures for reducing crashes and fatalities.

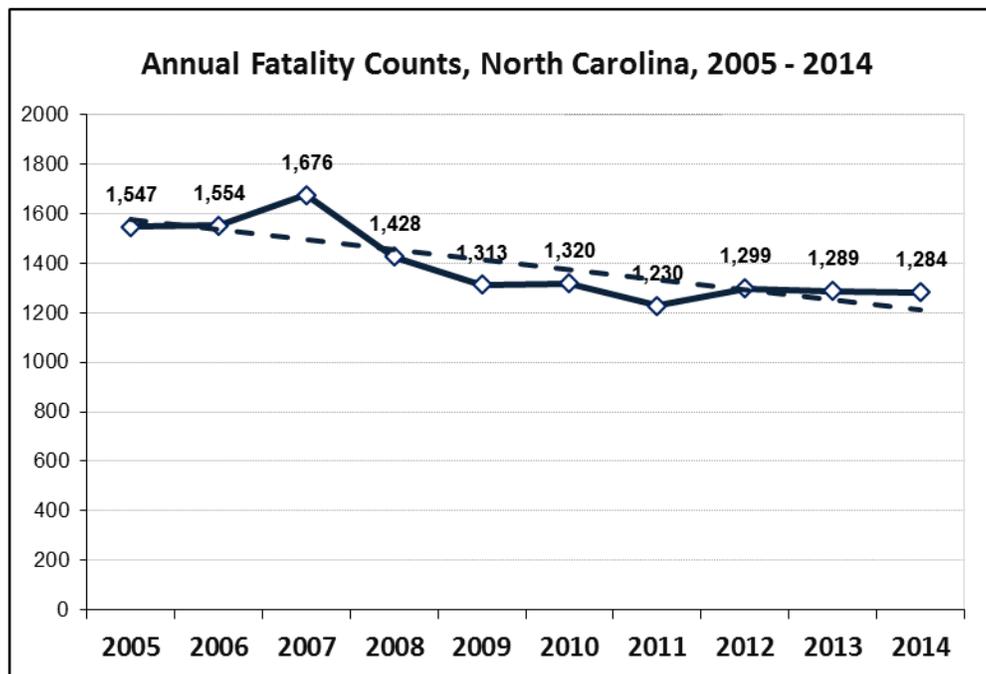
The FY2017 Highway Safety Plan targets were established after considering the above factors. The specific performance measures and targets for North Carolina are described in the next section.

PERFORMANCE MEASURES & TARGETS

Performance Measures

North Carolina’s 17 key traffic safety indicators are shown in Table 2 beginning on page 24. Traffic fatalities in North Carolina remain near historic lows. During 2014, there were 1,284 fatalities resulting from motor vehicle crashes in North Carolina – a slight (0.4%) decrease from the 1,289 fatalities in 2013. Although fatalities have changed little in North Carolina since 2009, the long-term (10 year) trend suggests a gradual decrease in fatalities, as shown in Figure 2 below.

Figure 2. North Carolina Annual Fatality Counts

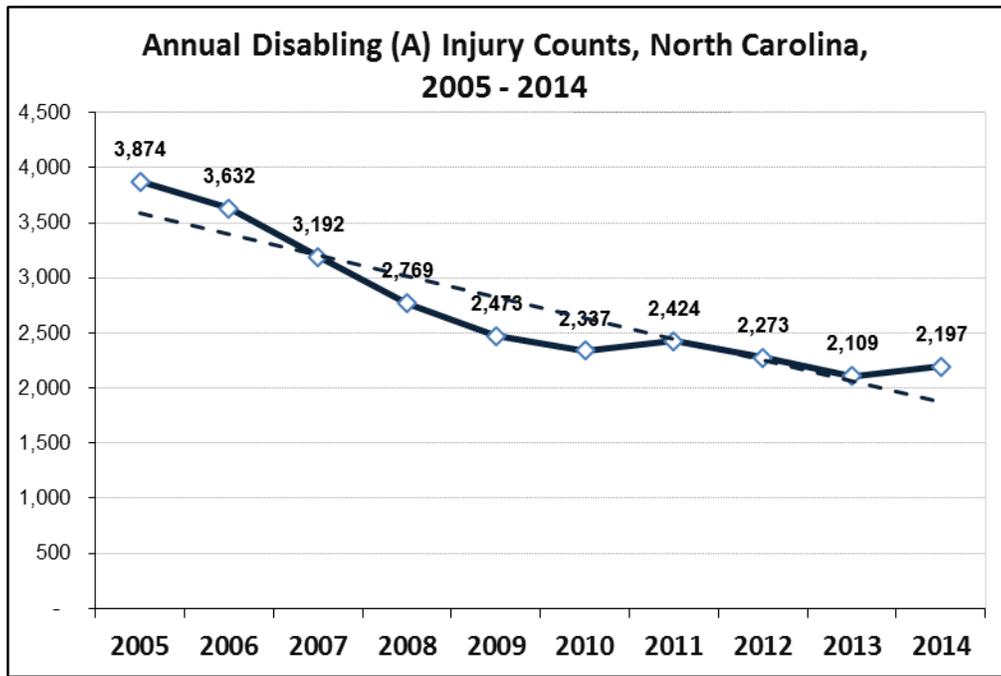


Source: FARS 2005 – 2014

As shown in Figure 3, the number of disabling (A) injuries increased in 2014. There were 2,197 disabling injuries in 2014, up 4% from the 2,109 injuries in 2013. Despite this rise, the past decade has seen a long-standing downward trend in disabling injuries. Since 2005, disabling injuries have decreased by 41% in North Carolina.

The increase in injuries during 2014 is a reminder that GHSP must remain committed to funding proven programs and countermeasures to reduce motor vehicle fatalities and injuries in North Carolina.

Figure 3. North Carolina Annual Disabling Injury Counts



Source: NC DOT Motor Vehicle Crash Data: 2005 – 2014

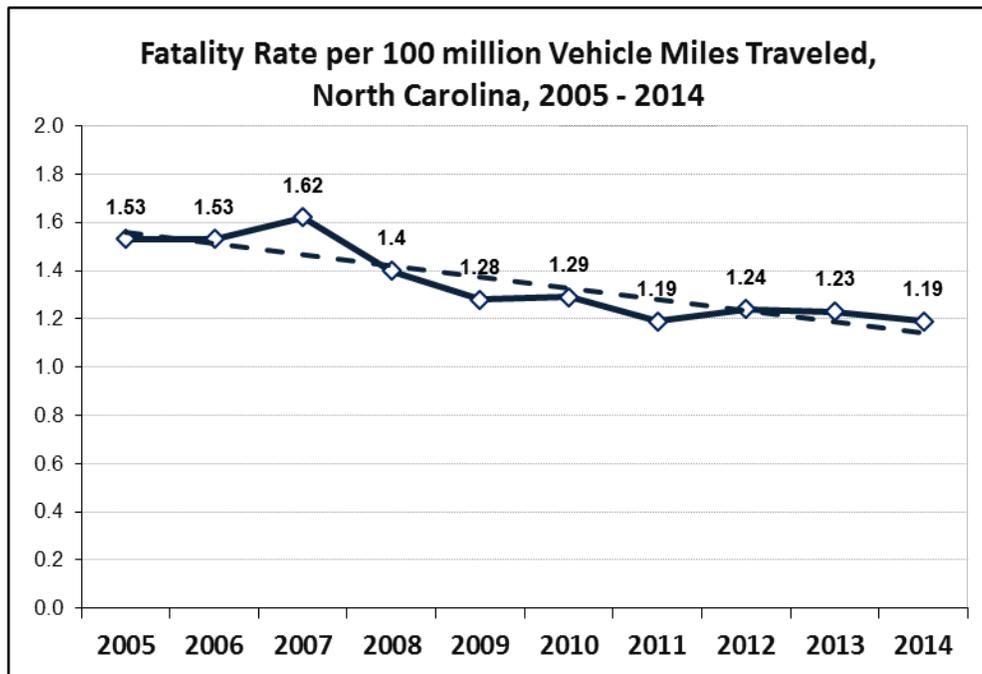
In addition to the decrease in total fatalities, the fatality rate per vehicle mile traveled (VMT) also decreased in 2014. There were 1.19 fatalities per 100 million VMT during 2014, compared to 1.23 in 2013. It is noteworthy that fatalities dropped in 2014 despite the increase in VMT. Similar to previous measures, the long-term trend suggests a gradual decrease in fatalities per VMT, as shown in Figure 4 below.

As mentioned earlier in the “State Demographics” section, North Carolina’s population has grown considerably during the last decade. Consequently, it is important to consider fatality rates per capita. Figure 5 shows fatality rates per 100,000 population in North Carolina from 2005 through 2014. During 2014, the per population fatality rate decreased from 13.1 to 12.9. Once again, the overall pattern suggests a steady decline in fatal crashes per capita.

During 2014, there were 190 motorcyclist fatalities in North Carolina. This was virtually unchanged from the 189 motorcyclist fatalities in 2013. Similarly, there was little change in fatalities to pedestrians or pedalcyclists. As shown in Figure 6, with the possible exception of 2012, motorcyclists, pedestrians and pedalcyclists have accounted for a relatively constant share of the fatalities in North Carolina over the past five years.

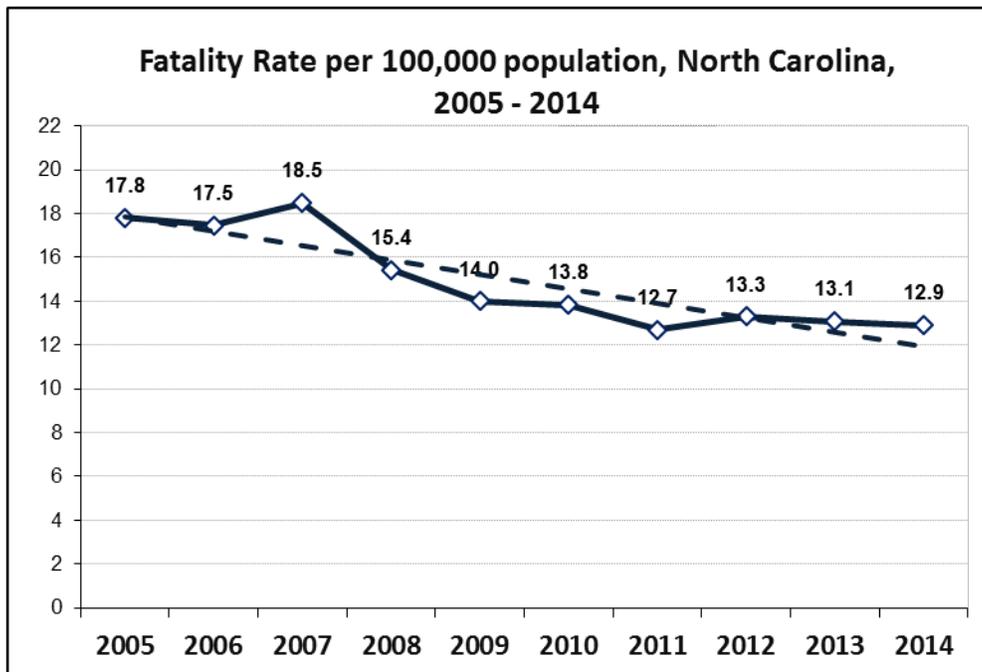
Fatalities among males increased slightly in 2014, while fatalities among females dropped somewhat. As shown in Figure 7, trends over the past five years suggest little change in fatalities for both males and females. Each year about 70% of the fatalities in North Carolina are males.

Figure 4. Fatality Rate per Vehicle Mile Traveled



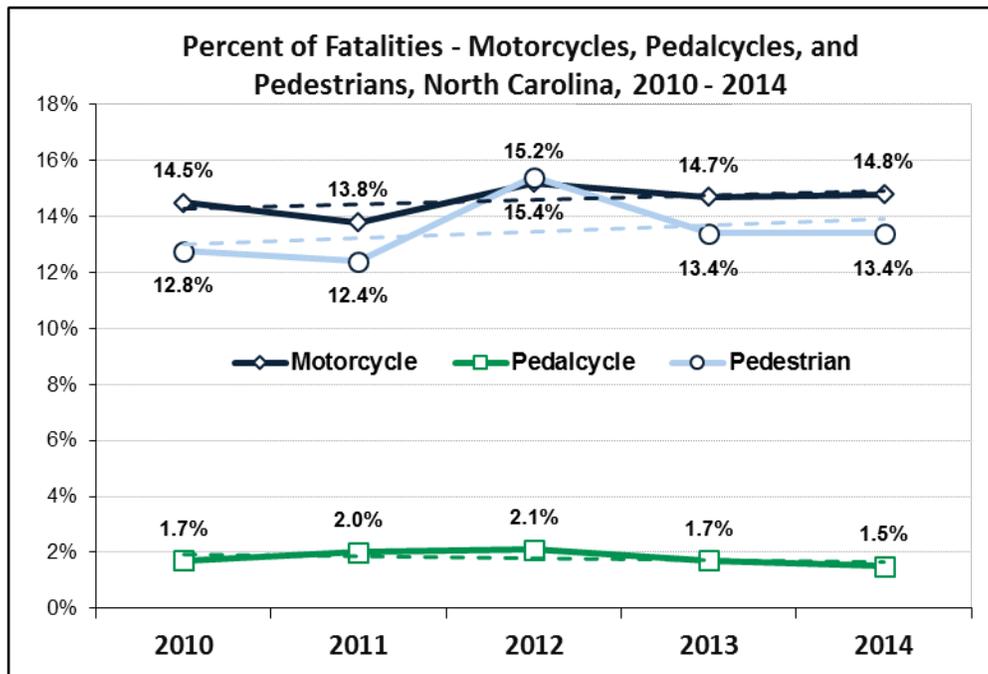
Source: FARS 2005 – 2014

Figure 5. Fatality Rates per 100,000 Population



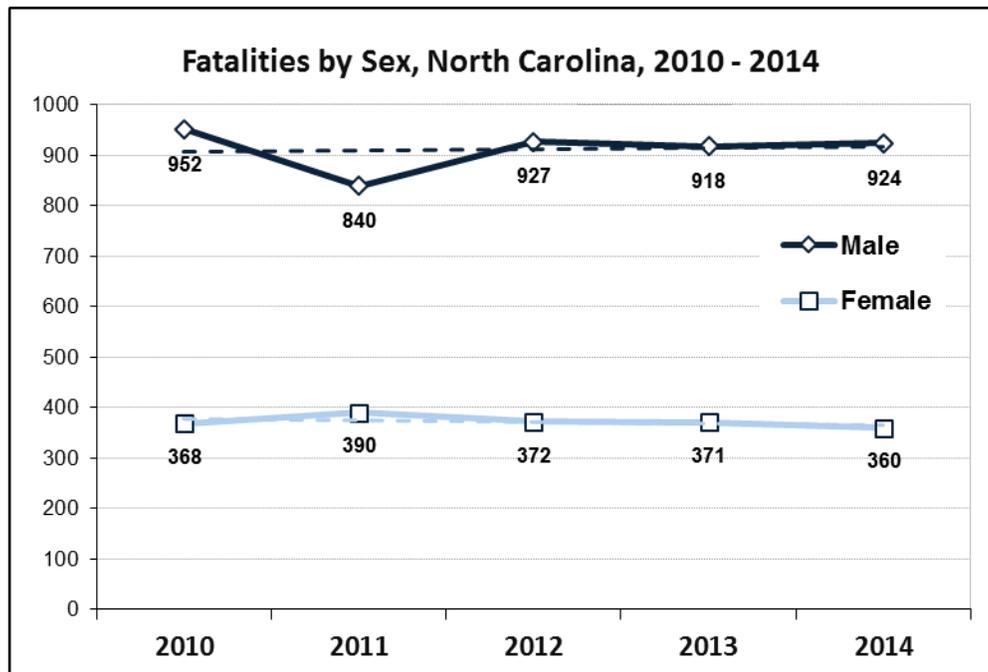
Source: FARS 2005 – 2014 and U.S. Census Bureau

Figure 6. Motorcycle, Pedalcycle, and Pedestrian Fatalities



Source: FARS 2010 – 2014

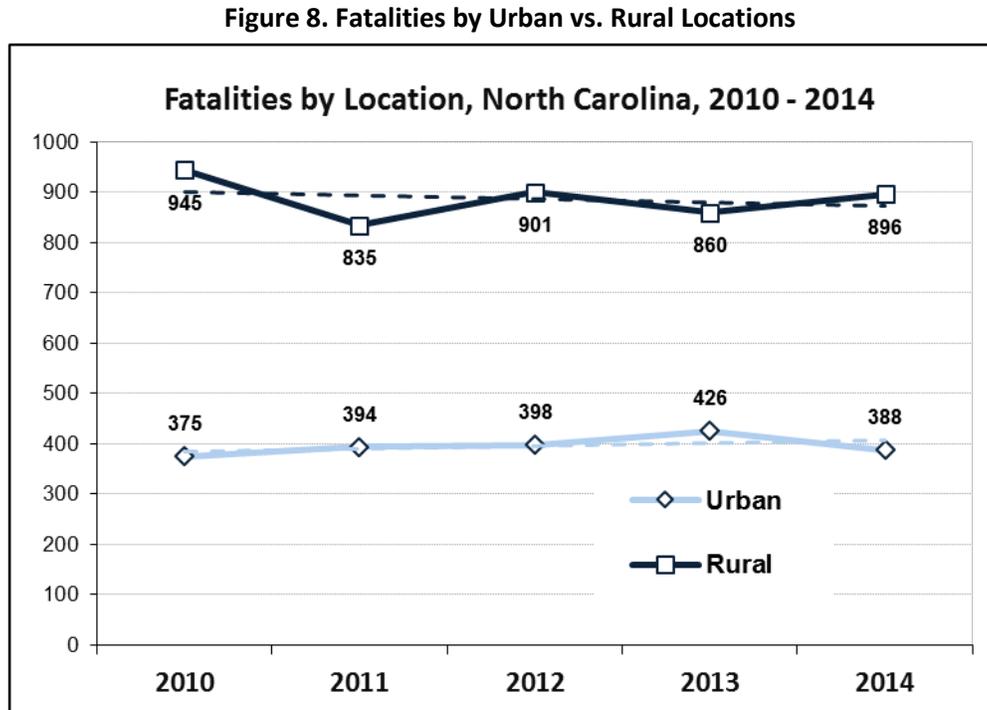
Figure 7. Fatalities by Sex



Source: FARS 2010 – 2014

Performance Measures & Targets

Rural roadways account for approximately 70% of fatalities each year in North Carolina. During 2014, fatalities on rural roads increased from 860 to 896. Meanwhile, there was a noticeable decrease in fatalities on urban roads, from 426 to 388. Overall trends show little change in urban or rural fatalities, as shown in Figure 8.



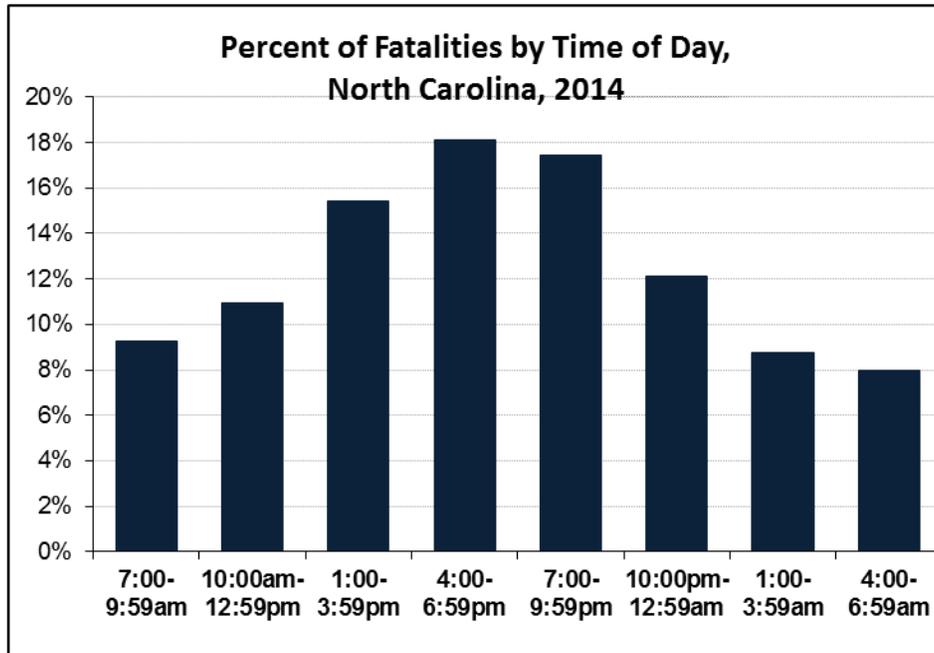
Source: FARS 2010 – 2014

Fatalities also vary based on time of day. As shown in Figure 9, the highest percent of fatalities during 2014 was between 4:00 p.m. and 10:00 p.m. This coincides with the daily “rush hour” and early evening traffic.

The age of persons fatally injured in motor vehicle crashes in North Carolina is shown in Figure 10. During 2014, there were 39 fatalities among persons age 14 or younger, a decrease from the 50 fatalities in this age group in 2013. Fatalities increase substantially once teens reach driving age. During 2014, there were 110 fatalities among those ages 15 to 19, up noticeably from 78 in 2013. Among all age groups, fatalities were highest among young adults between the ages of 20 and 24.

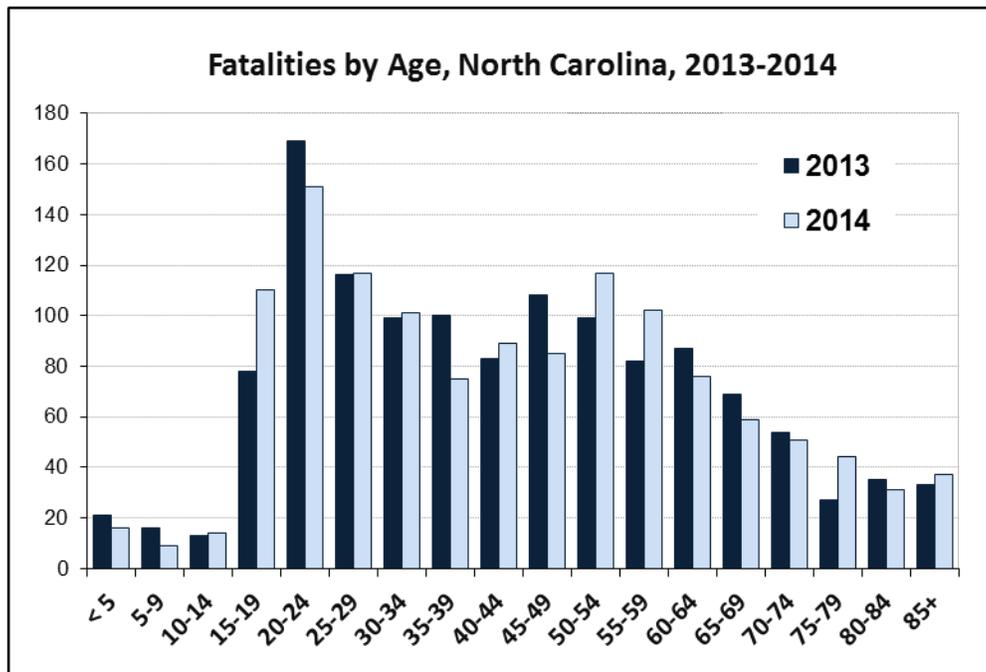
As mentioned previously, total fatalities, fatalities per VMT, and fatalities per capita all decreased in 2014. This is likely due to a variety of factors including ongoing high visibility enforcement and education efforts, a changing population, and economic factors that influence driving. As part of the FY2017 Performance Plan, we have set goals to further reduce fatalities in North Carolina by the year 2017.

Figure 9. Fatalities by Time of Day



Source: FARS 2014

Figure 10. Fatalities by Age



Source: FARS 2013 – 2014

Performance Measures & Targets

Other performance measures showed little change during 2014, or changed in the wrong direction. The number of fatalities involving drivers or motorcycle operators with a BAC of .08 or greater increased slightly, from 371 to 378. GHSP is not satisfied with maintaining the status quo and remains committed to removing impaired drivers from our roadways. GHSP is funding a number of initiatives during FY2017 to address impaired driving including DWI enforcement teams, checking stations, DWI treatment courts, and expedited blood testing. North Carolina has a Statewide Impaired Driving Task Force that created an Impaired Driving Plan that provides a comprehensive strategy for preventing and reducing alcohol-impaired driving in North Carolina. North Carolina conducted a NHTSA facilitated impaired driving program assessment during April 2015 and GHSP will work on implementing the recommendations through this Task Force as well as other means.

Another area of continuing concern is motorcycle rider fatalities. During 2014, motorcycle fatalities increased by one, from 189 to 190. Motorcyclists account for 15% of traffic fatalities in North Carolina, even though they comprise just 2% of registered vehicles. One positive finding is the vast majority of fatally injured motorcyclists in North Carolina were wearing a helmet when they crashed. In all likelihood, North Carolina would have experienced many more fatalities if the state did not have a universal helmet law and a high rate of helmet use. To address the growing problem of motorcycle rider fatalities, GHSP previously expanded the "BikeSafe NC" program with a system of regional coordinators. These efforts have increased the delivery of BikeSafe classes available to students.

Fatalities involving speeding increased substantially during 2014. There were 497 speed-related fatalities in 2014, up from a record-low 413 fatalities in 2013. Speeding increases both the likelihood and the severity of motor vehicle crashes. GHSP remains committed to reducing these crashes. During FY2017, GHSP is funding equipment to aid law enforcement agencies to address the problem.

During 2014, the number of drivers age 20 or younger in fatal crashes increased from 153 to 162. Fatalities involving young drivers represent about 13% of the total fatalities in North Carolina, even though they represent only 7% of the population. The recent increase is likely due to an improving economy. Nonetheless, GHSP continues to seek new approaches to address this problem. During 2017, GHSP is working to revamp and rebrand our high school traffic safety program.

The observed belt use rate for drivers and front seat occupants in 2014 was 90.6%, up slightly from 88.6% in 2013. The most recent observational survey (conducted in June 2015) found the observed belt use rate had once again dropped just below 90% (at 89.9%). To achieve belt use above 90%, GHSP will continue to support proven countermeasures including high visibility enforcement targeting nighttime belt use and focusing on those counties with the highest numbers of unrestrained fatalities. North Carolina conducted a NHTSA-facilitated occupant protection program assessment in July, 2013 and many of the recommendations from this assessment have been incorporated into a Strategic Plan developed by a Statewide Occupant Protection Task Force. An additional assessment occurred during April 2016. The task force will consider recommendations from the latest assessment for inclusion in an updated strategic plan.

Table 2 provides a summary of the 17 traffic safety indicators for North Carolina for the years 2008 to 2014.

Performance Measures & Targets

Table 2. Summary of North Carolina Traffic Safety Indicators

Indicator	Year						
	2008	2009	2010	2011	2012	2013	2014
Fatalities	1,428	1,313	1,320	1,230	1,299	1,289	1,284
Fatality Rate / 100 million VMT	1.40	1.28	1.29	1.19	1.24	1.23	1.19
Number of "Disabling" (A) Injuries	2,769	2,473	2,337	2,424	2,273	2,109	2,197
Number of Fatalities Involving Driver or MC Operator w/ > .08 BAC	423	358	389	359	372	371	378
Number of Unrestrained Passenger Vehicle Occupant Fatalities	476	416	415	379	354	355	360
Number of Speeding-Related Fatalities	474	517	487	476	441	413	497
Number of Motorcyclist Fatalities	169	154	191	170	198	189	190
Number of Unhelmeted Motorcyclist Fatalities	14	15	11	11	23	17	15
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	227	207	202	176	170	153	162
Number of Pedestrian Fatalities	160	146	169	161	200	173	172
Number of Pedalcyclists Killed in Crashes	32	16	23	25	27	22	19
Observed Belt Use by Passenger Vehicle Drivers & Right Front Seat Occupants	89.8%	89.5%	89.7%	89.5%	87.5%	88.6%	90.6%
Seat Belt Citations Issued During Grant-Funded Enforcement Activities	50,704	49,495	44,700	38,099	40,767	43,543	46,453
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	15,789	16,145	16,096	13,833	14,533	13,011	12,899
Speeding Citations Issued During Grant-Funded Enforcement Activities	175,603	176,100	174,250	147,045	148,561	133,794	133,940

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

National Comparisons

Although North Carolina has seen improvement in recent years across many of the 17 key traffic safety indicators, there are several areas where the state lags behind the U.S. as a whole. The table below shows how North Carolina compares to the nation on a variety of performance measures. All figures are based on 2014 FARS data except observed belt use (which comes from the annual seat belt use survey).

Performance Measures & Targets

Table 3. Comparison of North Carolina to the U.S., 2014

Performance Measure	North Carolina	United States	NC +/- US
Fatalities per 100 million VMT	1.19	1.08	+ 0.11
Fatalities per 100,000 population	12.91	10.25	+ 2.66
Fatalities per 100,000 registered vehicles	16.30	11.89	+ 4.41
Fatalities per 100,000 licensed drivers	18.28	15.26	+ 3.02
Alcohol-impaired driving fatalities (BAC = .08+) per 100 million VMT	0.35	0.33	+ 0.02
Percent of fatalities with the highest driver BAC in the crash of .08+	29%	31%	- 2%
Percent of passenger vehicle occupant fatalities who were unrestrained	31%	39%	- 8%
Observed belt use by passenger vehicle drivers & right front seat occupants	91%	87%	+ 4%
Percent of motorcyclists killed who were unhelmeted	8%	37%	- 29%
Percent of fatalities to persons age 65 and older	17%	17%	0
Pedestrian fatalities per 100,000 population	1.73	1.53	+ 0.20
Pedalcyclist fatalities per million population	0.19	0.23	- 0.04

Compared to the U.S., North Carolina has a higher rate of fatalities per capita, per mile traveled, per registered vehicle, and per licensed driver. The number of pedestrian fatalities per capita is also somewhat higher in North Carolina than the U.S. per capita. These are all areas where North Carolina can improve.

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

County Comparisons

North Carolina is comprised of 100 counties. As would be expected, there are sizeable differences between individual counties in the occurrence of motor vehicle fatalities. Figure 11 on the following page shows the total number of fatalities in each of North Carolina's 100 counties during 2014.

The eleven counties with the highest number of fatalities in 2014 included Mecklenburg (69), Wake (63), Guilford (57), Cumberland (40), Johnston (36), Forsyth (34), Robeson (32), Gaston (31), Buncombe (29), Iredell (27), and Rowan (27). Not surprisingly, many of these counties are also among the most populous counties in the state.

Figure 12 shows the fatality rate per 100,000 population during 2014. Here, the pattern is very different. The counties with the highest fatality rate per capita tend to be rural counties, primarily in the northeastern and southeastern parts of the state, and along the I-95 corridor. Since most of these counties have relatively small populations, even small numbers of fatalities produce high fatality rates. The counties with the highest rate of fatalities per 100,000 population include Bertie (54.71), Northampton (43.98), Gates (43.23), Camden (38.72), Montgomery (36.50), Graham (34.71), Pender (33.78), Columbus (31.61), Anson (31.05), and Granville (30.77).

Figure 11. Total Fatalities in North Carolina, by County, 2014

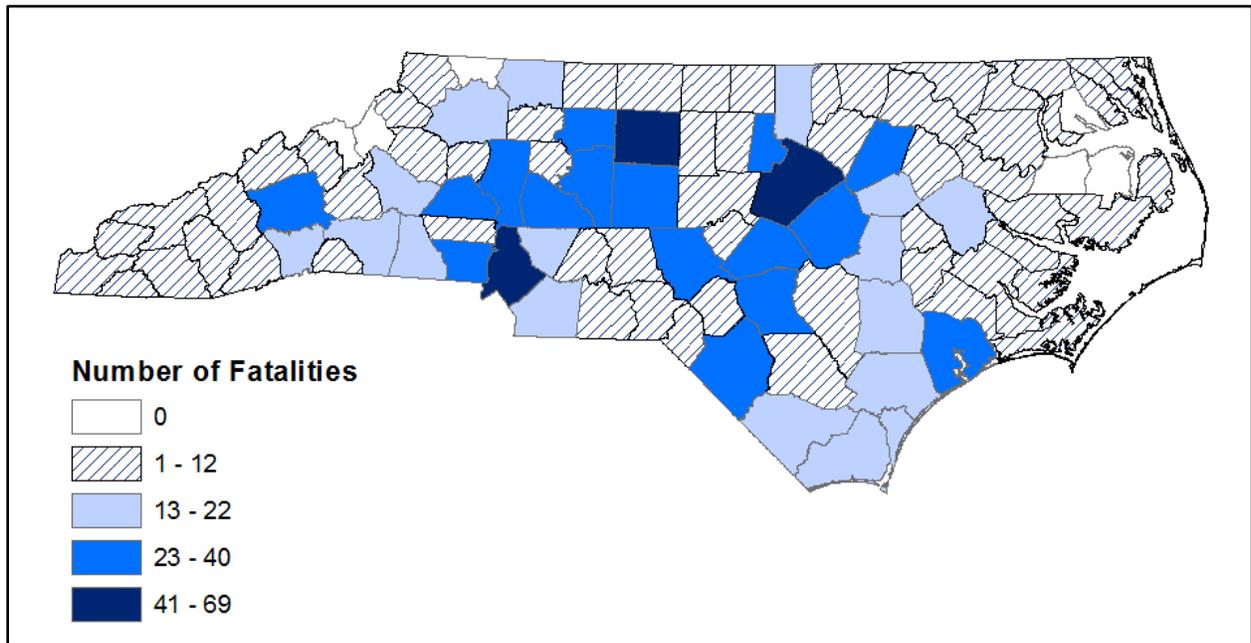
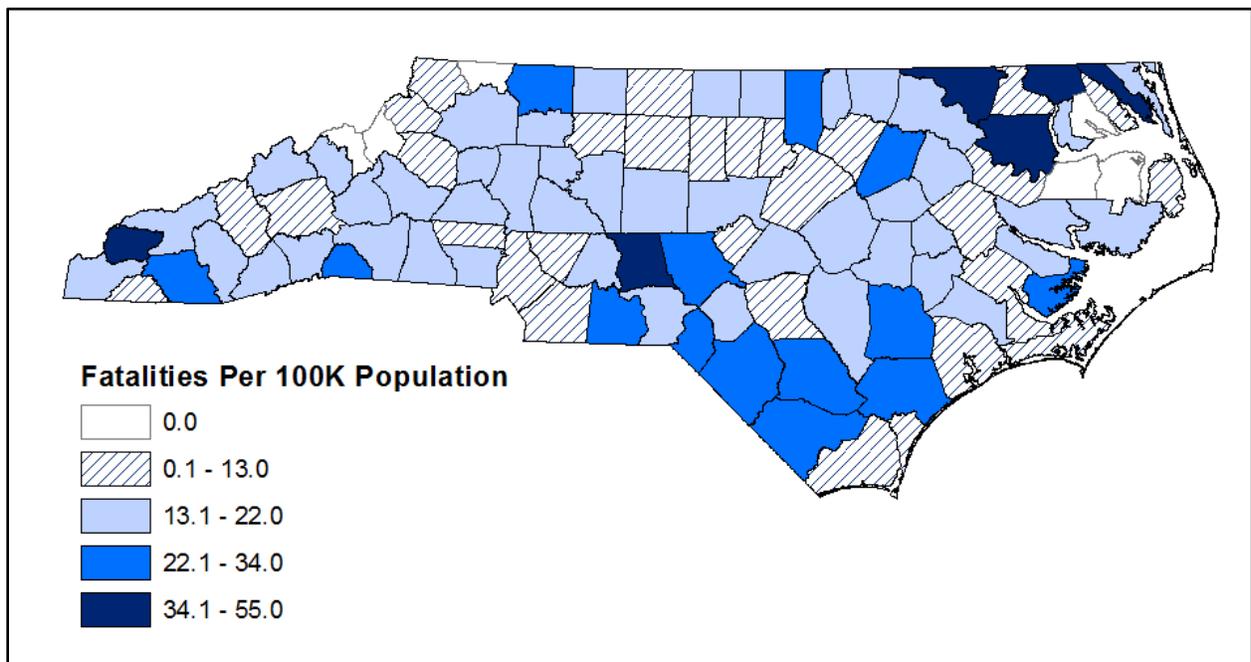


Figure 12. Fatalities in North Carolina per 100,000 Population, by County, 2014



Performance Measures & Targets

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

Table 4 presents the total number of fatalities and fatalities per 100,000 population during 2014 for all 100 counties in North Carolina. The table also includes the rank of each county (with "1" being the most fatalities or highest rate per population). The fatality data shown in the table are from FARS and the population numbers are from U.S. Census estimates for 2014.

Table 4. Fatalities in Motor Vehicle Crashes, by County, 2014

County	Population	Fatalities		Per100KPop		County	Population	Fatalities		Per100KPop	
		#	Rank	Rate	Rank			#	Rank	Rate	Rank
Alamance	155,792	9	46	5.78	91	Johnston	181,423	36	5	19.84	28
Alexander	37,193	6	67	16.13	51	Jones	10,076	2	90	19.85	27
Alleghany	10,879	0	95	0.00	95	Lee	59,662	7	63	11.73	69
Anson	25,765	8	56	31.05	9	Lenoir	58,485	11	40	18.81	33
Ashe	27,126	2	88	7.37	85	Lincoln	79,829	7	64	8.77	81
Avery	17,773	0	96	0.00	96	Macon	33,875	9	51	26.57	14
Beaufort	47,585	7	60	14.71	58	Madison	21,157	4	78	18.91	31
Bertie	20,106	11	38	54.71	1	Martin	23,454	3	82	12.79	65
Bladen	34,657	9	47	25.97	15	McDowell	44,965	9	52	20.02	26
Brunswick	118,836	13	35	10.94	73	Mecklenburg	1,012,539	69	1	6.81	87
Buncombe	250,539	29	9	11.58	70	Mitchell	15,311	0	97	0.00	97
Burke	89,486	16	29	17.88	37	Montgomery	27,395	10	43	36.50	5
Cabarrus	192,103	17	27	8.85	79	Moore	93,077	26	13	27.93	13
Caldwell	81,484	9	48	11.05	72	Nash	94,357	24	16	25.44	16
Camden	10,331	4	73	38.72	4	New Hanover	216,298	18	24	8.32	82
Carteret	68,811	4	74	5.81	90	Northampton	20,463	9	53	43.98	2
Caswell	23,082	4	75	17.33	41	Onslow	187,589	23	18	12.26	66
Catawba	154,534	24	14	15.53	56	Orange	140,420	10	44	7.12	86
Chatham	68,698	12	37	17.47	40	Pamlico	12,948	3	83	23.17	19
Cherokee	27,141	5	71	18.42	34	Pasquotank	39,787	3	84	7.54	84
Chowan	14,572	3	79	20.59	24	Pender	56,250	19	21	33.78	7
Clay	10,581	1	92	9.45	76	Perquimans	13,466	0	98	0.00	98
Cleveland	97,076	16	30	16.48	48	Person	39,132	7	65	17.89	36
Columbus	56,953	18	22	31.61	8	Pitt	175,354	16	32	9.12	78
Craven	104,510	10	42	9.57	75	Polk	20,357	6	69	29.47	11
Cumberland	326,328	40	4	12.26	67	Randolph	142,778	23	19	16.11	52
Currituck	24,976	4	76	16.02	53	Richmond	45,733	9	54	19.68	29
Dare	35,104	2	89	5.70	93	Robeson	134,760	32	7	23.75	18
Davidson	164,072	24	15	14.63	60	Rockingham	91,696	11	41	12.00	68
Davie	41,434	7	61	16.89	47	Rowan	138,630	27	11	19.48	30
Duplin	59,882	17	28	28.39	12	Rutherford	66,600	14	33	21.02	23
Durham	294,460	26	12	8.83	80	Sampson	64,050	10	45	15.61	55
Edgecombe	54,933	9	49	16.38	49	Scotland	35,576	8	57	22.49	20
Forsyth	365,298	34	6	9.31	77	Stanly	60,600	8	58	13.20	64
Franklin	62,860	4	77	6.36	88	Stokes	46,419	8	59	17.23	42
Gaston	211,127	31	8	14.68	59	Surry	72,968	18	25	24.67	17
Gates	11,567	5	72	43.23	3	Swain	14,274	2	91	14.01	63

Performance Measures & Targets

Table 4. Fatalities in Motor Vehicle Crashes, by County, 2014

County	Population	Fatalities		Per100KPop		County	Population	Fatalities		Per100KPop	
		#	Rank	Rate	Rank			#	Rank	Rate	Rank
Graham	8,644	3	80	34.71	6	Transylvania	33,045	7	66	21.18	22
Granville	58,500	18	23	30.77	10	Tyrrell	4,115	0	99	0.00	99
Greene	21,093	3	81	14.22	62	Union	218,568	18	26	8.24	83
Guilford	512,119	57	3	11.13	71	Vance	44,614	9	55	20.17	25
Halifax	52,970	9	50	16.99	46	Wake	998,691	63	2	6.31	89
Harnett	126,666	23	17	18.16	35	Warren	20,231	3	85	14.83	57
Haywood	59,471	6	68	10.09	74	Washington	12,570	0	100	0.00	100
Henderson	111,149	16	31	14.40	61	Watauga	52,560	3	86	5.71	92
Hertford	24,308	1	93	4.11	94	Wayne	124,456	22	20	17.68	38
Hoke	51,611	11	39	21.31	21	Wilkes	68,838	13	36	18.88	32
Hyde	5,676	1	94	17.62	39	Wilson	81,401	14	34	17.20	43
Iredell	166,675	27	10	16.20	50	Yadkin	37,792	6	70	15.88	54
Jackson	40,981	7	62	17.08	44	Yancey	17,614	3	87	17.03	45
TOTAL							9,943,765	1,284	--	12.91	--

Program Targets

North Carolina's Highway Safety targets are presented in Table 5. The targets established for the individual program areas are also provided in subsequent sections of the report.

Table 5. Summary of North Carolina Traffic Safety Targets for FY2017

Program Area	Target(s)
Overall targets	<ul style="list-style-type: none"> Reduce traffic-related fatalities by 20 percent from the 2010-2014 average of 1,285 to 1,028 by December 31, 2017. Reduce the fatality rate per 100 million VMT by 20 percent from the 2010-2014 average of 1.23 to 0.98 by December 31, 2017. Reduce the number of serious injuries by 20 percent from the 2010-2014 average of 2,268 to 1,814 by December 31, 2017.
Alcohol-impaired Driving	<ul style="list-style-type: none"> Decrease alcohol impaired driving fatalities 20 percent from the 2010-2014 average of 374 to 299 by December 31, 2017.
Occupant Protection	<ul style="list-style-type: none"> Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 10 percent from the 2010-2014 average of 373 to 335 by December 31, 2017. Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 2 percentage point(s) from the 2011-2015 average usage rate of 89.2 percent to 91.2 percent by December 31, 2017.
Police Traffic Services	<ul style="list-style-type: none"> Reduce speeding-related fatalities by 20 percent from the 2010-2014 average of 463 to 370 by December 31, 2017.
Young Drivers	<ul style="list-style-type: none"> Decrease drivers age 20 or younger involved in fatal crashes 25 percent from the 2010-2014 average of 173 to 138 by December 31, 2017.
Motorcycles	<ul style="list-style-type: none"> Decrease motorcyclist fatalities 20 percent from the 2010-2014 average of 188 to 150 by December 31, 2017. Decrease unhelmeted motorcyclist fatalities 15 percent from the 2010-2014 average of 15 to 13 by December 31, 2017.

Performance Measures & Targets

Table 5. Summary of North Carolina Traffic Safety Targets for FY2017

Program Area	Target(s)
Older Drivers	<ul style="list-style-type: none">• Decrease the number of older drivers involved in fatal crashes 10 percent from the 2010-2014 average of 176 to 158 by December 31, 2017.
Pedestrians	<ul style="list-style-type: none">• Decrease the number of pedestrian fatalities 20 percent from the 2010-2014 average of 175 to 140 by December 31, 2017.
Bicyclists	<ul style="list-style-type: none">• Decrease the number of bicyclist fatalities 20 percent from the 2010-2014 average of 23 to 17 by December 31, 2017.
Commercial Vehicles	<ul style="list-style-type: none">• Decrease the number of large truck related fatalities 10% from the 2010-2014 average of 124 to 112 by December 31, 2017
Traffic Records	<ul style="list-style-type: none">• Provide direction and facilitate coordination among the safety data stewards and stakeholders to improve the transportation safety information systems in North Carolina through on-going Traffic Records Coordinating Committee activities.

Alignment of Targets with the NC Strategic Highway Safety Plan

The State of North Carolina revised its Strategic Highway Safety Plan (SHSP) during 2014 and released the final version in March 2015. The goals stated in the SHSP are to cut the fatalities and serious injuries in North Carolina in half by 2030; that is, reducing the total annual fatalities by 630 and the total number of serious injuries by 1,055. The goals of the Strategic Highway Safety Plan will be achieved through the implementation of strategies and actions in nine safety emphasis areas:

- Demographic Considerations (in particular— older drivers and younger drivers)
- Driving While Impaired
- Emerging Issues and Data
- Intersection Safety
- Keeping Drivers Alert
- Lane Departure
- Occupant Protection/Motorcycles
- Pedestrians and Bicyclists
- Speed

As required, the targets for fatalities, fatality rate / 100 million VMT, and for the number of "disabling" (A) injuries of this FY2017 Highway Safety Plan submitted by GHSP have been aligned with the goals of the North Carolina Strategic Highway Safety Plan. When trend lines are generated for these traffic safety indicators, North Carolina is on track to achieve the goals of the NC Strategic Highway Safety Plan of cutting total fatalities from 1,260 to 630, cutting the fatality rate per million VMT from 1.23 to 0.62, and cutting the number of disabling injuries from 2,109 to 1,054 by 2030.

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

As noted, the North Carolina Strategic Highway Safety Plan only included specific goals for three measures. The next page includes a letter signed by Kevin Lacy, Chief Traffic Engineer for the North Carolina Department of Transportation (NCDOT), indicating the goals of the FY2017 Highway Safety Plan submitted by GHSP support the goals for the NC Strategic Highway Safety Plan, in accordance with federal regulations, and that NCDOT approves the targets (i.e., goals) laid out in the FY2017 Highway Safety Plan.



Transportation

PAT McCRORY
Governor

NICHOLAS J. TENNYSON
Secretary

June 10, 2016

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

Dear Dr. Baker:

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

As required by FAST Act, the targets for the number of fatalities, the number of "disabling" (A) injuries, and the fatality rate per 100 million VMT of GHSP's FY2017 Highway Safety Plan are aligned with the goals of the North Carolina Strategic Highway Safety Plan. Analyses of these traffic safety targets show that North Carolina is on track to achieve the goals of the Strategic Highway Safety Plan of cutting total fatalities from 1,260 to 630, and cutting the number of disabling injuries from 2,109 to 1,055 by 2030. In addition, North Carolina is on track to cut the fatality rate per million VMT in half, from 1.23 to 0.62.

The targets of the FY2017 GHSP Highway Safety Plan support the goals for the NCDOT Strategic Highway Safety Plan and in accordance with FAST Act requirements for FY2017, the North Carolina Department of Transportation approves the targets (i.e., goals) laid out in the North Carolina Governor's Highway Safety Program's FY2017 Highway Safety Plan.

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

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Kevin Lacy'.

J. Kevin Lacy, PE, CPM
State Traffic Engineer

JKL: co

cc: Nicholas J. Tennyson, Secretary of Transportation
Don Nail, Director of Governor's Highway Safety Program

The logo for 'Nothing Compares', featuring a stylized graphic of a road or path leading to the text 'Nothing Compares' in a serif font, with a small trademark symbol.

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PROGRAM AREAS AND SELECTION OF EVIDENCE-BASED COUNTERMEASURES

During FY2017, GHSP will fund a variety of programs, projects and activities with federal transportation funds, which are intended to advance the traffic safety targets set forth in this Highway Safety Plan. GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries, and fatalities, including evidence-based enforcement.

Evidence-Based Traffic Safety Enforcement Plan

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

Data-driven Problem Identification

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

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

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

Selection of Evidence-based Countermeasures

To address the problem areas described above and to meet North Carolina's goals for 2017, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries, and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 8th Edition of NHTSA's Countermeasures that Work (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

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

Continuous Monitoring

To help ensure these law enforcement projects remain committed to their stated plans, various tracking mechanisms are utilized to enable GHSP Highway Safety Specialists to monitor the progress of each project. Quarterly progress reports are required from each agency receiving grant funding to ensure that

Program Areas & Countermeasure Selection

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

Projects that do not include enforcement personnel are required to report on a quarterly basis to ensure that the goals and outcomes of each of these projects are met and to enable GHSP and project personnel to make adjustments to their tasks and objectives as needed to address problems that might arise.

Program Areas

During FY2017, GHSP will fund a variety of programs, projects, and activities with federal transportation funds, which are intended to advance the traffic safety targets set forth in this Highway Safety Plan. The North Carolina Governor's Highway Safety Program has identified the following areas as top priorities for program funding for FY2017:

- Alcohol-Impaired Driving (accounting for 378 fatalities in 2014);
- Occupant Protection (360 unrestrained fatalities);
- Speeding and Police Traffic Services (497 fatalities);
- Young Drivers (162 fatalities);
- Motorcycles (190 fatalities);
- Traffic Records;
- Other Highway Safety Priorities: Older Drivers (127 fatalities); Pedestrians (172 fatalities); pedalcyclists (19 fatalities); Distracted Driving (71 fatal crashes); Commercial Motor Vehicles (109 fatal crashes).

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

Each program area begins with the target for the problem area (reductions in fatalities, increases in belt use, etc.). The evidence considered in establishing the target is then reviewed. This includes crash/fatality data, findings from observational surveys, attitude & awareness questionnaires, and other data sources. Statewide campaigns/programs to address the problem area are then briefly described. Finally, there is a listing of projects currently approved by the review team for FY2017.

Funded Projects and Activities

The following list includes projects that are included as a part of the original submission of the FY2017 North Carolina Highway Safety Plan to provide funding for the NC Governor's Highway Safety Program to carry out the administrative and operational tasks necessary for the office to function and administer funds received from NHTSA.

Program Areas & Countermeasure Selection

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

Agency: Governor's Highway Safety Program
Project Number: PA-17-01-01
Project Title: Planning and Administration
Project Description: This is an ongoing project that provides funding for the Director and Assistant Director positions to manage the day-to-day operations of the highway safety office. This project also provides funding for the Finance Officer, Administrative Assistant and Program Assistant positions to carry out the administrative tasks necessary for the office to function.

CMTW: NA

Agency: Governor's Highway Safety Program
Project Number: SA-17-09-01
Project Title: Programs and Operations Support
Project Description: This is an ongoing project that provides 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 Public Information Officer position to promote and manage events (such as the Highway Safety Symposium, State Fair Safety City display and kick-off events), and a Materials Manager position to coordinate the distribution of information and materials. This project also provides funding for other operational expenses (including the purchase of a color printer/copier) and highway safety events throughout the year.

CMTW: NA

Agency: UNC - Highway Safety Research Center
Project Number: SA-17-09-03
Project Title: Highway Safety Plan and Annual Report 2017
Project Description: This is an ongoing continuation project that provides funding for preparation of the North Carolina Highway Safety Plan and the Governor's Highway Safety Program's Annual Report.

CMTW: NA

ALCOHOL-IMPAIRED DRIVING

Target

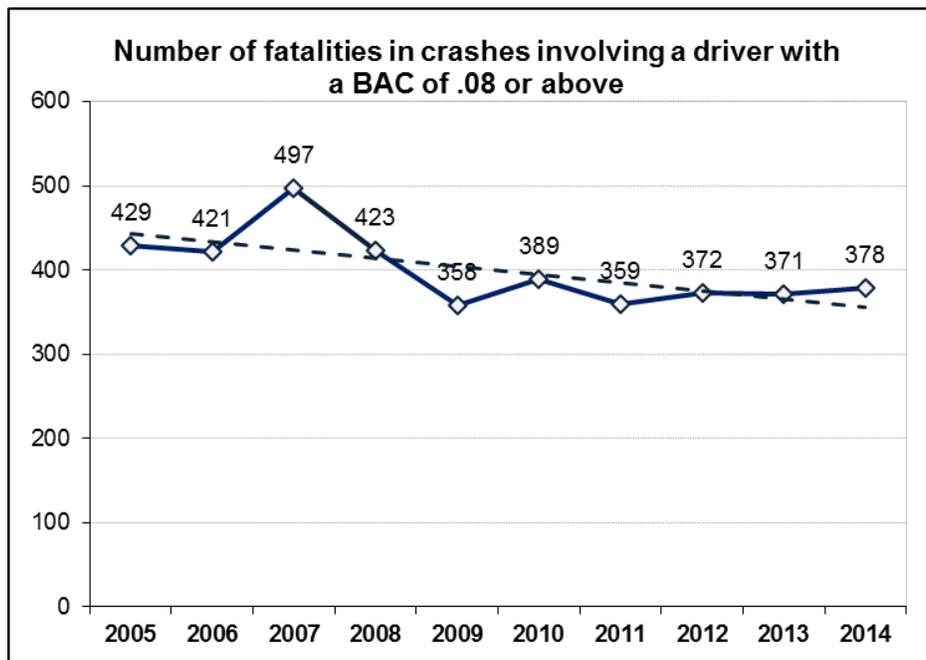
- ❖ GHSP’s goal is to decrease alcohol impaired driving fatalities 20 percent from the 2010-2014 average of 374 to 299 by December 31, 2017.

Evidence Considered

Crashes, Deaths, and Injuries

During 2014, 378 persons were killed in crashes in North Carolina involving a driver or motorcycle operator with a BAC of .08 or above. This is slightly higher than the 371 alcohol-involved fatalities in 2013. As shown in Figure 13, the number of traffic fatalities involving an impaired driver has remained fairly constant with only minor fluctuations during the past five years.

Figure 13. Fatalities Involving a Driver or Motorcycle Operator with a BAC of .08 or Above



Source: FARS 2005 - 2014

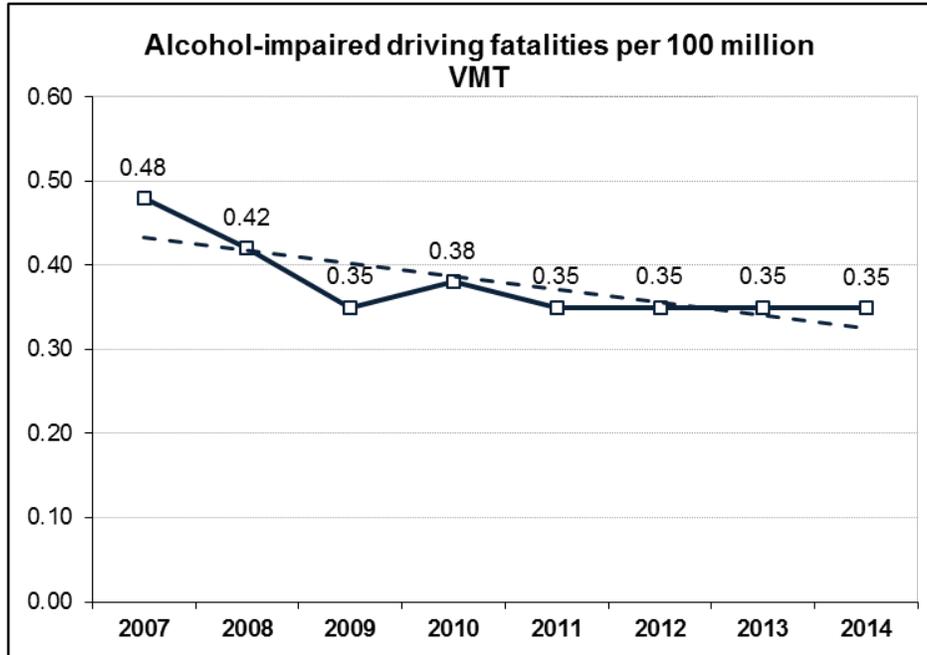
Based on the current trend, North Carolina will experience 327 alcohol-impaired driving fatalities in 2017. The GHSP believes that number can be further reduced through a combination of enforcement and educational programs designed to deter driving while impaired. Hence, we have set a target that reduces alcohol-impaired driving fatalities by 20 percent, to 299 fatalities by 2017.

The percent of fatalities that involve an impaired driver has been very consistent since 2005. Slightly fewer than 30 percent of fatalities in North Carolina have involved a driver with a BAC of .08 or above. In 2014, 29% of fatalities involved an impaired driver, which is unchanged from 2013.

Alcohol-Impaired Driving

During 2014, there were 0.35 alcohol-impaired driving fatalities per 100 million vehicle miles traveled (VMT). This figure is unchanged for the past four years. The longer-term trend, however, is a decrease in alcohol-impaired fatalities per VMT, as shown in Figure 14.

Figure 14. Alcohol-impaired Driving Fatalities per VMT



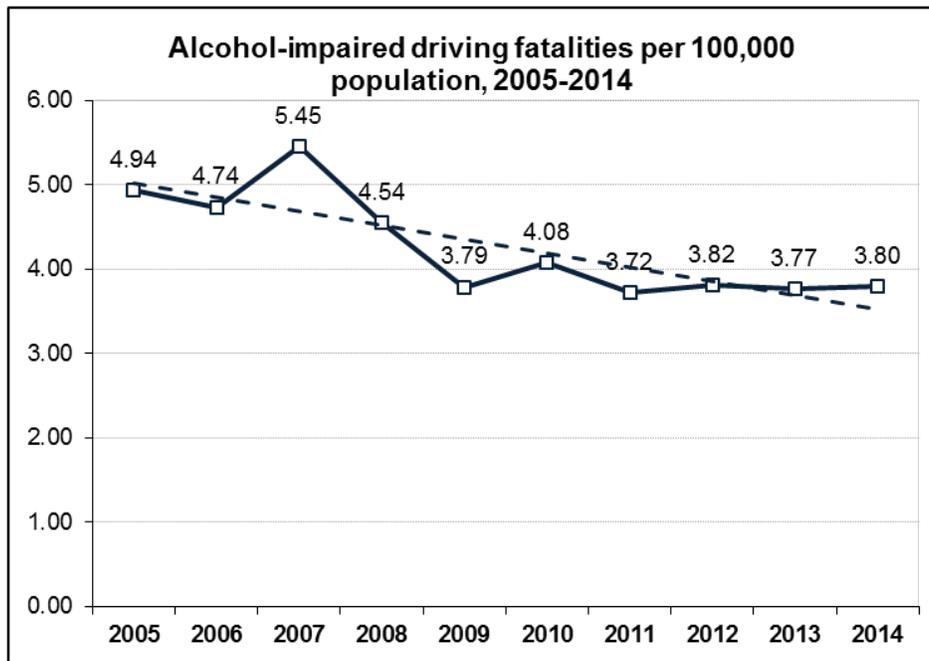
Source: FARS 2007 – 2014 and FHWA

As mentioned in the “State Demographics” section, North Carolina’s population has grown considerably during the last decade. Consequently, it is important to consider fatality rates per capita. Figure 15 shows alcohol-impaired driving fatalities per 100,000 population in North Carolina from 2005 through 2014. Similar to the previous analyses, there has been little meaningful change in recent years, although the overall pattern suggests a noticeable decline in alcohol-impaired fatalities per capita.

In addition to the 378 alcohol-impaired driving fatalities during 2014, there were 324 serious (“A”) injuries, 4,707 less severe injuries, and 4,982 property damage only crashes. Alcohol is less often involved in non-fatal crashes. Among all drivers in crashes in North Carolina during 2014, 2.76% had been drinking (based on the judgment of the law enforcement officer who completed the crash report form). This is slightly lower than in 2013 (2.86%).

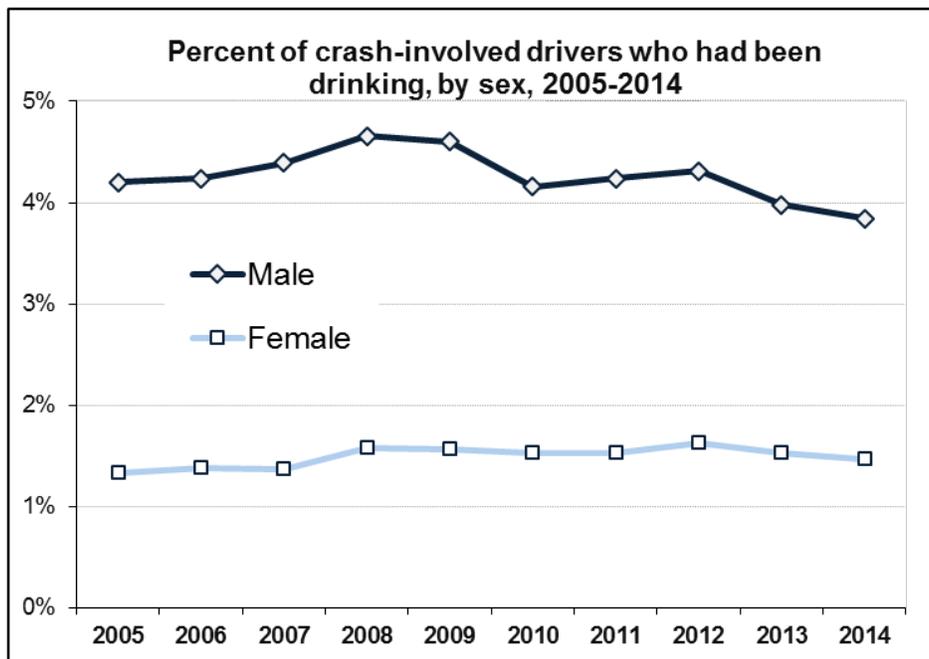
Alcohol involvement was more common among drivers involved in rural crashes (4.1%) than urban crashes (2.0%). Rural roadways are inherently more dangerous than urban roadways, and they can be particularly difficult to handle if a driver has been drinking. Additionally, alcohol-involvement in crashes was higher among males than females: 3.8% versus 1.5%. As shown in Figure 16, alcohol-involvement among males has decreased somewhat since 2008. Meanwhile, alcohol-involvement among females has changed very little. This mirrors national trends.

Figure 15. Alcohol-impaired Driving Fatalities per Population



Source: FARS 2005 – 2014

Figure 16. Crash Involved Drivers Who Had Been Drinking by Sex

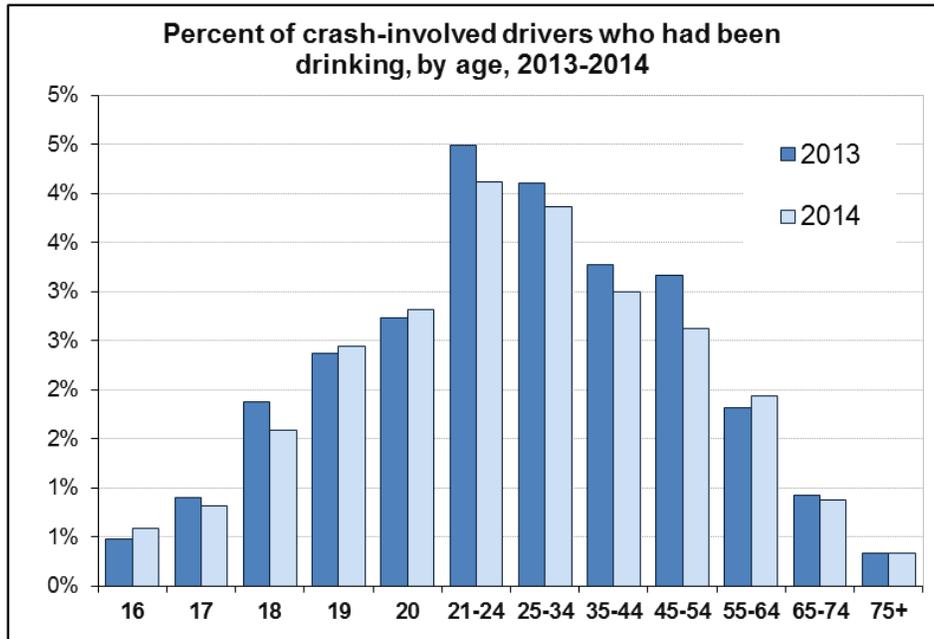


Source: NC Motor Vehicle Crash Data 2005-2014

Alcohol-Impaired Driving

Alcohol-involvement also varies substantially by the age of the driver. As shown in Figure 17, alcohol involvement is highest among crash-involved drivers between the ages of 21 and 34. Contrary to popular notion, North Carolina’s youngest drivers seldom drink and drive. The percent of 16 and 17 year-old crash-involved drivers who had been drinking is comparable to that of drivers age 65 and older. During 2014, alcohol involvement in crashes decreased for drivers between the ages of 21 and 54.

Figure 17. Crash Involved Drivers Who Had Been Drinking by Age



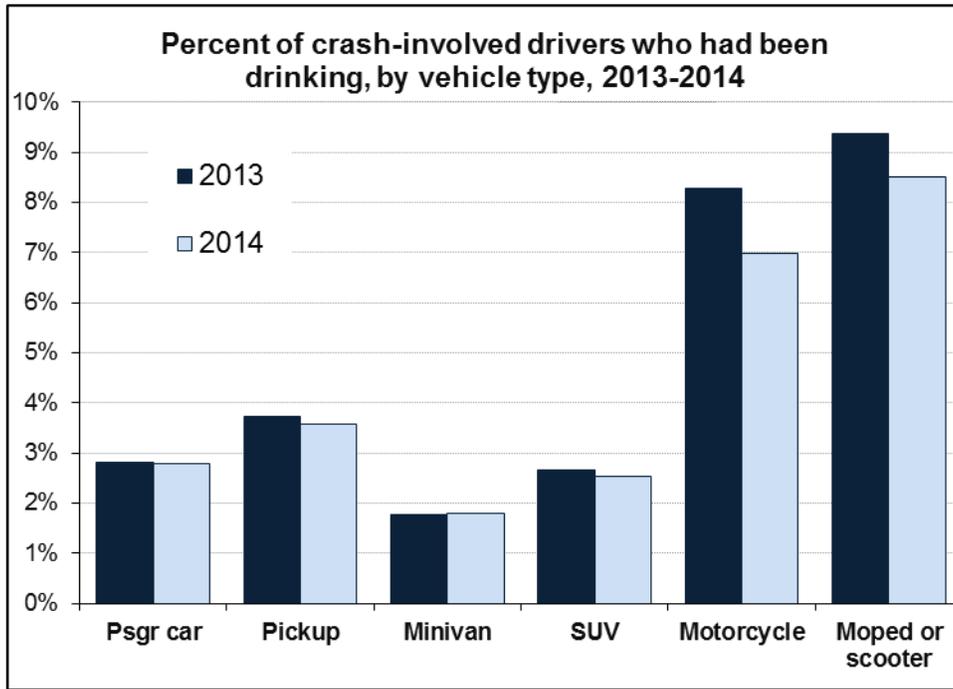
Source: NC Motor Vehicle Crash Data 2013-2014

Drivers of different vehicle types also vary in their rate of alcohol-involvement in crashes. As shown in Figure 18, alcohol-involvement in crashes is highest among riders of motorcycles and mopeds/scooters. During 2014, 7% of motorcycle and 8.5% of moped/scooter crashes involved a driver who had been drinking. Compared to 2013, however, alcohol-involvement decreased noticeably for riders of motorcycles and mopeds/scooters.

Figure 19 shows the number (left axis, blue bars) and percent (right axis, blue line) of crashes involving alcohol by time of day. Both the number and percent of alcohol-involved crashes peaks at 2 a.m. During 2014, there were 874 crashes involving alcohol between 2:00–2:59 a.m., accounting for 26% of all crashes at that hour of day. Generally speaking, the hours of 1 a.m. to 3 a.m. represents a period with a very high concentration of alcohol-involved crashes.

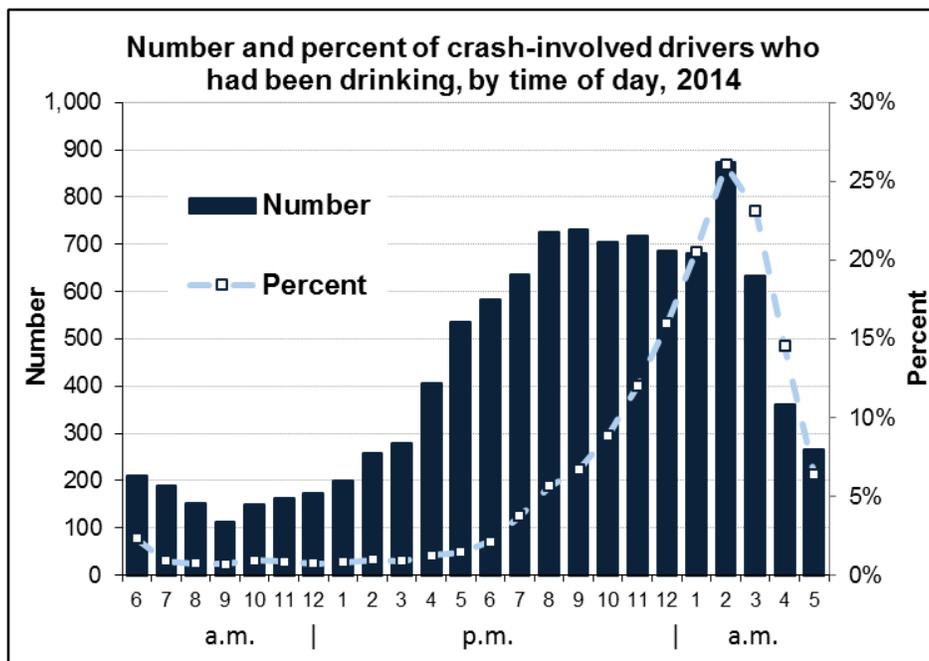
North Carolina has 100 counties. Table 6 shows the 39 counties with the most fatalities in crashes from 2010 to 2014 involving a driver with a BAC of .08 or above. Mecklenburg and Wake counties had the most alcohol-involved fatalities during this period, followed by Guilford, Cumberland, Robeson, and Forsyth counties. Altogether, the 42 counties listed in the table account for 79% of all alcohol-involved fatalities in North Carolina’s from 2010 to 2014. The table also shows the alcohol-involved fatality rate per 10,000 population. Many of the counties with high per capita rates of alcohol-involved fatalities are located in the southeastern part of the state (e.g., Columbus, Robeson, Hoke and Pender counties) or along the border with Virginia (e.g., Stokes, Vance, Granville and Halifax counties).

Figure 18. Alcohol-Involvement in Crashes by Vehicle Type



Source: NC Motor Vehicle Crash Data 2013-2014

Figure 19. Alcohol-Involvement in Crashes by Time of Day



Source: NC Motor Vehicle Crash Data 2014

Alcohol-Impaired Driving

Table 6 Fatalities in Crashes Involving a Driver with a BAC of .08 or Above, 2010-2014

County	Fatalities in alcohol-involved crashes	Fatalities per 10,000 population	% of all alcohol involved fatalities
Mecklenburg	111	0.22	5.97%
Wake	110	0.23	5.92%
Guilford	80	0.32	4.30%
Cumberland	77	0.46	4.14%
Robeson	64	0.96	3.44%
Forsyth	56	0.31	3.01%
Johnston	45	0.51	2.42%
Catawba	43	0.55	2.31%
Davidson	42	0.51	2.26%
Onslow	39	0.40	2.10%
Harnett	37	0.60	1.99%
Columbus	34	1.18	1.83%
Nash	34	0.72	1.83%
Randolph	34	0.48	1.83%
Brunswick	33	0.57	1.78%
Durham	33	0.23	1.78%
Wayne	33	0.53	1.78%
Rowan	31	0.45	1.67%
Iredell	30	0.36	1.61%
Union	30	0.28	1.61%
Buncombe	29	0.23	1.56%
Gaston	29	0.28	1.56%
New Hanover	29	0.27	1.56%
Moore	23	0.50	1.24%
Pender	23	0.83	1.24%
Pitt	23	0.26	1.24%
Alamance	21	0.27	1.13%
Granville	21	0.73	1.13%
Hoke	21	0.83	1.13%
Sampson	21	0.65	1.13%
Wilson	21	0.52	1.13%
Rockingham	20	0.43	1.08%
Surry	20	0.55	1.08%
Vance	20	0.89	1.08%
Lincoln	19	0.48	1.02%
Orange	19	0.27	1.02%
Wilkes	19	0.54	1.02%
Craven	18	0.34	0.97%
Halifax	18	0.67	0.97%
Lee	18	0.61	0.97%
Richmond	18	0.78	0.97%
Stokes	18	0.77	0.97%

Source: FARS 2010 -2014

Alcohol-Impaired Driving

Statewide Campaigns/Programs

Enforcement Activities

During 2015, law enforcement agencies in North Carolina conducted five waves of the Booze It & Lose It campaign:

- St. Patrick's Day Booze It & Lose It (March 13-17)
- Booze It & Lose It: Operation Firecracker (June 26-July 5)
- Labor Day Booze It & Lose It (August 21-September 7)
- Halloween Booze It & Lose It (October 30-November 1)
- Holiday Booze It & Lose It (December 11-January 3, 2016)

Across all five waves, 35,467 checkpoints and saturation patrols were conducted, resulting in a total of 9,768 DWI charges (see the table below). Compared to 2014, 4% fewer checkpoints and saturation patrols were conducted during Booze It & Lose It enforcement activities in 2015; however, these activities resulted in 5% more DWI charges.

Law enforcement officers are encouraged to enforce North Carolina's DWI laws throughout the year between enforcement campaigns. As shown in the table below, there were a total of 56,246 DWI charges issued in 2015 and 46,478 of these were issues during non-campaign periods throughout the year. Over 80% of DWI charges issued in 2015 were during non-enhanced enforcement campaign times of the year.

Table 7. Checkpoints and DWI Charges

	2015	2014
St. Patrick's Day Booze It & Lose It		
Checkpoints and saturation patrols	2,862	3,959
DWI charges	785	815
Booze It & Lose It: Operation Firecracker		
Checkpoints and saturation patrols	6,571	8,018
DWI charges	1,785	1,929
Labor Day Booze It & Lose It		
Checkpoints and saturation patrols	13,567	9,642
DWI charges	3,523	2,757
Halloween Booze It & Lose It		
Checkpoints and saturation patrols	1,553	1,701
DWI charges	601	583
Holiday Booze It & Lose It		
Checkpoints and saturation patrols	10,914	13,774
DWI charges	3,074	3,248
Totals - All Enforcement Campaigns		
Checkpoints and saturation patrols	35,467	37,094
DWI charges	9,768	9,332
Total DWI Charges for Year (AOC*)	56,246	57,342
Total - Non-Enforcement Campaign DWI Charges #	46,478	48,010
Total - Non-Enforcement Campaign DWI Charges %	82.6%	83.7%

Alcohol-Impaired Driving

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

In addition to DWI charges, the five waves of the Booze It & Lose It campaign during 2015 also resulted in 22,895 charges for occupant restraint violations, 10,590 arrests for drug violations, 15,814 fugitives apprehended, and 23,831 citations for driving without a license. An additional 3,665 DWI charges were made during other enhanced enforcement periods in 2015, such as Click It or Ticket.

Summary

During 2014, there was little change in alcohol-impaired driving in North Carolina. The number of fatalities involving drivers or motorcycle operators with a BAC of .08 or greater increased by seven fatalities (from 371 to 378). In addition, the percent of fatalities involving alcohol and the rate of alcohol-impaired fatalities per 100 million vehicle miles traveled were unchanged in 2014.

As in previous years, there continue to be certain groups of drivers who are at higher risk for alcohol impaired crashes. This includes males, drivers 21 to 29, motorcycle and motor-scooter riders, and drivers on rural roadways. Alcohol-involved crashes are most common at nighttime, especially during the hours of 1 a.m. to 3 a.m. The counties that account for the most alcohol-involved fatalities are Mecklenburg, Wake, Guilford, Cumberland, Robeson, and Forsyth counties.

GHSP is not satisfied with maintaining the status quo and remains committed to removing impaired drivers from our roadways. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward a reduction of 20% in fatalities by 2017 involving drivers with a BAC of .08 or above.

Countermeasures and Funding Priorities

To address the problem areas described above and to meet North Carolina's goals for 2017, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 8th Edition of NHTSA's Countermeasures that Work (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP continues to implement an initiative to establish DWI Enforcement Teams in counties that were overrepresented in alcohol-related fatalities. GHSP originally crafted the initiative to encourage local law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers were most likely to be on the roadways – typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m. the following morning. During FY2017, GHSP will fund DWI Enforcement Teams in Buncombe, Brunswick, Forsyth, Guilford, Mecklenburg, Union, Wake and Wayne counties. GHSP will also fund two State Highway Patrol DWI Enforcement Teams to work in Cumberland and Robeson counties. Collectively, these ten counties accounted for a third (34%) of the alcohol-involved fatalities in North Carolina during the past five years, and they include the six counties with the highest number of fatalities. By focusing proven enforcement strategies in this select group of counties, GHSP expects to maximize the impact with the resources available. In addition, GHSP will encourage more communities that are overrepresented in alcohol-related fatalities to be involved in the DWI

Alcohol-Impaired Driving

Enforcement Team approach. GHSP will provide access to data and county maps to these communities to communicate the location of impaired driving crashes, injuries, and fatalities, as well as the time of day and day of week that these are occurring. Access to data will be provided to other areas of the State as well, in order to assist them with focusing their enforcement efforts in the most appropriate locations and times.

GHSP is also committed to supporting enforcement efforts statewide and particularly to the support of agencies that seek assistance to establish impaired driving checking stations. Checking stations have been proven by NHTSA to be extremely effective in curbing impaired driving and are supported by an overwhelming percentage of the population. GHSP is also fully supportive of the continued operation and expansion of the North Carolina BAT Mobile Program, operated by the Forensic Tests for Alcohol Branch. This program has been in operation since 1996 and since the program's inception has resulted in almost 3,300 checking stations and netted over 16,000 DWI arrests. During FY2017, GHSP is funding one new B.A.T. Mobile Unit to meet demand for on-site impaired driver processing by law enforcement. The units are deployed regionally assuring adequate checking station coverage throughout the State.

GHSP is dedicated to the continued prosecution of impaired drivers and will support the North Carolina Conference of District Attorneys' (CDA) efforts to train more prosecutors and law enforcement officers statewide. During FY2017, GHSP plans to continue support for Dedicated DWI Treatment Courts in two counties (Buncombe and Cumberland). DWI Courts deal only with impaired driving cases and are proven to reduce recidivism among offenders. GHSP plans to evaluate the other eight counties with dedicated GHSP funded DWI Enforcement Teams to determine if they are good candidates for the establishment and implementation of DWI courts. During FY2017, GHSP will continue to support a Drug Recognition Expert (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.

The North Carolina State Bureau of Investigation (SBI) laboratory does the blood alcohol testing for the majority of law enforcement agencies in North Carolina. Because of a recent court decision that requires the right to confront your accuser, the length between when a blood analysis is submitted to the time it takes for the technician to testify in court is up to 18 months. Valuable time is being spent traveling between counties statewide to testify on the analysis procedures and the results. During FY2017, GHSP will continue funding laboratories in Wake County, Pitt County, and Wilmington to expand their existing blood alcohol testing facilities and to expedite the blood alcohol analysis.

Media Plan

GHSP will support all of the fore mentioned FY2017 impaired driving campaigns with earned and/or paid media to draw attention to each of the campaigns. North Carolina utilizes a variety of media modes to draw attention to the campaigns and the enforcement efforts in the state.

Campaign kickoff events are planned for all FY2017 campaigns, seeking earned media attention that will be gained from partnerships with NC DOT Communications Office, MADD, NC State Highway Patrol, local law enforcement, Conference of District Attorney's, etc. Typically, the kickoff events will feature the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. At times GHSP will change the typical kickoff format to draw attention to a variety of impaired driving issues.

Alcohol-Impaired Driving

GHSP will continue partnerships with all major universities in the state. The messaging and enforcement will focus on the issue of alcohol abuse at college sporting events and reminding citizens there are more ways than ever to get home after drinking. GHSP will continue to encourage those that plan to drink or who have been drinking to find a safe, sober way home. GHSP will promote “Booze It & Lose It” throughout the school year on campuses through targeted sports marketing and media campaigns.

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

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

GHSP and the Charlotte Hornets plan to continue their partnership. The majority of the signage within the venue is visible all year long which includes concerts and the Charlotte Checkers Hockey games.

GHSP also partners with eight of the nine minor league baseball clubs in the state to advertise the “Booze It & Lose It” message. The messaging coincides with the Operation Firecracker and Labor Day campaigns. Advertising at the ballparks includes various signage, in-game PSA’s, social media, radio, and program advertisements.

GHSP is continuing its partnership with Oak City 7, a downtown Raleigh concert series. Live Nation outdoor concert venues in Raleigh and Charlotte will also play a vital role in our media advertisements. Alcohol consumption is high at concerts and GHSP recognizes this is a key setting for reaching our target audience.

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

FY2017 Alcohol-Impaired Driving Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2017 North Carolina Highway Safety Plan to address alcohol-impaired driving. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA’s Countermeasures that Work).

Agency:	Buncombe County
Project Number:	M5CS-17-15-03
Project Title:	Buncombe County DWI Treatment Court
Project Description:	This is a continuation project that funds a DWI Treatment Court Coordinator to work in conjunction with the Buncombe County Legal Assistant. Buncombe

Alcohol-Impaired Driving

County is the 7th most populated County in North Carolina; however the county has a higher conviction rate for habitual DWI offenders in comparison with other counties which have a larger population. Buncombe County is ranked 21st in alcohol-related fatalities. Buncombe County is aggressively targeting repeat offenders with a DWI Treatment Court. Part of the overall process is to identify Level 1 and Level 2 offenders eligible for the program. The DWI Treatment Court Coordinator will be responsible in contacting these individuals. The goal of the project is to reduce recidivism of DWI offenders and is a companion project with the Administrative Office of the Courts project M5CS-17-15-02.

CMTW: Chapter 1, Section 3.1

Agency: Department of Health & Human Services - Forensic Tests for Alcohol Branch
Project Number: 154AL-17-12-01 / M5BAC-17-15-04
Project Title: Breath Alcohol Testing Mobile Unit Program
Project Description: This is an ongoing project that provides funding for the Blood Alcohol Testing (BAT) program. This program provides the BAT Mobile Units stationed regionally across the state. This project provides funding for the salary for three existing BAT coordinators, the partial salary for four BAT coordinators and an additional BAT unit. This project will enhance the program's ability to assist law enforcement agencies across the state in efforts to remove impaired drivers from the highways by providing onsite breath testing facilities during checkpoints.
CMTW: Chapter 1, Section 2.1, 2.2

Agency: Department of Public Safety - State Highway Patrol
Project Number: 154AL-17-12-02 / M5HVE-17-15-17
Project Title: NC SHP "Booze It & Lose It" Project 2017
Project Description: This is a continuation project that provides funding for overtime enforcement of driving while impaired offenses. The goal of the project is to reduce the number of alcohol related fatalities and serious injuries. The State Highway Patrol will strategically place Troopers in the top 10 counties for impaired driving fatalities during the "Booze It & Lose It" campaigns. The enforcement efforts will focus on impaired drivers during the peak night time hours and on the weekends.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3, 2.4, 2.5

Agency: Department of Public Safety - State Highway Patrol
Project Number: 154AL-17-12-03 / M5HVE-17-15-15
Project Title: NCSHP-DWI TASK Force-Robeson
Project Description: This is the third year of a project funds four Troopers and one Sergeant staffing a DWI Task Force assigned to Robeson county. Robeson County ranks 5th for alcohol-related fatalities in the state. The goal of the project is to reduce the number of alcohol-related fatalities and serious injuries in Robeson county. The enforcement efforts will focus on driving while impaired during the peak night time hours and on the weekends.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3, 2.4, 2.5

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Agency: Department of Public Safety - State Highway Patrol
Project Number: 154AL-17-12-04 / M5HVE-17-15-16
Project Title: NCSHP DWI Task Force-Cumberland County
Project Description: This is the third year of a project consisting of four Troopers and one Sergeant with the State Highway Patrol for a DWI Task Force. This DWI Task Force is assigned to Cumberland County which is ranked third in alcohol-related fatalities. The Task Force will focus on driving while impaired during the peak night time hours and on the weekends. The goal of the project is to reduce the number of alcohol-related fatalities and serious injuries.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3, 2.4, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Department of Health & Human Services - Forensic Tests for Alcohol Branch
Project Number: 154AL-17-12-05 / M5BAC-17-15-05
Project Title: Science Program
Project Description: This is an ongoing project that provides funding for the Science Program. The Science Program project provides and maintains the breath alcohol testing instruments statewide. The project also conducts all the training for law enforcement officers on these instruments.
CMTW: Chapter 1, Section 2.1; 2.2, 2.3, 2.4

Agency: Governor's Highway Safety Program
Project Number: AL-17-02-01
Project Title: Impaired Driving Program Support
Project Description: This is an ongoing project to provide funding for impaired driving programs and events. The Governor's Highway Safety Program (GHSP) continues to plan and implement "Booze It & Lose It" events and activities, including the annual "Tree of Life" event which focuses attention on victims of impaired driving crashes. GHSP will develop and update materials as needed to enhance the "Booze It & Lose It" highway safety message.
CMTW: Chapter 1, Section 2.1, 2.2

Agency: Department of Public Safety - Alcohol Law Enforcement
Project Number: AL-17-02-03
Project Title: Keys to Life/Mobile Enforcement Grant 2016-2017
Project Description: This is the fifth year of a project to provide funding for the Keys to Life and Mobile Enforcement project. The North Carolina Department of Public Safety Alcohol Law Enforcement Division conducts Keys to Life as an educational program targeting high school and younger college students during times of the year associated with underage drinking, including prom, spring break, and graduation. In addition, Mobile Enforcement projects with saturated patrols and alcohol compliance checks are conducted throughout the state at events with a higher likelihood of underage drinking, including festivals, back-to-school events, and concerts. The goal of this project is to reduce underage consumption and alcohol-related crashes by conducting 20 public information programs and 15 Mobile Enforcement Operations.
CMTW: Chapter 1, Section 2.1, 2.2

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Agency: Division of Motor Vehicles
Project Number: AL-17-02-04 / PT-17-06-22
Project Title: Administrative Hearings Training
Project Description: This is a continuation project that provides funding to train hearing officers on the skills required to conduct professional and thorough hearings that balance an individual's privilege to drive with highway safety concerns. The hearing officers are also educated on any and all law changes (case law and statutes) to ensure that they conduct and hold hearings in accordance with all applicable laws. This project also provides funding for attendance at the Association of Ignition Interlock Program Administrators (AIIPA) conference and board meetings.
CMTW: NA

Agency: Cornelius Police Department
Project Number: M2HVE-17-13-02 / M5HVE-17-15-08
Project Title: Cornelius Police Department Traffic Unit
Project Description: This is the second year of a project that provides funding for two traffic officers to expand the current three officer dedicated traffic team to a total of five traffic officers. Mecklenburg County is ranked 2nd for overall fatalities, 1st for alcohol-related fatalities and 3rd for unrestrained fatalities. The goal of the project is to reduce fatalities through enforcement and education efforts. The traffic team will work with the Charlotte-Mecklenburg Police Department DWI Task Force on special DWI enforcement campaigns.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Guilford County Sheriff's Office
Project Number: M2HVE-17-13-04 / M5HVE-17-15-10
Project Title: DWI Task Force
Project Description: This is the fifth year of an impaired driving enforcement project to fund five positions. Guilford County ranks fifth in overall fatalities, fifth in alcohol-related fatalities and fourth in unrestrained fatalities. This project continues the funding for a multi-agency DWI Task Force (Guilford County Sheriff's Office, Greensboro Police Department and High Point Police Department). The Task Force maintains a high level of impaired driving arrests through strict enforcement and increased daytime and night time checkpoints with the goal to reduce alcohol-related fatalities. In addition to impaired driving enforcement this project uses zero tolerance to focus on increasing countywide seat belt use above 90 percent with the goal of reducing unrestrained fatalities.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Brunswick County Sheriff's Office
Project Number: M2HVE-17-13-06 / M5HVE-17-15-13
Project Title: DWI/SB Enforcement Unit
Project Description: This is the fourth year of a project to fund four DWI/SB enforcement deputies that are a part of a six deputy unit. The Brunswick County Sheriff's Office DWI/SB Enforcement Team will continue to deploy during the peak night time hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies will also target unrestrained occupants since

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the fatality rate of unrestrained occupants is higher during the night time hours. Brunswick County currently ranks 15th in alcohol-related fatalities and 11th in unrestrained fatalities. The Sheriff's Office will continue to play a key role in coordinating multi-agency enforcement activities within the region. The unit aims to decrease the number of alcohol-related and unrestrained fatalities in Brunswick County.

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

Agency: Wilmington Police Department
Project Number: M5BAC-17-15-01
Project Title: Regional Crime Laboratory Collaboration
Project Description: This is the fourth year of project with the Wilmington Police Department for blood alcohol analysis. New Hanover County is ranked 23rd for alcohol-related fatalities. The North Carolina State Bureau of Investigation laboratory does the blood alcohol testing for the majority of law enforcement agencies in our state. Because of a recent court decision that requires the right to confront your accuser, the length between when a blood analysis is submitted to the time it takes for the technician to testify in court is up to 18 months. Valuable time is being spent traveling between counties statewide to testify on the analysis procedures and the results. Currently, the Wilmington blood laboratory has a turnaround time of less than 10 days for the blood alcohol testing results. The Wilmington Police Blood Laboratory expanded the blood alcohol testing to the Tri-County region and now provides analysis for several counties. The expanded laboratory increased the local and state agencies served from 16 to 34 agencies covering the counties of New Hanover, Brunswick and Pender. The goal of the project is to increase the agencies served by the lab by expanding blood analysis services to Duplin, Onslow and Cumberland counties.
CMTW: NA

Agency: Raleigh/Wake City-County Bureau of Identification
Project Number: M5BAC-17-15-02
Project Title: Wake County DWI Blood Analysis
Project Description: This is the third year of a project that provides funding for a blood alcohol analysis laboratory. Wake County DWI Blood Analysis offers an avenue to receive blood alcohol test results much quicker than the State Crime Laboratory can provide them with two full-time chemists. The goal of the project is to continue expedited analysis of blood alcohol cases, reduce the number of alcohol-related crashes by repeat offenders, and increase efficiency in the laboratory with additional personnel and backup instrumentation.
CMTW: NA

Agency: Pitt County Sheriff's Office
Project Number: M5BAC-17-15-03
Project Title: Pitt County Impaired Driving Laboratory Analysis Program
Project Description: This is the fourth year of a project for blood alcohol analysis with the Pitt County Sheriff's Office. The North Carolina State Bureau of Investigation laboratory does the blood alcohol testing for the majority of law enforcement agencies in our state. Because of a recent court decision that requires the right to confront

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your accuser, the length between when a blood analysis is submitted to the time it takes for the technician to testify in court is up to 18 months. Valuable time is being spent traveling between counties statewide to testify on the analysis procedures and the results. The goal of the project is to provide a blood alcohol testing facility for Pitt County. This lab will expedite the adjudication process by offering the court system the immediate availability of the lab technician that performed the blood testing. The goal of the project is to reduce the blood alcohol analysis time frame from 12-18 months to 1 month and expand by one additional judicial district.

CMTW: NA

Agency: Cumberland County
Project Number: M5CS-17-15-01
Project Title: Cumberland County Sobriety Court Coordinator/Community Liaison
Project Description: This is an ongoing project for the Cumberland County DWI Treatment Court. Cumberland County is ranked fourth in overall fatalities and fourth in alcohol-related fatalities. Cumberland County has one of the highest per capita arrest rates for DWI in North Carolina. Cumberland County continues to aggressively target repeat offenders with a DWI Treatment Court. Part of the overall process is to identify Level 1 and Level 2 offenders who are eligible to participate in the program. The goals of the project are to maintain pretrial monitoring between 100-150 high-risk pretrial defendants and maintain treatment monitoring between 10-20 high-risk treatment defendants.
CMTW: Chapter 1, Section 3.1

Agency: Judicial Department - Administrative Office of the Courts
Project Number: M5CS-17-15-02
Project Title: Buncombe County DWI Treatment & Prevention Court
Project Description: This is an ongoing project that funds a Legal Assistant to work in conjunction with the Buncombe County DWI Treatment Court Coordinator. Buncombe County is the 7th most populated County in North Carolina; however the county has a higher conviction rate for habitual DWI offenders in comparison with other counties which have a larger population. Buncombe County is ranked 21st for alcohol-related fatalities. Buncombe County is aggressively targeting repeat offenders with a DWI Treatment Court, which follows in similar fashion, their Drug Treatment Court. Part of the overall process is to identify Level 1 and 2 offenders and facilitate entry into the program. The goal of the project is to reduce recidivism of DWI offenders and is a companion project with Buncombe County M5CS-17-15-03.
CMTW: Chapter 1, Section 3.1

Agency: Judicial Department - Conference of District Attorney's
Project Number: M5CS-17-15-04 / PT-17-06-17
Project Title: Traffic Safety Resource Prosecutors
Project Description: This is an ongoing project that provides funds six Traffic Safety Resource Prosecutors (TSRP) and a Traffic Safety Legal Assistant that provide highway safety related information, technical support and training to law enforcement, prosecutors, magistrates and judges. This is provided through individualized and

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joint training sessions as well as publications and technical support. Five the TSRP's are assigned regionally and provide technical assistance, train prosecutor's, law enforcement, judicial officials, and other allied officials in support of the counties where DWI Task Forces have been created.

CMTW: Chapter 1, Section 3.1, 3.2, 3.3, 3.4; Chapter 3, Section 3.1, 3.2

Agency: Charlotte-Mecklenburg Police Department
Project Number: M5HVE-17-15-01
Project Title: DWI Task Force
Project Description: This is the fourth year of a project that provides funding for This project provides funding for seven DWI Task force officers including a sergeant. Mecklenburg County is ranked 2nd for overall fatalities and 1st for alcohol-related fatalities. The goal of the project is to reduce alcohol-related fatalities, traffic crashes and injuries through enforcement and education efforts. Enforcement efforts will target impaired drivers by conducting saturation patrols and conducting DWI checking stations on peak night time hours, holidays, and weekends. The Task Force will work 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.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3, 2.4, 2.5

Agency: Wilson Police Department
Project Number: M5HVE-17-15-02 / M2HVE-17-13-01
Project Title: Wilson Police Department Traffic Unit Expansion
Project Description: This is the third year of a project to provide two additional officers to address the growing traffic problem caused by the impaired driver. Wilson County ranks 31st in alcohol-related fatalities and 48th in unrestrained fatalities. These officers will compliment the existing traffic officers to address these problems. This traffic unit is the primary provider of traffic enforcement in the county. The goals of the project are to reduce the number of traffic related fatalities, reduce the number of alcohol-related crashes and serious injuries.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Garner Police Department
Project Number: M5HVE-17-15-03
Project Title: DWI Enforcement Officer
Project Description: This is the fourth year of a project that provides funding for a DWI enforcement officer. Wake County is ranked 2nd for alcohol-related fatalities. The DWI officer is deployed during the peak night time and weekend hours when impaired drivers are known to be on the road. The goal of the project is to reduce the number of alcohol-related fatalities in Wake County.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3, 2.4, 2.5

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Agency: Guilford County Sheriff's Office
Project Number: M5HVE-17-15-04
Project Title: DWI Task Force Educator
Project Description: This is the third year of a project for a DWI Task Force Educators position. Guilford County ranks fifth in both overall fatalities and alcohol-related fatalities. This position works in conjunction with the Guilford County DWI Task Force to educate the public regarding impaired driving.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3, 2.4, 2.5

Agency: Wake County Sheriff's Office
Project Number: M5HVE-17-15-05
Project Title: Wake County DWI Team
Project Description: This is the fourth year of a project that provides funding for a five Deputy DWI team. Wake County is ranked 2nd in alcohol-related fatalities. The Wake County Sheriff's DWI team is deployed during the peak night time and weekend hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the officers will also target unrestrained occupants. The goal of the project is to reduce the number of alcohol-related fatalities.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3, 2.4, 2.5

Agency: Raleigh Police Department
Project Number: M5HVE-17-15-06
Project Title: Raleigh Police Department DWI Squad Year 4
Project Description: This is the fourth year of a project that provides funding for a five officer DWI Squad. Wake County is ranked 2nd in alcohol-related fatalities. The DWI Squad is deployed during the peak night time and weekend hours when impaired drivers are known to be on the road. Along with enforcement efforts, informational presentations are planned for Driver's Education classes. The unit aims to reduce the number of alcohol-related fatalities.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3, 2.4, 2.5

Agency: Winston-Salem Police Department
Project Number: M5HVE-17-15-07
Project Title: Forsyth County DWI Task Force
Project Description: This is a continuation project to fund the Forsyth County DWI Task Force. Forsyth County is ranked sixth in impaired driving related fatalities and seventh in the number of unrestrained 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. The goals of the project are to reduce the number of alcohol-related crashes and fatalities. Between 2011-2015 Forsyth County had 54 alcohol-related vehicle fatalities and 44 fatalities resulting from unrestrained motorists. These totals reflect an average of 10.8 alcohol-related fatalities per year and an average of 8.6 unrestrained fatalities per year.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3, 2.4, 2.5

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Agency: Kernersville Police Department
Project Number: M5HVE-17-15-09
Project Title: Forsyth County DWI Task Force Expansion
Project Description: This is a second year of a project to fund a traffic officer as part of the expansion of the Forsyth County DWI Task Force. Forsyth County is ranked sixth in impaired driving 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. The goals of the project are to reduce the number of alcohol-related crashes and fatalities.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3, 2.4, 2.5

Agency: Asheville Police Department
Project Number: M5HVE-17-15-11 / PT-17-06-13
Project Title: Asheville Buncombe DWI Task Force
Project Description: This is the fourth year of a project that provides funding for six DWI Task force officers (four with the Asheville Police Department including a Sergeant and two with the Buncombe County Sheriff's Office). Buncombe County is ranked 8th for overall fatalities, 21st for alcohol-related fatalities, 8th for unrestrained fatalities and 7th for young driver fatal crashes. The goal of the project is to reduce alcohol-related fatalities, crashes and injuries through enforcement and education efforts. Enforcement efforts will target these drivers by conducting saturation patrols and by holding DWI checking stations on peak night time hours, holidays, and weekends. The Task Force will work closely with the local MADD chapter to educate the citizens of Buncombe County about the dangers of drinking and driving.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Wayne County Sheriff's Office
Project Number: M5HVE-17-15-12
Project Title: Wayne County DWI Task Force
Project Description: This is the second year of a project for a DWI Task Force in Wayne County consisting of four deputies to address the impaired driving problem. Wayne County is ranked 12th in overall fatalities, 17th in alcohol-related fatalities and fourth in young-driver fatalities. Wayne County is the home to Seymour Johnson Air Force Base resulting in a large population of younger drivers therefore special enforcement and education efforts are aimed at the 18 - 25 age group . The goals of the project are to reduce the number of alcohol-related crashes and fatalities as well as reducing the number of young driver-involved crashes.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3, 2.4, 2.5

Agency: Union County Sheriff's Office
Project Number: M5HVE-17-15-14
Project Title: Union County DWI Task Force
Project Description: This is the second year of a project that provides funding for five DWI Task force officers (four Deputies and a sergeant). Union County is ranked 18th for overall fatalities and 20th for alcohol-related fatalities. The goal of the project is to reduce alcohol-related fatalities, traffic crashes and injuries through enforcement and education efforts. Enforcement efforts include conducting

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saturation patrols and DWI checking stations during peak night time hours, holidays, and weekends. The Task Force will work to educate the citizens of Union County about the dangers of drinking and driving through outreach/educational events.

CMTW: Chapter 1, Section 2.1, 2.2, 2.3, 2.4, 2.5

Agency: Department of Health & Human Services - Forensic Tests for Alcohol Branch
Project Number: M5TR-17-15-01
Project Title: Standardized Field Sobriety Testing Program
Project Description: This is an ongoing project that provides funding for the Standardized Field Sobriety Testing (SFST) Program. This project provides training to law enforcement officers for SFST and Advanced Roadside Impaired Driving Enforcement (ARIDE) across the state.
CMTW: Chapter 1, Section 2.1

Agency: Department of Health & Human Services - Forensic Tests for Alcohol Branch
Project Number: M5TR-17-15-02
Project Title: Drug Recognition Expert Program
Project Description: This is an ongoing project that provides funding for the Drug Recognition Expert (DRE) Program. This project includes funding for the DRE coordinator responsible for scheduling training across the state to help officers detect impaired suspects under the influence of drugs. The coordinator also provides instruction for DRE's and DRE instructors to ensure state of the art training for all certified DRE personnel.
CMTW: Chapter 1, Section 2.1

Agency: MADD North Carolina
Project Number: M5X-17-15-01
Project Title: Drunk Driving and Underage Drinking Prevention
Project Description: This is an ongoing project that provides funding for a Program Specialist and Court Monitor Specialist in addition to educational materials and events. MADD North Carolina trains and educates the public about the destructive decisions associated with drinking and driving. The main duty of the Court Monitor Specialist is to train volunteers to observe pending DWI cases and note their outcomes. The project's goals are to significantly reduce alcohol-related fatalities and injuries, instances of impaired driving, and to continue educating the youth on highway safety issues and making positive choices/decisions.
CMTW: Chapter 1, Section 3.3, 5.2, 6.5

Agency: Governor's Highway Safety Program
Project Number: M5X-17-15-02
Project Title: Impaired Driving Summit and Training
Project Description: This is an ongoing project that provides funding for a DWI Task Force Summit to provide training and information for the DWI teams. These teams are an innovative and creative concept to form local task forces which work primarily nights and weekends to focus on removing impaired drivers from the roadways. The primary purpose of the summit is to have the teams from all over the state to collaborate and share their individual successes, accomplishments and

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lessons learned. Other agencies interested in forming a task force are also invited to attend. The goal of the project is to reduce alcohol related fatalities.
CMTW: Chapter 1, Section 2.1, 2.2

Agency: Department of Public Safety - ABC Commission
Project Number: M5X-17-15-03
Project Title: ABC Commission - Fake Identification Data and Outreach Program
Project Description: This is the third year of a project providing funding for a fraudulent identification position. The goal of the project is to decrease the frequency of underage drinking. The project evaluates the current process to track underage alcohol-related fraudulent identification data. The project will collect data from supporting agencies in the state, i.e., Division of Motor Vehicles, Bureau of Licensing and Theft, etc. This data will help determine the best way to track false identifications and to prevent the use of fake identifications used by minors to purchase alcohol.
CMTW: Chapter 6, Section 4.1

Agency: Lumberton Police Department
Project Number: PT-17-06-19
Project Title: Lumberton Police Department DWI/OP Enforcement Team
Project Description: This the third year of a project that funds two traffic officers. Robeson county is ranked 5th for alcohol-related fatalities and 1st for unrestrained fatalities. Enforcement efforts will occur during the peak night time hours when impaired drivers are known to be on the road. The officers will collaborate with other agencies and municipalities within Robeson County. Along with their enforcement efforts, the officers will educate students by teaching fatal vision courses to high schools and attending driver education classes around the county. The goal of the project is to reduce the number of alcohol-related and unrestrained fatalities in Robeson County.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

OCCUPANT PROTECTION

Targets

- ❖ GHSP's goal is to decrease unrestrained passenger vehicle occupant fatalities in all seating positions 10 percent from the 2010-2014 average of 373 to 335 by December 31, 2017.
- ❖ GHSP's goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles two percentage points from the 2011-2015 average usage rate of 89.2 percent to 91.2 percent by December 31, 2017.

Evidence Considered

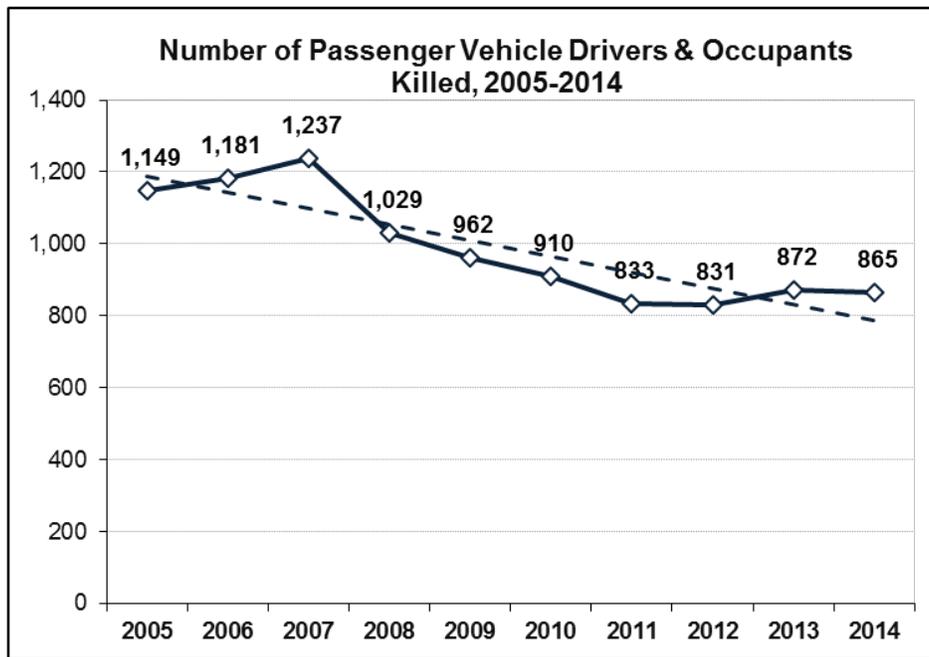
Passenger Vehicle Driver and Occupant Deaths and Injuries

In 2014, there were 865 passenger vehicle drivers and occupants killed in motor vehicle crashes. This was a decrease of 7 deaths from the 872 fatalities in 2013. As shown in Figure 20, the trend in North Carolina passenger vehicle occupant fatalities has been a steady decline since 2007 until the increase in 2013. The small decrease between 2011 and 2012 as well as the increase seen between 2012 and 2013 likely reflects improving economic conditions in North Carolina resulting in increased travel. With people travelling more, it is especially important to increase seat belt and child car seat use as high as possible to keep deaths and injuries as low as possible.

The main goal of the North Carolina occupant protection program is to get more drivers and passengers to wear their seat belts and to have all young children secured in car seats and booster seats. As restraint use numbers and percentages increase, the number of unrestrained occupant fatalities should decline. As shown in Figure 21, there were 360 fatalities in North Carolina involving an unrestrained passenger vehicle driver or occupant in 2014. This was a five fatality increase from 355 unrestrained fatalities in 2013. The trend in North Carolina unrestrained fatalities has been a relatively steady decline, especially since 2007 when unrestrained fatalities were at their highest over the last ten years.

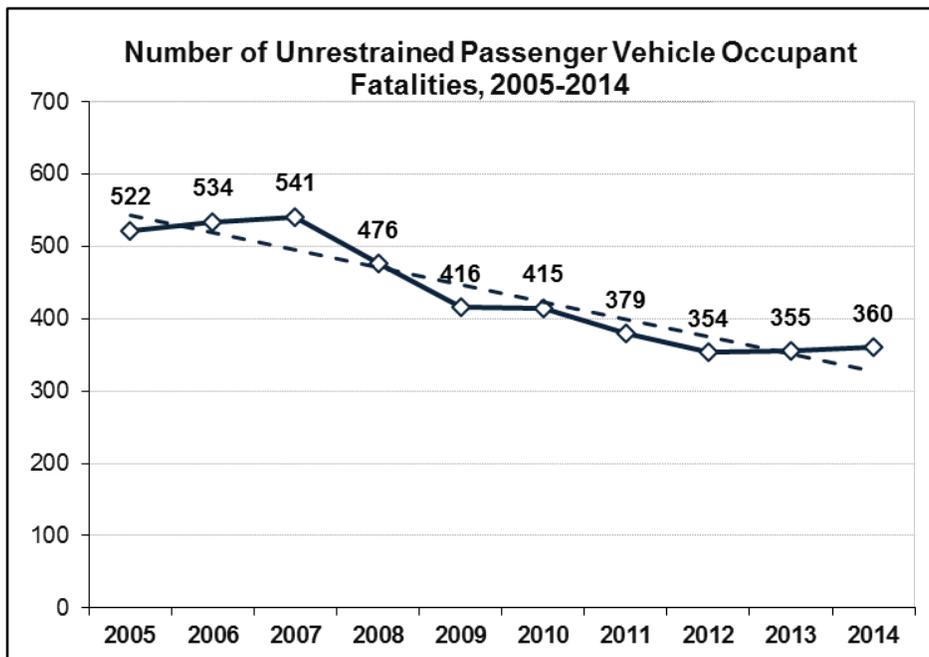
Although the total number of unrestrained fatalities has tended to decrease in recent years, the percent of fatally injured passenger vehicle occupants who were unrestrained at the time of the crash remained essentially unchanged, at just under 50 percent, between 2005 and 2010. As shown in Figure 22, an encouraging trend can be seen since 2010 with the percent of unrestrained fatally injured passenger vehicle occupants decreasing to 43.3 percent in 2014.

Figure 20. Number of Drivers and Occupants Killed



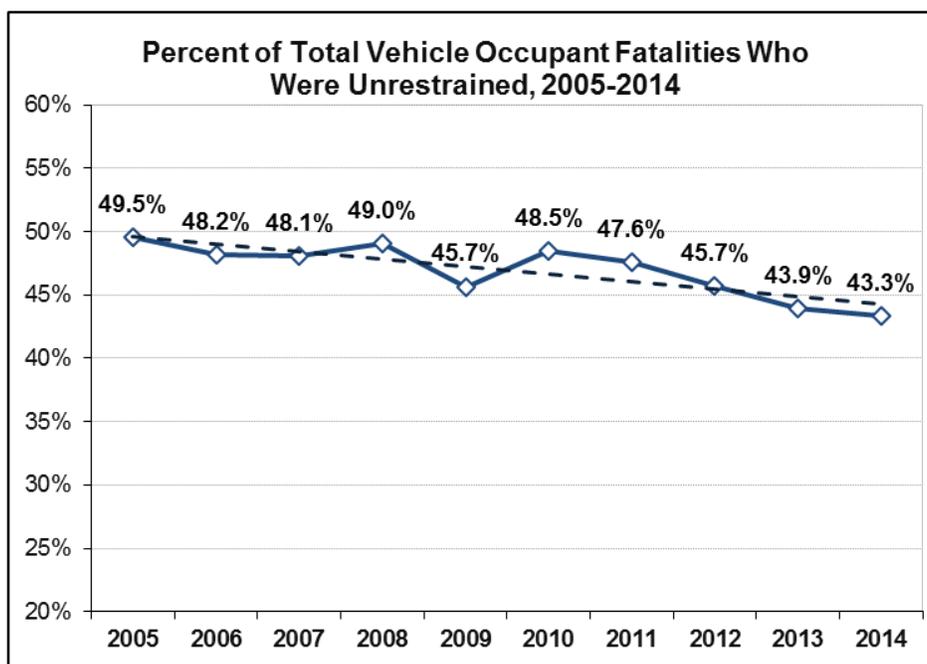
Source: FARS 2005 - 2014

Figure 21. Number of Unrestrained Driver and Occupant Fatalities



Source: FARS 2005 – 2014

Figure 22. Percent of Unrestrained Driver and Occupant Fatalities

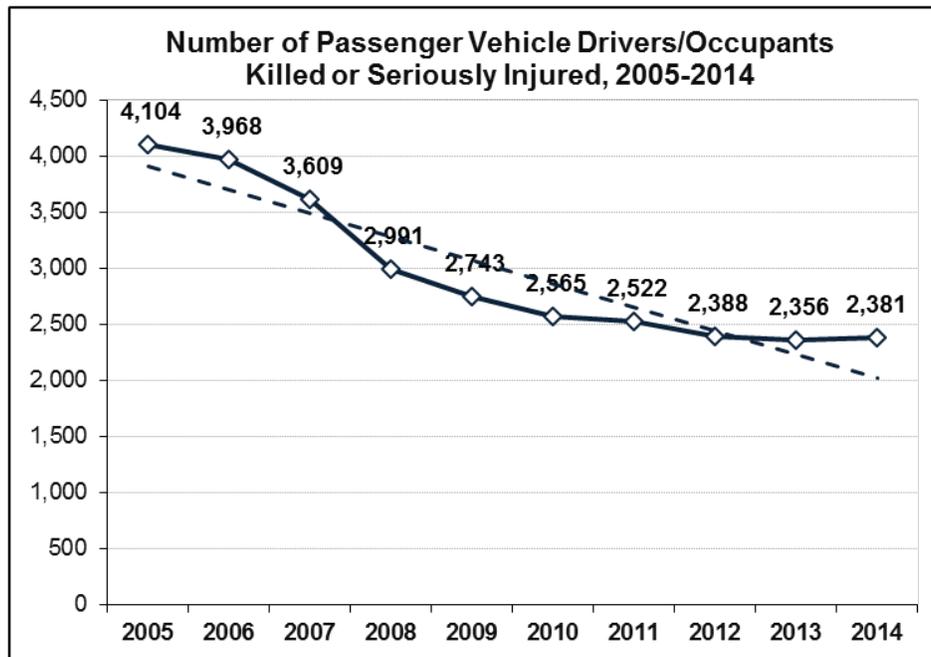


Source: FARS 2005 – 2014

In addition to the average of 987 fatally injured drivers and occupants of passenger vehicles each year during the ten-year 2005-2014 period, there was an average of 1,971 persons who received serious (A-Type) injuries each year. In 2014, there were 1,504 serious injuries in North Carolina which was essentially the same as the 1,503 injuries in 2013 and a decrease from 1,564 serious injuries in 2012. Tracking serious injuries, as well as fatalities, among occupants can provide additional insight to injury trends since fatalities are a relatively rare event and a few bad crashes with multiple fatalities can skew fatality numbers for any given year. As shown in Figure 23, the number of drivers and occupants of passenger vehicles who were killed or seriously injured has been declining over the last ten years. As with the fatality trend, the decline was especially rapid after 2006-2007 with the decline becoming more gradual since 2010.

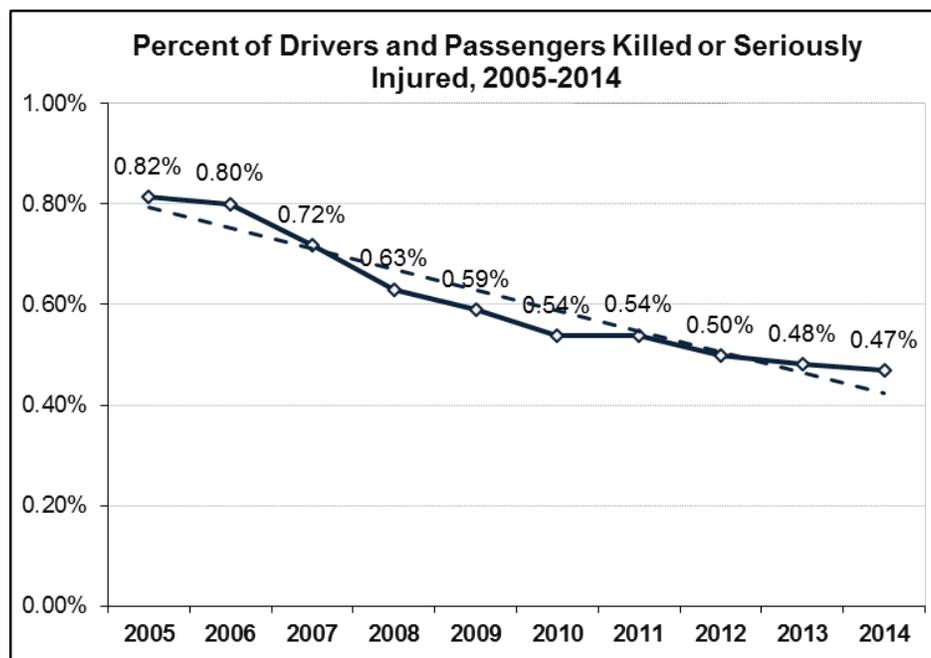
As shown in Figure 24, the fatal plus serious injury rate, i.e., the percentage of drivers and occupants of passenger vehicles who were killed or seriously injured, has also been declining over the last ten years. As with the trend for the number of fatalities, the decline in the fatal plus serious injury rate was especially rapid after 2006-2007 with the decline becoming more gradual since 2010. Unlike the trend in the number of fatalities, which can increase or decrease based on how many crashes occur, the fatal plus serious injury rate is not affected by economic declines or improvements. The declines in the fatal plus serious injury rate, such as the small decline in the rate while the actual number of fatal and injuries increased in 2014, suggests that increases in occupant restraint use rates during this time have helped to produce the desired outcome of reducing fatalities and serious injuries.

Figure 23. Number of Drivers and Occupants Killed or Seriously Injured



Source: NC DOT Motor Vehicle Crash Data, 2005 - 2014

Figure 24. Percent of Drivers and Occupants Killed or Seriously Injured



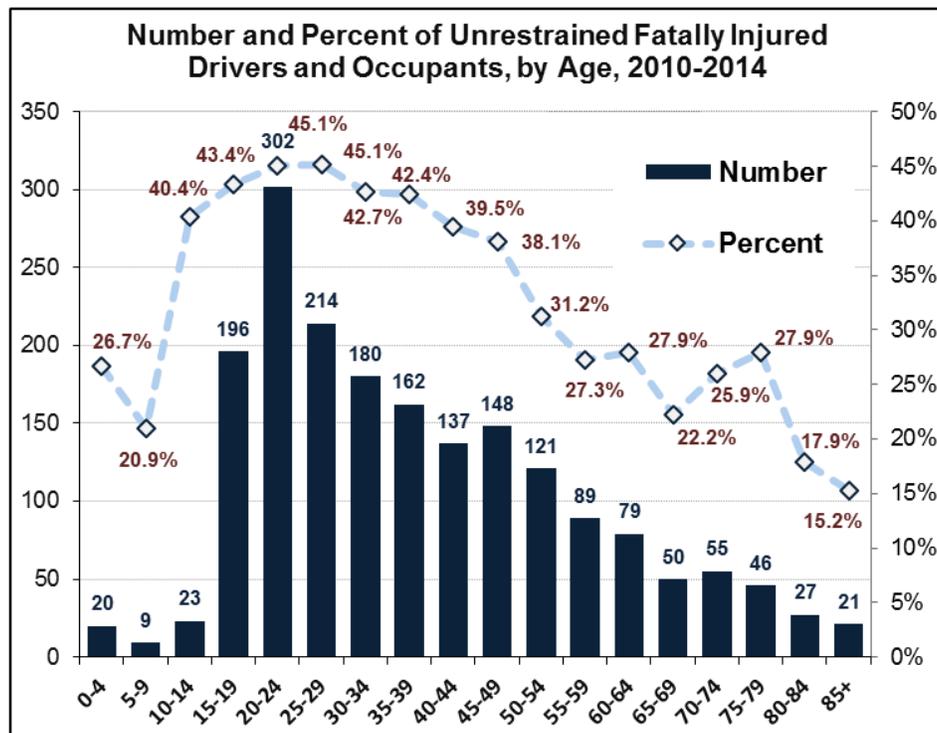
Source: NC DOT Motor Vehicle Crash Data, 2005 - 2014

Occupant Protection

During 2014, there were an almost equal number of male and female drivers and passengers involved in crashes in North Carolina (258,071 vs. 248,857 or 50.9% vs. 49.1%). However, the number of male drivers and passengers killed was nearly twice that for females (575 vs. 296) and there were nearly three times as many unrestrained fatalities among males as females (260 vs. 95). These gender differences indicate, among other things, that “buckle up” programs and messages need to be focused more on males than females.

Unrestrained fatalities also vary by age, as shown in Figure 25. Unrestrained fatalities peak for drivers and occupants ages 20 to 24. By comparison, unrestrained fatalities are relatively rare among those younger than 15 and those age 65 and older. There were 175 passenger vehicle occupants less than 15 years of old killed during this time. Of these, 52 (30%) were unrestrained. Of the 891 fatalities ages 65 and older, 199 (22%) were unrestrained. These compare to the 3,849 fatalities among those ages 15-59 of which 1,549 (40%) were unrestrained.

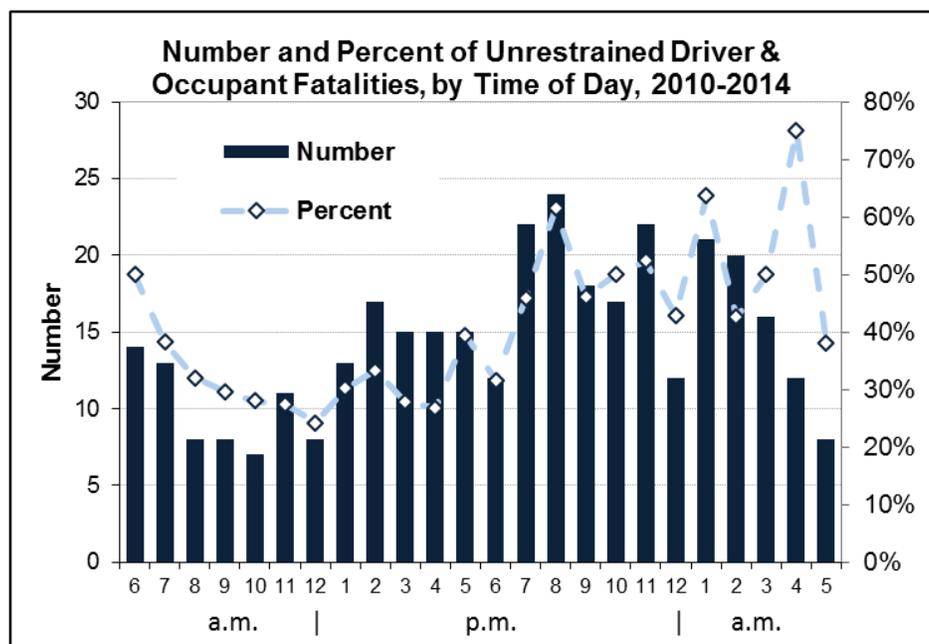
Figure 25. Unrestrained Fatalities by Age



Source: FARS 2010 – 2014

Figure 26 shows both the number and percent of fatally injured passenger vehicle occupants who were unrestrained by time of day. During the five year period of 2010-2014, the total number and percent of unrestrained fatalities varied by time of day. The peaks for the number of fatalities were highest beginning about 7:00pm until 2:00am. The percent of fatalities that were unrestrained, on the other hand, peaked between the hours of 8:00pm and 4:00am. In general, the percent of fatally injured passenger vehicle occupants that were unrestrained is substantially higher at night.

Figure 26. Unrestrained Fatalities by Time of Day



Source: FARS 2010 – 2014

Seat belt observational data is not available at the county level; hence, county-specific analyses focus on unrestrained fatally injured passengers. Counts of fatally injured unrestrained passenger vehicle occupants from 2010 to 2014 are shown in Table 8. The table also shows the proportion of fatalities in each county who were unrestrained, and the proportion of total unrestrained fatalities accounted for by each county. Five counties had at least 50 unrestrained passenger vehicle fatalities from 2010 to 2014. In total, the 47 counties listed in the table represent 79% of all unrestrained fatally injured passenger vehicle occupants in North Carolina from 2010 to 2014. Many of the counties with the highest number of unrestrained fatalities also have large populations (for instance, Mecklenburg, Wake, and Guilford Counties), so these same 47 counties also make up 82% of the total NC population (based on 2014 county population estimates). Note also that high proportions of unrestrained fatalities tend to be most common in the southeastern part of the state (e.g., Robeson, Cumberland, Columbus, and Brunswick counties).

Table 8. Unrestrained Passenger Vehicle Occupant Fatalities, 2010-2014

County	Total Unrestrained Fatalities	Percent of Total County Fatalities Who Were Unrestrained	Percent of Total NC Unrestrained Fatalities
Robeson	88	60.3%	4.8%
Guilford	72	44.2%	3.9%
Mecklenburg	71	42.5%	3.9%
Wake	65	31.6%	3.5%
Davidson	52	49.5%	2.8%
Cumberland	48	36.6%	2.6%
Buncombe	46	48.9%	2.5%
Johnston	45	42.5%	2.4%

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Table 8. Unrestrained Passenger Vehicle Occupant Fatalities, 2010-2014

County	Total Unrestrained Fatalities	Percent of Total County Fatalities Who Were Unrestrained	Percent of Total NC Unrestrained Fatalities
Wayne	45	52.9%	2.4%
Forsyth	44	44.4%	2.4%
Columbus	38	46.9%	2.1%
Nash	38	46.3%	2.1%
Brunswick	37	50.7%	2.0%
Rowan	37	43.5%	2.0%
Randolph	33	49.3%	1.8%
Gaston	31	40.8%	1.7%
Harnett	30	34.1%	1.6%
Durham	29	41.4%	1.6%
Pender	27	52.9%	1.5%
Sampson	27	47.4%	1.5%
Moore	26	52.0%	1.4%
Onslow	26	36.1%	1.4%
Union	26	35.6%	1.4%
Iredell	25	37.9%	1.4%
Alamance	24	52.2%	1.3%
Catawba	24	33.3%	1.3%
Granville	23	48.9%	1.2%
Lee	23	48.9%	1.2%
Pitt	23	33.3%	1.2%
Rockingham	23	43.4%	1.2%
Richmond	22	53.7%	1.2%
Surry	22	42.3%	1.2%
Duplin	21	40.4%	1.1%
Cleveland	20	48.8%	1.1%
Hoke	20	51.3%	1.1%
Beaufort	19	51.4%	1.0%
Rutherford	19	52.8%	1.0%
Franklin	18	60.0%	1.0%
Halifax	18	45.0%	1.0%
Wilkes	18	36.7%	1.0%
Anson	17	54.8%	0.9%
Cabarrus	17	29.8%	0.9%
Craven	17	34.7%	0.9%
New Hanover	17	50.0%	0.9%
Bladen	16	36.4%	0.9%
Henderson	16	33.3%	0.9%
Wilson	15	34.9%	0.8%
NC TOTAL	1,844	42.6%	100.0%

Source: FARS 2010 – 2014

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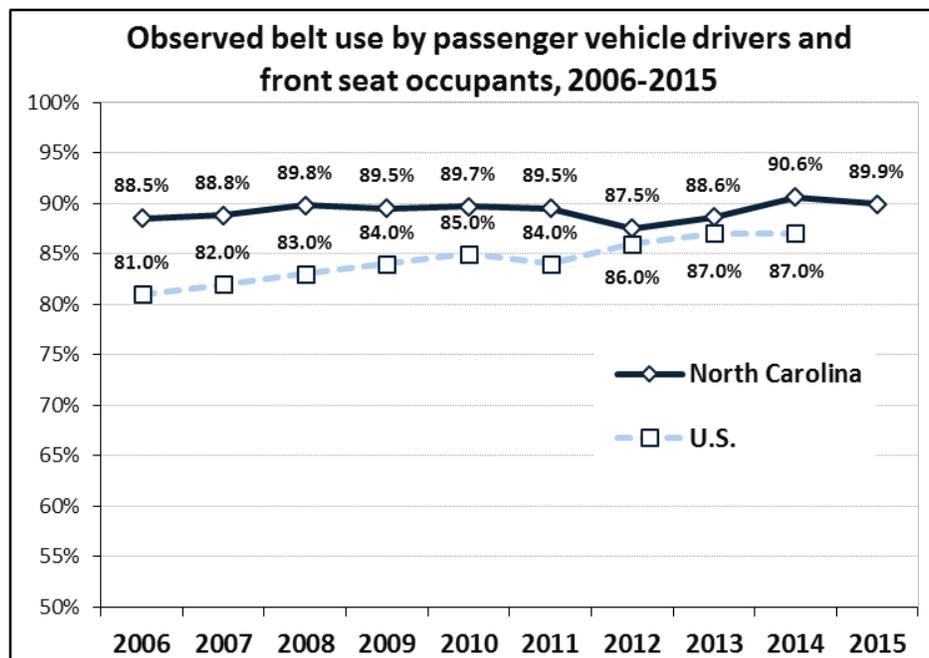
Behaviors

North Carolina's most recent annual seat belt use survey, conducted in accordance with NC's NHTSA-certified plan, was conducted in June 2015 at 120 sites in 15 counties. In addition to the 120 NHTSA certified sites, GHSP opted to include another 80 sites in 10 additional counties for the June 2015 sample in order to have additional data for problem identification in those counties.

For all sites, trained observers recorded information for stopped or nearly stopped vehicles. Data were collected during rush hours (weekdays between 7 a.m. and 9 a.m. or 3:30 p.m. and 6 p.m.), non-rush hours (weekdays between 9 a.m. and 3:30 p.m.), and on weekends (Saturday or Sunday between 7 a.m. and 6 p.m.).

The 2015 observed belt use rate for the certified 120 sites for drivers is 89.8%, compared with 90.9% in the June 2014 survey. The observed belt use rate for right front-seat passengers is 90.3%, which is up from 2014's rate of 89.7%. The 2015 seat belt usage rate for drivers and front-seat passengers combined is 89.9%, which is down 0.7% from the 2014 rate of 90.6%. As shown in Figure 27, North Carolina's observed belt use rate has changed relatively little over the past ten years. North Carolina's observed belt use rate has been and continues to be higher than the national average.

Figure 27. Observed Seat Belt Use



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

In 2014, observed belt use was one percentage point higher among drivers (90.9%) than front seat passengers (89.7%). Surprisingly, belt use in 2015 was slightly lower for drivers than passengers (89.8% vs. 90.3%), bucking a trend since at least 2000. As shown in Table 9, groups with relatively low observed seat belt use in North Carolina include males, young drivers, those driving in rural areas, and drivers of pickup trucks and vans. Belt use was also somewhat lower among those driving in the coastal and mountain parts of the state as compared to the Piedmont.

Table 9. Observed Seat Belt Use Rates, June 2015

Category	Weighted Use (%)
Overall	
Driver	89.8
Passenger	90.3
Combined	89.9
Sex of Driver	
Male	87.8
Female	93.0
Age of Driver	
16–24	80.9
25–64	90.8
65+	89.7
Urban/Rural	
Urban	91.5
Rural	84.6
Vehicle Type	
Car	90.2
Van	85.7
Minivan	94.7
Pickup Truck	86.3
Sport-Utility Vehicle	92.0
Region	
Mountain	90.0
Piedmont	91.9
Coast	88.0

Source: North Carolina Seat Belt Usage Rates, Unweighted and Weighted:
120-Site June 2015 Survey

Seatbelt observations were conducted in 25 counties. As shown in Table 10, observed belt use differed somewhat across counties, from a low of 83.3% in Robeson County, to a high of 96.1% in Wayne County.

Table 10. Observed Seat Belt Use Rates by County, June 2015

County	Observed Belt Use %
Alamance	93.8
Brunswick*	87.4
Buncombe*	91.9
Cabarrus	89.0
Caldwell	93.0
Catawba	91.2
Columbus	88.2
Cumberland	87.8
Davidson*	88.7
Durham*	88.4

Table 10. Observed Seat Belt Use Rates by County, June 2015

County	Observed Belt Use %
Forsyth*	89.8
Franklin	90.7
Gaston*	87.9
Guilford	92.5
Harnett	86.4
Johnston	95.5
Mecklenburg	90.7
Nash	95.1
Onslow	90.2
Robeson	83.3
Rockingham*	96.0
Rowan	88.2
Sampson*	87.9
Wake	92.6
Wayne*	96.1

*Excluded from NHTSA sample.

Source: The 2015 North Carolina Seat Belt Survey and Other Analyses Final Report

Statewide Campaigns/Programs

Comprehensive Occupant Protection Program Development

North Carolina participated in an April 17-22, 2016 comprehensive NHTSA-facilitated assessment of all elements of the NC occupant protection program. The Assessment Team members examined North Carolina specific legislation and use requirements, enforcement, communication, education, and other strategies that are all necessary to achieve significant, lasting increases in seat belt and child safety seat usage. The Assessment concluded with the Assessment Team making some key recommendations for improving the North Carolina occupant protection program.

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

In 2014, the North Carolina Governor's Highway Safety Program worked with other Occupant Protection Program partners to establish a Statewide Occupant Protection Task Force. Members of the OP Task Force represent a number of state agencies, university research centers, law enforcement, and healthcare including:

- NC Governor's Highway Safety Program
- Asheville Police Department
- Charlotte-Mecklenburg Police Department

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

The Task Force is convened quarterly to discuss occupant protection issues, challenges that need to be addressed, ongoing and planned initiatives, potential new strategies for further consideration, and then finally, to update the North Carolina Occupant Protection Strategic Plan. The comprehensive plan that was developed by the OP Task Force and approved on June 26, 2014 provides data on occupant protection related issues in North Carolina, documents ongoing initiatives to address various aspects of the problem, and presents potential strategies. In accordance with NHTSA's occupant protection guidelines, problems and strategies were developed for the components of legislation, regulation and policy; enforcement and adjudication; communication, media, and outreach; occupant protection for children program; outreach; and data and program evaluation.

Child Passenger Safety Programs

North Carolina is very active in the field of child passenger safety. As of June 2016, North Carolina had 2,704 certified child passenger safety technicians, including 74 Technician Proxies, and 45 certified instructors in 96 of North Carolina's 100 counties. (Avery, Hyde, Jones, and Pamlico Counties do not currently have any technicians.) More than half (57%) of these technicians are in the fire services (e.g., fire fighters) with the second largest profession represented being law enforcement (14%).

North Carolina has numerous programs that support child passenger safety efforts in the state. In previous years, GHSP funded the NC Buckle Up Kids (BUK) program which was administered through the NC Department of Insurance, Office of State Fire Marshal. Beginning with FY15, the BUK program was dissolved and the focus was shifted to permanent car seat checking stations (PCSs) to provide education and technical assistance to parents and caregivers. The PCS programs are also being used as outlets to provide NHTSA/GHSP funded no-cost car seats, along with education on their correct use, to qualifying families. Using PCSs as car seat distribution sites helps to ensure that trained, qualified personnel provide education and installation assistance to parents/caregivers receiving seats purchased with GHSP funding.

Permanent checking stations (PCS) are locations where parents/caregivers can receive information about child passenger safety, have their child restraints and seat belts checked to ensure they are installed and used correctly, and receive education and training from the Technicians on how to install and use their child restraints. As of June, 2016 there are 174 permanent checking station programs in 78 counties. Some programs have more than one location for providing services and some programs provide services to surrounding counties, resulting in a total of 218 locations providing services to 84 counties. During FY2015 and through the first six months of FY2016, NC PCS programs checked more than 14,600 car seats for over 14,471 children. Over half (52%) of these checks were for children less than age one with another 37 percent being for 1-5 year old children.

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Enforcement Activities

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

During 2015, law enforcement agencies in North Carolina conducted three waves of enforcement concerning occupant protection:

- Spring Click it or Ticket (May 18-31, 2015)
- Child Passenger Safety Week (September 14-20, 2015)
- Thanksgiving Click it or Ticket (November 23-29, 2015)

Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies. Across all three enforcement waves, 17,911 citations were issued for violations of the seat belt law and 1,987 for violations of the child passenger safety law, for a total of 19,898 occupant restraint citations.

Law enforcement officers are encouraged to issue citations for occupant restraint law violations during all enforcement campaigns and throughout the year between enforcement campaigns. As shown in Table 11, an additional 19,408 seat belt violations and 3,487 child passenger safety law violations were issued in 2015 during other enhanced enforcement periods (e.g., "Booze It & Lose It"). An additional 110,197 seat belt and CPS citations were issued in 2015 during non-campaign periods throughout the year. Over 70% of citations issued in 2015 were during non-enhanced enforcement campaign times of the year. This ratio is slightly skewed as not all agencies report during campaigns. North Carolina averaged 68% of eligible law enforcement agencies reporting during the 2015 campaigns. However, these agencies represent approximately 80% of the population.

Summary

Over the past decade, there has been a steady decrease in the number of unrestrained passenger vehicle occupant fatalities in North Carolina. However, there was a five fatality (1.4%) increase in unrestrained fatalities between 2013 and 2014. The fatal plus serious injury rate, i.e., the percentage of drivers and occupants of passenger vehicles who were killed or seriously injured, has also been declining over the last ten years. Unlike the trend in the number of fatalities or serious injuries, the fatal plus serious injury rate is not affected by economic declines or improvements. The declines in the fatal plus serious injury rate suggests that increases in occupant restraint use rates during this time have produced the desired outcome of reducing fatalities and serious injuries.

Observed restraint use for drivers and front seat occupants in North Carolina currently stands at 89.9%. This is slightly lower than the June 2014 rate of 90.6%. North Carolina's observed belt use rate has been and continues to be higher than the national average.

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Table 11. NC Seat Belt and Child Passenger Safety Law Citations

Campaign / Violations	2015	2014
<i>Spring "Click It or Ticket" Campaign</i>		
Seat belt violations	12,056	13,204
Child passenger safety law violations	1,152	1,396
Total	13,208	14,600
<i>Child Passenger Safety Week Campaign</i>		
Seat belt violations	2,908	2,458
Child passenger safety law violations	387	358
Total	3,295	2,816
<i>Thanksgiving "Click It or Ticket" Campaign</i>		
Seat belt violations	2,947	3,158
Child passenger safety law violations	448	353
Total	3,395	3,511
<i>"Click It or Ticket"/CPS Week Overall Totals</i>		
Seat belt violations	17,911	18,820
Child passenger safety law violations	1,987	2,107
Total	19,898	20,927
<i>"Booze It & Lose It" OP Violations Totals</i>		
Seat belt violations	19,408	19,206
Child passenger safety law violations	3,487	3,410
Total	22,895	22,616
<i>Totals - All Enforcement Campaigns</i>		
Seat belt violations	37,319	38,026
Child passenger safety law violations	5,474	5,517
Total	42,793	43,543
<i>Totals Citations for Year (AOC*)</i>		
Seat belt violations	135,028	140,158
Child passenger safety law violations	17,962	18,988
Total	152,990	159,146
<i>Totals - Non-Enforcement Campaign Citation #</i>		
Seat belt violations	97,709	102,132
Child passenger safety law violations	12,488	13,471
Total	110,197	115,603
<i>Totals - Non-Enforcement Campaign Citation %</i>		
Seat belt violations	72.4%	72.9%
Child passenger safety law violations	69.5%	70.9%
Total	72.0%	72.6%

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

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

We believe further reductions in unrestrained passenger vehicle fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working to decrease unrestrained passenger vehicle occupant fatalities in all seating positions 10 percent from the 2010-2014 average of 373 to 335 by December 31, 2017. In addition, GHSP's goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles two percentage points from the 2011-2015 average usage rate of 89.2 percent to 91.2 percent by December 31, 2017.

Countermeasures & Funding Priorities

To address the problem areas described above and to meet North Carolina's goals for 2017, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 8th Edition of NHTSA's Countermeasures that Work (CMTW). CMTW is designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP is involved in an ongoing process to implement a comprehensive occupant protection program through a strategic plan developed by a statewide occupant protection task force. This strategic plan is based in part on the recommendations from the July 2013 NHTSA-facilitated occupant protection program assessment. GHSP plans to update this strategic plan with relevant recommendations for the April 2016 NHTSA-facilitated occupant protection program assessment. The statewide campaigns, programs, and countermeasures that follow may change as needed in response to additional recommendations generated by the statewide Occupant Protection Task Force and working groups that have been established to address specific programs and target groups.

GHSP will work with program partners to continue support for child passenger safety efforts in the state by continuing to focus on permanent car seat checking stations (PCSs) to provide education and technical assistance to parents and caregivers and to serve as outlets to provide NHTSA/GHSP funded no-cost car seats, along with education on their correct use, to qualifying families. GHSP will continue to support CPS Technician Certification courses throughout the State to certify new Technicians to support the local PCSs and other programs. Additionally, GHSP will continue to support Certification Renewal courses for those people whose certification status expired, but who want to remain active in the field. In addition, GHSP will work to restructure and reinforce the child passenger safety diversion program - where CPS law violators can attend an educational/fitting program in lieu of paying their fine and court costs - through partnerships with District Attorneys' Offices, State and local child passenger safety programs and law enforcement.

GHSP will strive to increase occupant restraint use in high risk groups such as drivers at night and drivers and passengers identified as being high risk through survey data or crash reports. GHSP will focus law enforcement and media attention on the enforcement of seat belts during the times of day where most unrestrained fatalities occur and will require seat belt enforcement efforts by subgrantees to devote at

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least 50 percent of their enforcement efforts at night. Through support and refinement of the Vision Zero Analytics project, GHSP continues to facilitate the collection and sharing of data and county maps with agencies in occupant restraint focus counties that are either survey counties or overrepresented in unrestrained fatalities. Data shared with the counties will include the locations of these fatal crashes, the day of the week and the time of day they are occurring. Enforcement (citation) data for each county is presented and correlated with unrestrained fatality rates. Collaborative meetings with our partners are used to focus enforcement efforts during campaigns and throughout the year. GHSP will seek buy-in from the agencies to address the problem locations and GHSP will offer funding as needed to enhance the enforcement efforts.

GHSP will review the 2016 observational seat belt use data in conjunction with fatality data to target counties needing additional attention similar to targeted mobilizations previously conducted. GHSP will receive survey usage data on an additional 10 counties in 2016. This information is used to identify trends in the high unrestrained fatality counties included in the 25 Occupant Protection Focus Counties.

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

Media Plan

GHSP will support all FY2017 occupant protection campaigns and seat belt mobilizations with earned and/or paid media to draw attention to each of the campaigns. North Carolina utilizes a variety of media modes to draw attention to the campaigns and the enforcement efforts in the state.

Campaign kickoff events are planned for all FY2017 campaigns, seeking earned media attention that will be gained from partnerships with NC DOT Communications Office, Safe Kids North Carolina, NC State Highway Patrol, local law enforcement, etc. Typically, the kickoff events will feature the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. At times GHSP will change the typical kickoff format to draw attention to a variety of occupant protection issues.

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

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

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

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GHSP is continuing its partnership with Oak City 7, a downtown Raleigh concert series. Live Nation outdoor concert venues in Raleigh and Charlotte will also play in vital role in our media advertisements. Fans not wearing their seat belts on the way to and from concerts is a concern and GHSP recognizes this is one key area we can reach our target audience.

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

FY2017 Occupant Protection Projects

The following section outlines some of the projects that are currently approved by the review team and officially part of the original submission of the FY2017 North Carolina Highway Safety Plan to address occupant protection. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency: Western NC Safe Kids
Project Number: M1CPS-17-13-01
Project Title: Safe Transportation for All Children/Occupant Protection For All Ages 2016-2017
Project Description: This is a continuation project that provides funding for Safe Kids Western North Carolina (Safe Kids WNC) to provide leadership for the State to increase and maintain the base of CPS Technicians trained in Special Needs Transportation. Safe Kids WNC will continue to serve as the referral resource for families of children with special health care needs and offer the "Transporting Children with Special Needs" CPS enrichment course two times per year in different regions of the state. This project will allow Safe Kids WNC to attend several conferences including BuckleUpNC, Safe Kids NC, and Lifesavers. Partnerships with law enforcement will continue to grow while participating in local "Click It or Ticket" enforcement activities and the CPS Diversion Program. The project will educate tweens and teens through program objectives to become a safe passenger now, as well as in the future as drivers.
CMTW: Chapter 2, Section 7.2

Agency: Department of Insurance
Project Number: M2CPS-17-13-01
Project Title: Occupant Protection for the Family - CPS and More
Project Description: This is an ongoing project that will provide funding for the Office of State Fire Marshal (OSFM)/Safe Kids NC to continue child passenger safety efforts. The goal of the project is to increase the usage of child restraints, booster seats and seat belts in order to reduce the number of injuries and deaths to motor vehicle occupants. OSFM will accomplish this by collaborating with local and state child passenger safety and occupant protection programs. This project will restructure and reinforce the child passenger safety diversion program through

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partnerships with the Governor's Highway Safety Program, District Attorneys' Offices, child passenger safety programs and law enforcement.

CMTW: Chapter 2, Section 7.1, 7.2

Agency: Cornelius Police Department
Project Number: M2HVE-17-13-02 / M5HVE-17-15-08
Project Title: Cornelius Police Department Traffic Unit
Project Description: This is the second year of a project that provides funding for two traffic officers to expand the current three officer dedicated traffic team to a total of five traffic officers. Mecklenburg County is ranked 2nd for overall fatalities, 1st for alcohol-related fatalities and 3rd for unrestrained fatalities. The goal of the project is to reduce fatalities through enforcement and education efforts. The traffic team will work with the Charlotte-Mecklenburg Police Department DWI Task Force on special DWI enforcement campaigns.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Department of Public Safety - State Highway Patrol
Project Number: M2HVE-17-13-03
Project Title: NC SHP "Click It or Ticket" Project 2017
Project Description: This is an ongoing continuation project that provides funding for overtime enforcement for occupant restraint violations. The project will provide increased and sustained enforcement efforts in the 25 Occupant Protection Focus Counties. Select waves of overtime enforcement will be conducted during the May "Click It or Ticket" campaign and at other times throughout the year. With increased high visibility enforcement, the goal of the project is to reduce unrestrained fatalities and serious injuries, while also increasing the seat belt usage rate.
CMTW: Chapter 2, Section 2.1, 2.2, 2.3, 5.1

Agency: Guilford County Sheriff's Office
Project Number: M2HVE-17-13-04 / M5HVE-17-15-10
Project Title: DWI Task Force
Project Description: This is the fifth year of an impaired driving enforcement project to fund five positions. Guilford County ranks fifth in overall fatalities, fifth in alcohol-related fatalities and fourth in unrestrained fatalities. This project continues the funding for a multi-agency DWI Task Force (Guilford County Sheriff's Office, Greensboro Police Department and High Point Police Department). The Task Force maintains a high level of impaired driving arrests through strict enforcement and increased daytime and night time checkpoints with the goal to reduce alcohol-related fatalities. In addition to impaired driving enforcement this project uses zero tolerance to focus on increasing countywide seat belt use above 90 percent with the goal of reducing unrestrained fatalities.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Brunswick County Sheriff's Office
Project Number: M2HVE-17-13-06 / M5HVE-17-15-13
Project Title: DWI/SB Enforcement Unit

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Project Description: This is the fourth year of a project to fund four DWI/SB enforcement deputies that are a part of a six deputy unit. The Brunswick County Sheriff's Office DWI/SB Enforcement Team will continue to deploy during the peak night time hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies will also target unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours. Brunswick County currently ranks 15th in alcohol-related fatalities and 11th in unrestrained fatalities. The Sheriff's Office will continue to play a key role in coordinating multi-agency enforcement activities within the region. The unit aims to decrease the number of alcohol-related and unrestrained fatalities in Brunswick County.

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

Agency: Judicial Department - Conference of District Attorney's

Project Number: M5CS-17-15-04 / PT-17-06-17

Project Title: Traffic Safety Resource Prosecutors

Project Description: This is an ongoing project that provides funds six Traffic Safety Resource Prosecutors (TSRP) and a Traffic Safety Legal Assistant that provide highway safety related information, technical support and training to law enforcement, prosecutors, magistrates and judges. This is provided through individualized and joint training sessions as well as publications and technical support. Five the TSRP's are assigned regionally and provide technical assistance, train prosecutor's, law enforcement, judicial officials, and other allied officials in support of the counties where DWI Task Forces have been created.

CMTW: Chapter 1, Section 3.1, 3.2, 3.3, 3.4; Chapter 3, Section 3.1, 3.2

Agency: Wilson Police Department

Project Number: M5HVE-17-15-02 / M2HVE-17-13-01

Project Title: Wilson Police Department Traffic Unit Expansion

Project Description: This is the third year of a project to provide two additional officers to address the growing traffic problem caused by the impaired driver. Wilson County ranks 31st in alcohol-related fatalities and 48th in unrestrained fatalities. These officers will compliment the existing traffic officers to address these problems. This traffic unit is the primary provider of traffic enforcement in the county. The goals of the project are to reduce the number of traffic related fatalities, reduce the number of alcohol-related crashes and serious injuries.

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

Agency: Asheville Police Department

Project Number: M5HVE-17-15-11 / PT-17-06-13

Project Title: Asheville Buncombe DWI Task Force

Project Description: This is the fourth year of a project that provides funding for six DWI Task force officers (four with the Asheville Police Department including a Sergeant and two with the Buncombe County Sheriff's Office). Buncombe County is ranked 8th for overall fatalities, 21st for alcohol-related fatalities, 8th for unrestrained fatalities and 7th for young driver fatal crashes. The goal of the project is to reduce alcohol-related fatalities, crashes and injuries through enforcement and

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education efforts. Enforcement efforts will target these drivers by conducting saturation patrols and by holding DWI checking stations on peak night time hours, holidays, and weekends. The Task Force will work closely with the local MADD chapter to educate the citizens of Buncombe County about the dangers of drinking and driving.

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

Agency: Governor's Highway Safety Program
Project Number: OP-17-04-01
Project Title: Occupant Protection Program Support
Project Description: This is an ongoing project to provide funding for occupant restraint programs and events. The Governor's Highway Safety Program (GHSP) continues to plan and implement "Click It or Ticket" events and activities. GHSP will develop and update materials as needed to enhance the "Click It or Ticket" highway safety message.
CMTW: NA

Agency: UNC - Highway Safety Research Center
Project Number: OP-17-04-03
Project Title: Continued Development of the BuckleUpNC Resource Center
Project Description: This is a continuation project that provides funding to maintain and update the BuckleUpNC website (www.buckleupnc.org). This project provides consumer information to the public through a toll free number, website, brochures and flyers. The project provides program and technical assistance to CPS advocates and administrators. The Highway Safety Research Center also supports 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 issues throughout the year.
CMTW: Chapter 2, Section 6.1, 6.2, 7.2

Agency: NC State University - Institute of Transportation Research and Education
Project Number: OP-17-04-04
Project Title: 2017 North Carolina Observational Survey of Seat Belt Use
Project Description: This project provides funding to fulfill all reporting requirements for North Carolina's Observational Survey of Seat Belt Use for 2017 with respect to NHTSA's guidelines and guidance. In order to successfully fulfill the annual reporting specifications, this project will follow all procedures for NHTSA approval of an updated sampling frame and survey design that meets the 5-year observation site reselection requirement. The project will collect seat belt use data June 2017 to use for determining an estimate of the statewide seat belt use rate.
CMTW: Chapter 2, Section 1

Agency: Lumberton Police Department
Project Number: PT-17-06-19
Project Title: Lumberton Police Department DWI/OP Enforcement Team
Project Description: This the third year of a project that funds two traffic officers. Robeson county is ranked 5th for alcohol-related fatalities and 1st for unrestrained fatalities.

Occupant Protection

Enforcement efforts will occur during the peak night time hours when impaired drivers are known to be on the road. The officers will collaborate with other agencies and municipalities within Robeson County. Along with their enforcement efforts, the officers will educate students by teaching fatal vision courses to high schools and attending driver education classes around the county. The goal of the project is to reduce the number of alcohol-related and unrestrained fatalities in Robeson County.

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

POLICE TRAFFIC SERVICES

Target

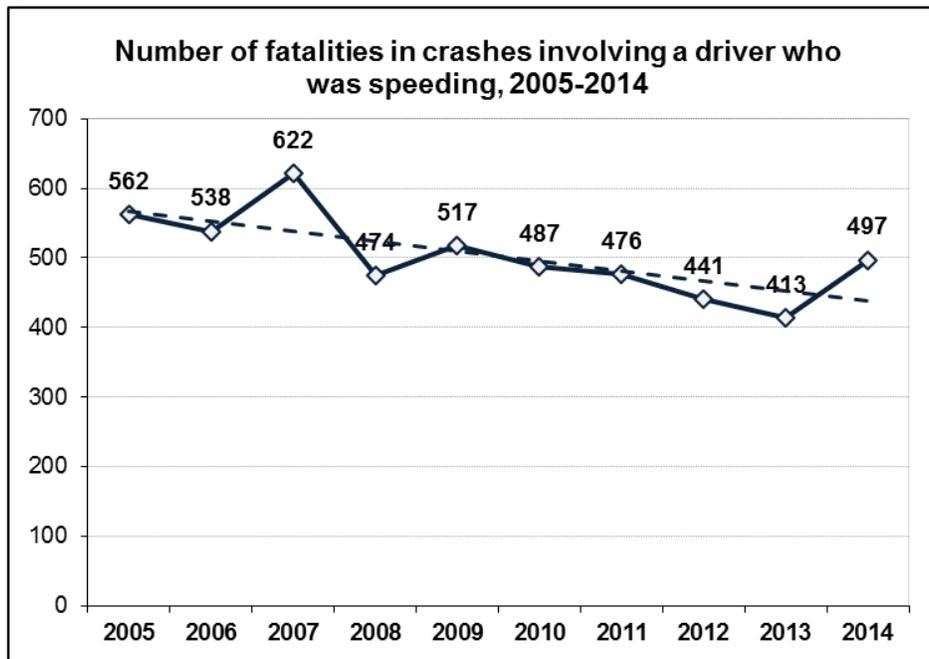
- ❖ GHSP's goal is to reduce speeding-related fatalities by 20 percent from the 2010-2014 average of 463 to 370 by December 31, 2017.

Evidence Considered

Crashes, Deaths, and Injuries

In 2014, 497 persons were killed in crashes in North Carolina involving a driver who was speeding. This is a 20% increase from the 413 speed-related fatalities in 2013. Despite this, speed-related fatalities in North Carolina have declined steadily over the past decade, as shown in Figure 28.

Figure 28. Fatalities in Speed Related Crashes

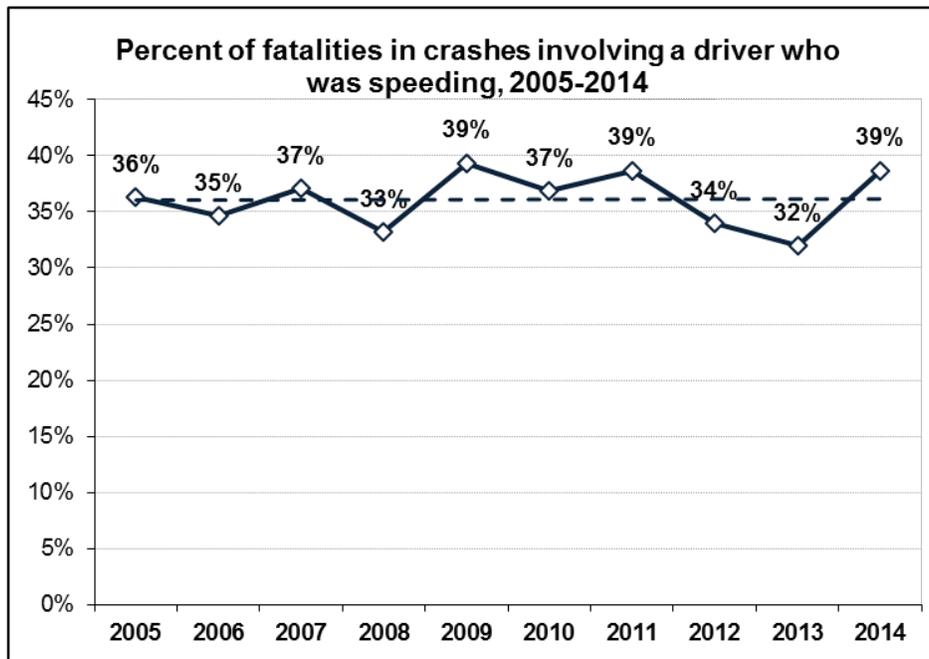


Source: FARS 2005 – 2014

Based on the current trend, North Carolina will experience approximately 394 speed-related driving fatalities in 2017. The GHSP believes that number can be further reduced through a combination of enforcement and educational programs. Hence, we have set a target that reduces speed-related driving fatalities by 20 percent, to 370 fatalities by 2017.

As shown in Figure 29, the percent of fatalities involving a driver who was speeding has changed little over the past 10 years. During 2014, 39% of fatalities were speed-related, up from 32% of fatalities in 2013.

Figure 29. Percent of Fatalities Involving a Driver Who Was Speeding



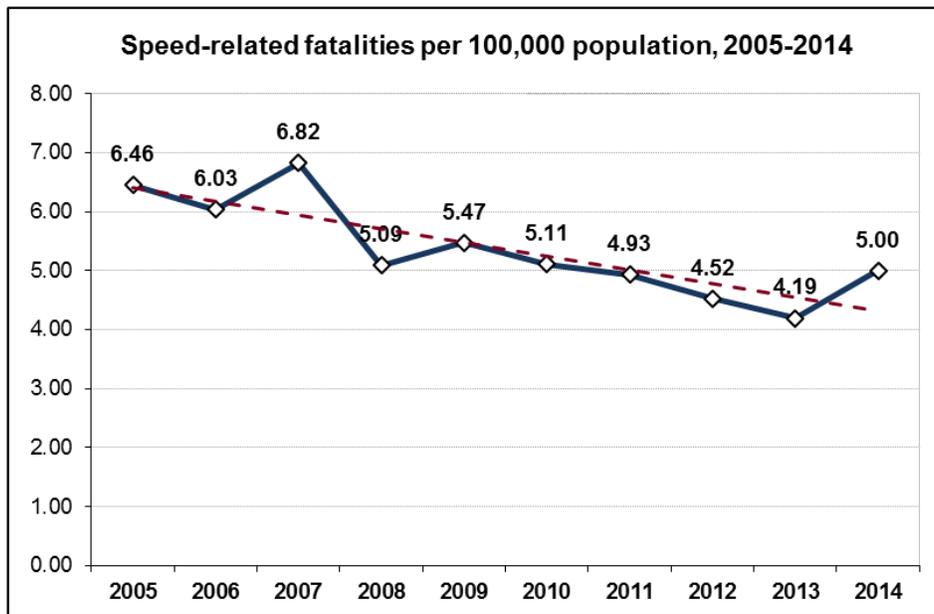
Source: FARS 2005 - 2014

As mentioned previously, North Carolina’s population has grown considerably during the last decade. Consequently, it is important to consider fatality rates per capita. Figure 30 shows speed-related driving fatalities per 100,000 population in North Carolina from 2005 through 2014. The overall trend shows a decline in speed-related fatalities per capita. However, there was a noticeable jump in the fatality rate during 2014.

Speed is less often involved in non-fatal crashes. Among all drivers in crashes in North Carolina during 2014, 5.0% were speeding (compared to 4.8% in 2013). Male drivers were noticeably more likely to be involved in a speed-related crash than female drivers. Among crash-involved drivers in 2014, 5.9% of males were speeding compared to 4.0% of females. Speeding also varies by the age of the driver. As shown in Figure 31, speed involvement in crashes tends to be highest among the youngest drivers and gradually decreases with age. At all ages, male crash-involved drivers are more likely to have been speeding than female drivers.

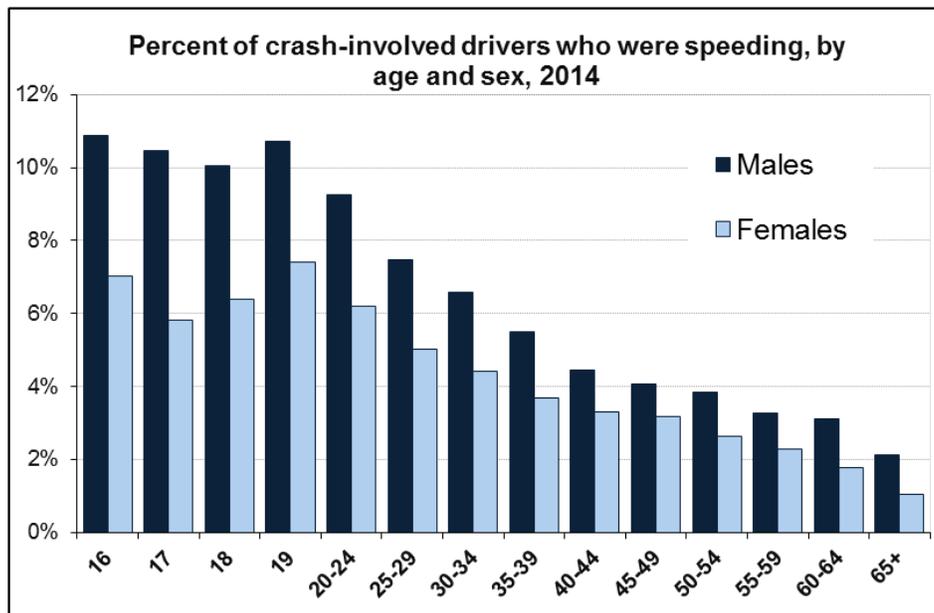
Speeding is substantially more common in rural crashes than urban crashes. During 2014, 9.0% of drivers in crashes on rural roads were speeding, compared to 2.7% of drivers who crashed on urban roads. As shown in Figure 32, speeding is also quite frequent among crash-involved motorcycle riders. During 2014, 14.8% of crash-involved motorcycle riders were speeding, compared to less than 6% of drivers of other types of vehicles. Moreover, the frequency of speeding in motorcycle crashes increased somewhat in 2014 compared with 2013.

Figure 30. Speed-related Fatalities per 100,000 Population



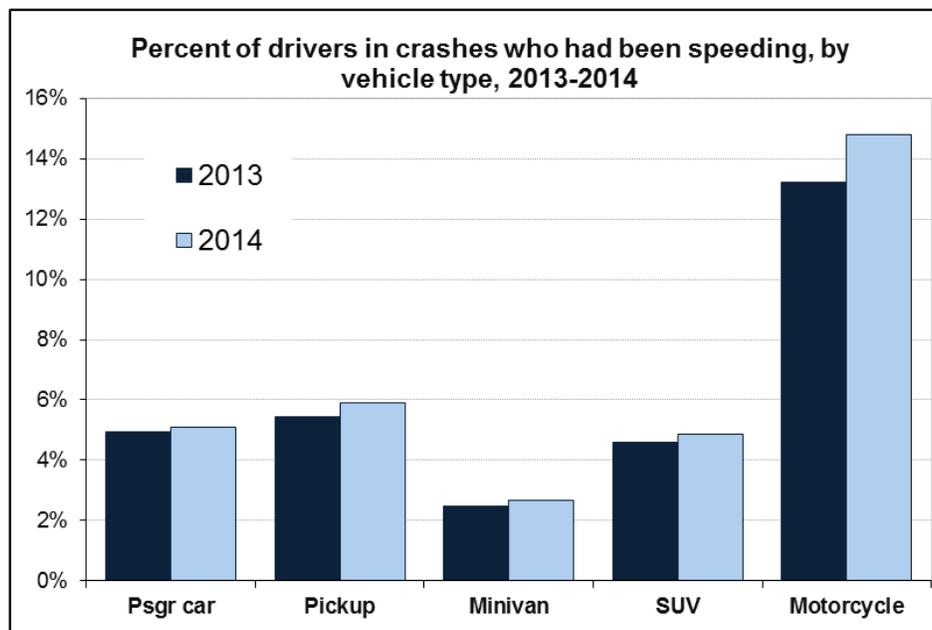
Source: FARS 2005 - 2014

Figure 31. Percent of Crash-involved Drivers Who Were Speeding by Age and Sex



Source: NC Motor Vehicle Crash Data 2014

Figure 32. Percent of Crash-involved Drivers Who Were Speeding by Vehicle Type



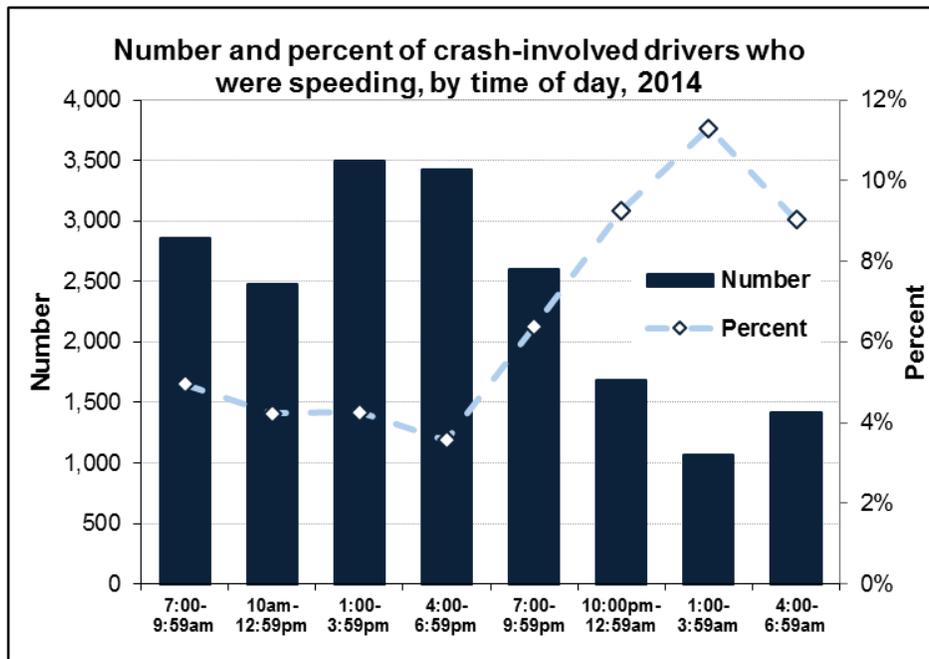
Source: NC Motor Vehicle Crash Data 2013-2014

Figure 33 shows the number and percent of drivers in crashes who were speeding by time of day. The number of crash-involved drivers who were speeding is highest in the afternoon during the hours of 1:00-6:59pm. However, the *percent* of crash-involved drivers who were speeding is highest late at night, peaking between 1:00 and 3:59 a.m. In other words, the majority of speed-related crashes occur during the day when there are more drivers on the roadway, but crashes occurring late at night are more likely than daytime crashes to involve speeding.

North Carolina has 100 counties. Table 12 shows the 39 counties with the most fatalities in crashes involving a driver who was speeding for the years 2010 to 2014. Wake County had the highest number of speed-involved fatalities during this period, followed by Guilford, Mecklenburg, Robeson and Cumberland counties. These five counties are among the largest in North Carolina and include many of the most populous cities. In total, the 39 counties listed in the table account for 73% of all speed-related fatalities in North Carolina from 2010 to 2014.

Table 12 also shows fatalities per 10,000 population. When looking at speed-related fatalities per capita, the counties that stand out include Columbus (1.28), Robeson (1.20), Nash (0.97), Pender (0.96), Halifax (0.86), Lee (0.81), Surry (0.81), Harnett (0.80) and Sampson (0.78). These counties are well above the overall NC per capita rate of 0.46.

Figure 33. Crash-involved Drivers Who Were Speeding by Time of Day



Source: NC Motor Vehicle Crash Data 2014

Table 12. Fatalities in Crashes Involving a Driver Who Was Speeding, 2010-2014

County	Fatalities in speed-related crashes	Fatalities per 10,000 population	% of all speed-involved fatalities
Wake	132	0.27	5.71%
Guilford	107	0.42	4.63%
Mecklenburg	104	0.21	4.50%
Robeson	80	1.20	3.46%
Cumberland	71	0.43	3.07%
Johnston	56	0.62	2.42%
Forsyth	52	0.29	2.25%
Randolph	51	0.71	2.21%
Buncombe	50	0.40	2.16%
Harnett	50	0.80	2.16%
Durham	47	0.32	2.03%
Davidson	46	0.56	1.99%
Nash	46	0.97	1.99%
Onslow	46	0.48	1.99%
Gaston	45	0.43	1.95%
Rowan	40	0.58	1.73%
Catawba	37	0.47	1.60%
Columbus	37	1.28	1.60%
Wayne	35	0.56	1.51%

Table 12. Fatalities in Crashes Involving a Driver Who Was Speeding, 2010-2014

County	Fatalities in speed-related crashes	Fatalities per 10,000 population	% of all speed-involved fatalities
Orange	34	0.49	1.47%
Cabarrus	33	0.35	1.43%
Pitt	33	0.38	1.43%
Union	33	0.31	1.43%
Brunswick	32	0.54	1.38%
Moore	32	0.69	1.38%
Surry	30	0.81	1.30%
Craven	29	0.55	1.25%
Pender	27	0.96	1.17%
Wilkes	27	0.77	1.17%
Iredell	26	0.31	1.12%
New Hanover	26	0.24	1.12%
Henderson	25	0.45	1.08%
Sampson	25	0.78	1.08%
Alamance	24	0.31	1.04%
Caldwell	24	0.58	1.04%
Lee	24	0.81	1.04%
Rockingham	24	0.52	1.04%
Cleveland	23	0.47	0.99%
Halifax	23	0.86	0.99%

Source: FARS, 2010-2014

Statewide Campaigns/Programs

Enforcement Activities

Law enforcement agencies in North Carolina conducted the “Obey the Sign or Pay the Fine” campaign from March 30 to April 5, 2015. The campaign included 4,177 checkpoints and patrols, and resulted in 13,391 citations for speeding. Additionally, the 2015 campaign resulted in 1,094 DWI charges, 3,481 occupant restraint charges, 2,956 citations for DWLR, 1,333 fugitives arrested, and 626 citations for reckless driving.

Eight other enhanced enforcement campaigns were conducted during 2015, such as Booze It & Lose It and Click It or Ticket. During these campaigns, 51,700 checkpoints and saturation patrols were conducted resulting in 141,777 speeding citations.

In addition to the above campaigns, the North Carolina State Highway Patrol joined forces with local law enforcement agencies from across the state by participating in the N.C. Interstate Challenge Campaign from November 25 to November 29, 2015. This campaign focused special attention on all major interstate highways within North Carolina during the Thanksgiving holiday weekend as part of the High Visibility Education and Enforcement (HVEE) pilot program developed jointly between NHTSA and the International Association of Chief’s of Police. The campaign challenged motorists to obey the speed limits and encouraged local agencies along the interstate corridor to increase enforcement efforts. The

Police Traffic Services

campaign included 139 patrols and resulted in 3,851 citations for speeding. Additionally, the campaign resulted in 39 DWI charges, 455 occupant restraint charges and 94 citations for DWLR.

Running concurrently with the N.C. Interstate Challenge, the State Highway Patrol also participated in a national campaign entitled the I-40 Challenge. Participating states including Arizona, Arkansas, California, New Mexico, Oklahoma, Tennessee, and Texas targeted several violations to include speeding, distracted driving, seat belt use, following too closely, and driving while impaired along the Interstate 40 corridor.

Summary

Although the number of fatalities in crashes involving a driver who was speeding has steadily decreased in North Carolina, there was a 20% increase in speeding-related fatalities during 2014 compared to the previous year. Speeding continues to be a factor in almost 40% of all motor vehicle fatalities in the state. Speed involvement in crashes is highest among males, young drivers, motorcycle riders, and drivers on rural roadways. Speed also plays a role in a large percentage of nighttime crashes. The counties that account for the most speed-involved fatalities are Wake, Guilford, Mecklenburg, Robeson and Cumberland.

GHSP believes further reductions in speed-related crashes and fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing speed-related fatalities 20% by 2017.

Countermeasures and Funding Priorities

To address the problem areas described above and to meet North Carolina's goals for 2017, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 8th Edition of NHTSA's Countermeasures that Work (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP will continue to focus law enforcement and media attention on the enforcement of speeding. Through support and refinement of the Vision Zero Analytics project, GHSP continues to facilitate the collection and sharing of data and county maps with agencies in the top 20-25 counties that are overrepresented in speeding fatalities according to the FY2017 Highway Safety Plan. This information will include the locations of these crashes, day of week, and time of day they are occurring. Several of the counties with high rates of fatalities per capita are located in the eastern part of the state along the I-95 corridor. Many of these counties have relatively small populations with their rates affected by heavy traffic and crashes on I-95 which suggests that enforcement activities should be focused there. Crash location maps will help to clarify and pinpoint the problem areas.

Enforcement (citation) data for each county will also be reviewed. GHSP's collaboration with our partners is intended to assist in targeting enforcement efforts during campaigns and throughout the year. GHSP will seek buy in from the agencies to address the problem locations and GHSP will offer funding as needed to enhance the enforcement efforts.

Media Plan

GHSP will support the FY2017 Obey the Sign or Pay the Fine campaign with earned media to draw attention to the campaign. North Carolina utilizes a variety of media modes to raise awareness for enforcement efforts in the state.

Campaign kickoff events will be planned for all FY2017 campaigns, seeking earned media attention that will be gained from partnerships with NC DOT Communications Office, State Highway Patrol, local law enforcement, Conference of District Attorneys, etc. Typically, the kickoff events will feature the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. At times GHSP will change the typical kickoff format to draw attention to a variety of speed-related issues.

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

FY2017 Police Traffic Services Projects

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2017 North Carolina Highway Safety Plan to address speeding. While focusing on speed, aggressive driving, and other traffic safety problems will be addressed as well. A complete listing of projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency: Governor's Highway Safety Program
Project Number: PT-17-06-01
Project Title: GHSP Statewide Traffic Enforcement Program
Project Description: This is an ongoing project to fund a program for traffic safety equipment for use in an statewide enforcement and education program. The Governor's Highway Safety Program (GHSP) conducts various enforcement efforts throughout the year including several "Booze It & Lose It" and "Click It or Ticket" campaigns. GHSP encourages law enforcement agencies to participate and report their citation totals via online reporting on a weekly basis during each campaign as well as at other times during the year. Agencies participating and reporting are able to obtain highway safety equipment which is then used as part of a statewide enforcement and education program. This project funds the cost of the equipment.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Tarboro Police Department
Project Number: PT-17-06-02
Project Title: Region 4 LEL
Project Description: This is an ongoing project for the Region 4 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 4 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL will continue promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

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

Agency: Ayden Police Department

Project Number: PT-17-06-03

Project Title: Region 2 LEL

Project Description: This is an ongoing project for the Region 2 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 2 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL will continue promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

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

Agency: Orange County Sheriff's Office

Project Number: PT-17-06-04

Project Title: Region 5 LEL

Project Description: This is an ongoing project for the Region 5 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 5 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL will continue promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

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

Agency: Kitty Hawk Police Department

Project Number: PT-17-06-05

Project Title: Region 1 LEL

Project Description: This is an ongoing project for the Region 1 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 1 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL will continue promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

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

Agency: New Hanover County Sheriff's Office

Project Number: PT-17-06-06

Project Title: Region 3 LEL

Project Description: This is an ongoing project for the Region 3 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 3 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL will continue promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

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

Agency: Rockingham Police Department

Project Number: PT-17-06-07

Project Title: Region 6 LEL

Project Description: This is an ongoing project for the Region 6 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 6 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL will continue promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

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

Agency: Asheville Police Department

Project Number: PT-17-06-08

Project Title: Region 10 LEL

Project Description: This is an ongoing project for the Region 10 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 10 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL will continue promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

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

Agency: Guilford County Sheriff's Office

Project Number: PT-17-06-09

Project Title: Region 7 LEL

Project Description: This is an ongoing project for the Region 7 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 7 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL will continue promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

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

Agency: Charlotte-Mecklenburg Police Department

Project Number: PT-17-06-10

Project Title: Region 8 LEL

Project Description: This is an ongoing project for the Region 8 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 8 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL will continue promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

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

Agency: Jackson County Sheriff's Office
Project Number: PT-17-06-11
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 the North Carolina Governor's Highway Safety Program. The LEL will continue promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Marion Police Department
Project Number: PT-17-06-12
Project Title: Region 9 LEL
Project Description: This is an ongoing project for the Region 9 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 9 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL will continue promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Fayetteville Police Department
Project Number: PT-17-06-14
Project Title: Traffic Enforcement Program
Project Description: This is the third year of a project providing funding for four officers for traffic enforcement in Fayetteville. Cumberland County is ranked fourth in overall fatalities, fourth in alcohol-related fatalities and sixth in unrestrained fatalities. With a growing population due to the military presence these officers will be a major influence for the county as a whole. The goal of the project is to reduce overall fatalities, alcohol-related fatalities and motorcycle fatalities.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Waxhaw Police Department
Project Number: PT-17-06-15
Project Title: Heightened Enforcement of Aggressive Traffic (HEAT)
Project Description: This is the third year of a project that provides funding for a traffic officer. Union County is ranked 20th for alcohol-related fatalities, 28th for unrestrained fatalities and 8th for young driver fatal crashes. The goal of the project is to reduce teen, alcohol-related and unrestrained traffic crashes and injuries through enforcement and education efforts. Enforcement efforts include

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conducting seat belt initiatives and holding checking stations during the day and nighttime.

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

Agency: Dunn Police Department

Project Number: PT-17-06-16

Project Title: Collision Investigation and Traffic Enforcement Detail

Project Description: This is the second year of a project that provides funding for a traffic unit with two officers. Harnett County is ranked 11th in overall fatalities. The Traffic Enforcement Team will conduct targeted enforcement in high crash locations during peak hours. In addition to enforcement efforts, the team will conduct education and outreach in the community to increase awareness of traffic safety issues, including seatbelt use and speed. The goal of the project is to reduce the traffic-related injuries.

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

Agency: Department of Justice - Justice Academy

Project Number: PT-17-06-18

Project Title: Highway Safety Enforcement Officer Training Program

Project Description: This is a continuation project that provides funding for training to law enforcement officers statewide for crash investigation and radar instructor certification. The Justice Academy will deliver multiple courses taught by the instructional staff of nationally recognized training facilities to provide a highly advanced level of training to officers. The Justice Academy's goal is to seek out experts in the crash investigation and radar instruction fields to supplement the training programs offered to North Carolina law enforcement officers.

CMTW: Chapter 3, Section 2.2, 2.3

Agency: Holly Springs Police Department

Project Number: PT-17-06-20

Project Title: Holly Springs Police Traffic Safety Team

Project Description: This is the third year of a project that provides funding for a two officer traffic enforcement team. Wake County is ranked 1st in overall fatalities. This project will conduct targeted enforcement by increasing patrols in high traffic areas, conduct day and nighttime seatbelt initiatives, host and participate in DWI checking stations, and conduct education outreach in the community. The goal of the project is to reduce the crashes.

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

Agency: Tabor City Police Department

Project Number: PT-17-06-21

Project Title: Tabor City Traffic Safety Unit

Project Description: This is the third year of a personnel project that will continue to fund a dedicated traffic enforcement officer. The Tabor City Police Department will team with other agencies in Columbus County in enforcement and education

Police Traffic Services

activities. Columbus County currently ranks 20th in overall fatalities, 12th in alcohol-related fatalities and 12th in unrestrained fatalities. The goals of the project are to increase the seat belt usage rate, reduce the number of overall and unrestrained fatalities in Columbus County.

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

Agency: NC Sheriff's Association
Project Number: PT-17-06-23
Project Title: Legislative Update Training
Project Description: This is an ongoing project that funds a legislative update to the newly appointed Sheriff's in North Carolina . The North Carolina General Assembly has made a substantial number of changes to the state's Motor Vehicle Law. To help provide local law enforcement officers with the knowledge of these changes to effectively enforce the new laws, the North Carolina Sheriffs' Association will conduct statewide training classes not offered through any other resource, to support training on new legislation for law enforcement officers.
CMTW: NA

Agency: UNC - Highway Safety Research Center
Project Number: SA-17-09-02
Project Title: GHSP Campaign and Enforcement Reporting
Project Description: This is a third year of a project that provides funding for the upgrade and continued maintenance of the reporting system. The grant includes, "fixes" to the program as they are determined, automated report summaries, and housing the database.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

YOUNG DRIVERS

Target

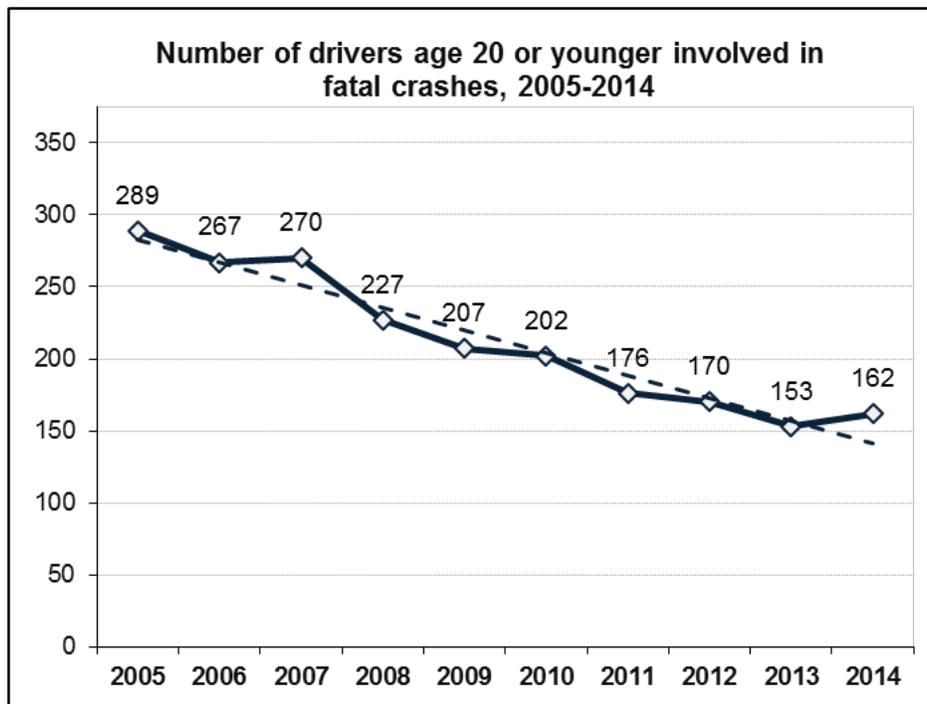
- ❖ GHSP's goal is to decrease drivers age 20 or younger involved in fatal crashes 20 percent from the 2010-2014 average of 173 to 138 by December 31, 2017.

Evidence Considered

Crashes, Deaths, and Injuries

Motor vehicle crashes are the leading cause of death among young people in North Carolina. During 2014, 162 drivers 20 years of age or younger were involved in a fatal crash, an increase of six percent from 2013. Figure 34 shows the number of young drivers involved in fatal crashes in North Carolina from 2005 to 2014. Despite the increase in 2014, North Carolina has seen substantial reductions in fatal crashes involving young drivers. From 2005 to 2014, fatal crashes dropped by 44%.

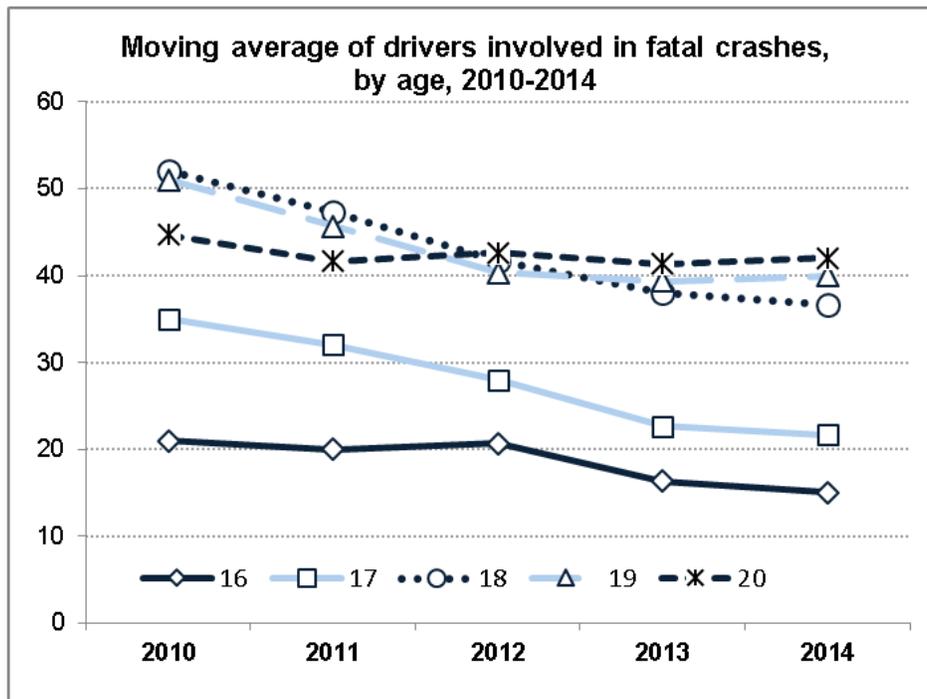
Figure 34. Drivers Age 20 or Younger Involved in Fatal Crashes



Source: FARS 2005 – 2014

Involvement in fatal crashes has decreased for young drivers of all ages. Figure 35 shows the moving average of drivers in fatal crashes, separately for ages 16 through 20. Moving averages were used to smooth out the yearly fluctuations in fatalities for each individual age. Generally, 16-year-old drivers experience fewer fatal crashes than their older counterparts. Drivers age 17 have slightly higher involvements in fatal crashes, while involvement is higher still for ages 18 to 20. This is not surprising, since many 16 year-olds (and some 17 year-olds) do not have a license, and younger teens drive fewer miles, on average, than older teens.

Figure 35. Moving Average of Drivers in Fatal Crashes by Age



Source: FARS 2010 – 2014

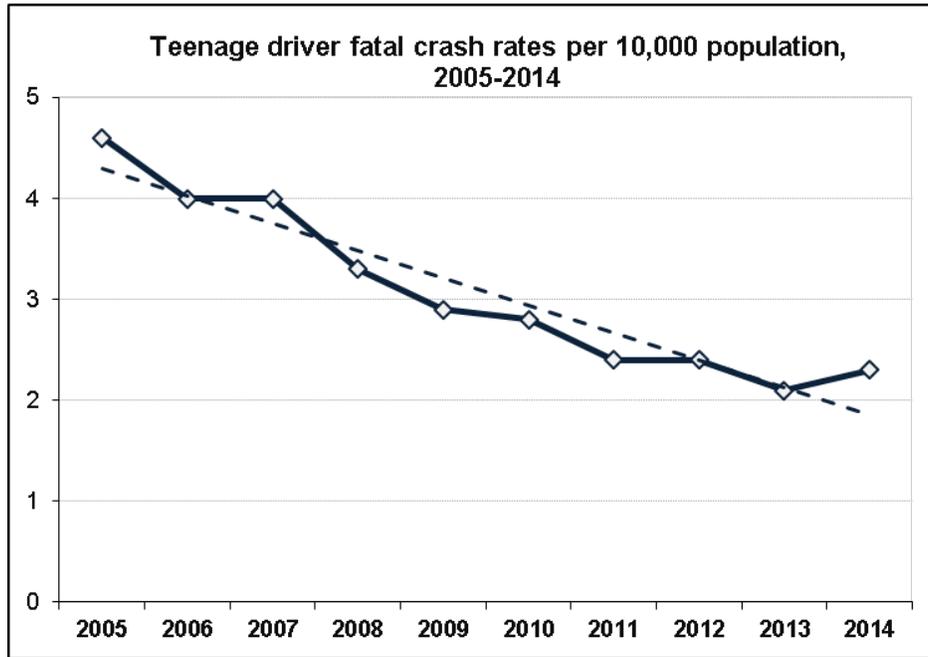
North Carolina’s population has grown dramatically during the past decade. Consequently, it is important to examine crash involvements per capita in addition to simple counts. Figure 36 shows fatal crash rates per 10,000 population for drivers ages 16 to 20. In 2014, the fatal crash rate increased somewhat from 2.12 fatal crashes per 10,000 population to 2.30 fatal crashes. The long-term trend, however, shows the fatal crash rate for teen drivers dropped by half (50%) from 2005 to 2014.

Despite the reduction in young driver fatal crashes in recent years, young drivers in North Carolina continue to be over-represented in crashes and fatalities. In 2014, 16 to 20-year-olds comprised seven percent of the population in North Carolina, yet they accounted for 12% of all crashes and nine percent of fatal crashes.

During 2014, young drivers 16 to 20 years old were involved in 46,143 crashes in North Carolina. Consistent with previous years, males (53%) accounted for a slightly greater proportion of crashes than females (47%). In addition, young driver crashes were more likely to occur on urban roads (59%) than rural roads (41%). Two-thirds of crash-involved young drivers were driving passenger cars (68%). Fewer were driving SUVs (18%), pickups (12%), or minivans (2%).

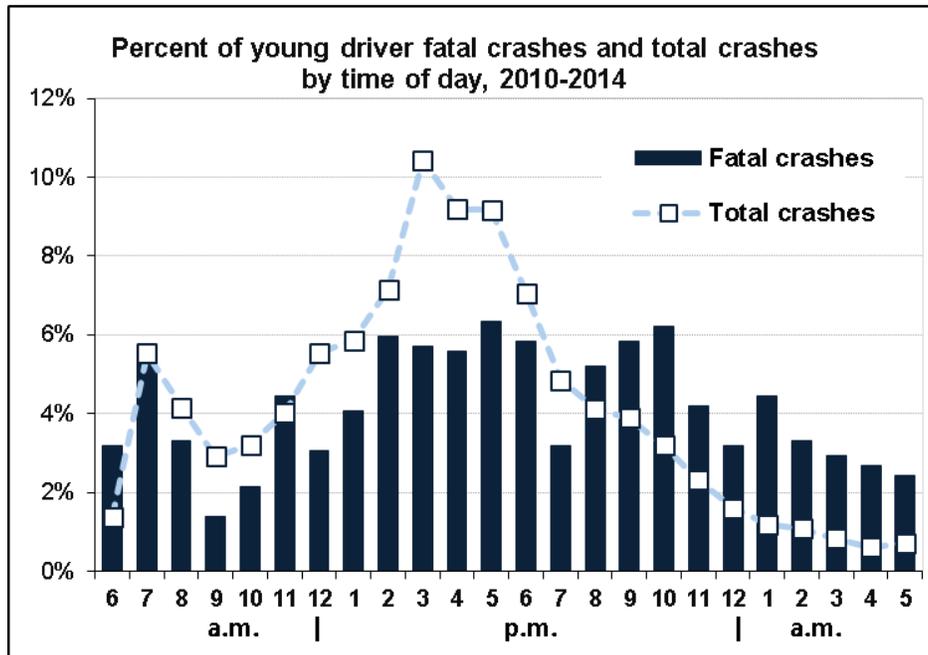
Young driver crashes also vary by time of day. Figure 37 shows the time of day of fatal crashes and total crashes from 2010 to 2014. When looking at total crashes (the line in the figure), there are distinct peaks near 7 a.m. and 3 p.m. This coincides with times when teens are driving to and from school. Young driver crashes drop off in the evening, and are very low late at night. By comparison, fatal crashes occur at all times of the day, including evening and late at night. Nighttime is more dangerous for drivers of all ages because of darkness, fatigue, alcohol and other factors. However, it is especially dangerous for young drivers who are less experienced in this setting.

Figure 36. Teenage Driver Fatal Crash Rates per 10,000 Population



Source: FARS 2005 – 2014 and U.S. Census Bureau

Figure 37. Young Driver Fatal Crashes by Time of Day



Source: NC DOT Motor Vehicle Crash Data, 2010 - 2014

Table 13 lists the 36 counties with the highest numbers of young drivers involved in fatal crashes from 2010 to 2014. Wake County had the most fatal crashes (53), followed by Mecklenburg County (41), Guilford County (32), Cumberland County (31), and Robeson County (27). In total, the 36 counties listed

Young Drivers

in the table account for 75% of all young drivers involved in fatal crashes in North Carolina from 2010 to 2014. The counties near the top of the table are generally those with the largest populations. When looking at the rate of young driver fatal crashes per 10,000 population, the counties which stand out are Columbus (7.80), Brunswick (7.49), Bladen (7.09), Nash (6.42), and Lee (6.10).

Table 13. Young drivers involved in fatal crashes, 2010-2014

County	Young drivers involved in fatal crashes	Rate per 10,000 population	% of all 16-20 involved in fatal crashes
Wake	53	1.59	6.39%
Mecklenburg	41	1.35	4.95%
Guilford	32	1.59	3.86%
Cumberland	31	2.57	3.74%
Robeson	27	4.63	3.26%
Johnston	26	4.21	3.14%
Union	22	2.61	2.65%
Buncombe	21	2.98	2.53%
Brunswick	20	7.49	2.41%
Nash	20	6.42	2.41%
Davidson	19	3.67	2.29%
Durham	18	1.80	2.17%
Forsyth	18	1.46	2.17%
Onslow	18	1.94	2.17%
Harnett	17	3.68	2.05%
Pitt	16	1.71	1.93%
Wayne	16	3.82	1.93%
Columbus	15	7.80	1.81%
Catawba	14	2.69	1.69%
Iredell	13	2.23	1.57%
Lee	12	6.10	1.45%
Randolph	12	2.45	1.45%
Rowan	12	2.56	1.45%
Rutherford	12	5.73	1.45%
Sampson	12	5.37	1.45%
Cabarrus	11	1.68	1.33%
Gaston	11	1.58	1.33%
Orange	11	1.41	1.33%
Rockingham	11	3.87	1.33%
Wilkes	10	4.67	1.21%
Granville	9	4.44	1.09%
Surry	9	3.50	1.09%
Alamance	8	1.34	0.97%
Bladen	8	7.09	0.97%
New Hanover	8	0.99	0.97%
Richmond	8	4.63	0.97%

Statewide Campaigns/Programs

As mentioned in the Occupant Protection Chapter, young occupants who are fatally injured are less likely to be restrained. To address this problem, the Governor's Highway Safety Program has funded young driver initiatives focused on occupant protection and other high risk driving behaviors. Vidant Medical Center in Pitt County established a peer-led safe driving program in several high schools in their county. A full-time coordinator with the medical center worked with schools to establish driving clubs, help students identify the risk areas they wanted to focus on in their school, and develop programs to reach their peers and convince them to change their risky driving behaviors. They conducted periodic seatbelt surveys and noted a significant increase in seatbelt use after implementing the programs at several schools. A similar teen safe driving initiative was established by Carolinas Medical Center in several Charlotte/Mecklenburg high schools and the program has seen similar successes increasing seatbelt use and decreasing other risky driving behaviors.

Other North Carolina programs that have received support from GHSP include StreetSafe and VIP for a VIP. StreetSafe is a hands-on driving program for young drivers designed to change the driving behaviors that cause moving violations, crashes, DWI's, injuries and death. During the program, young drivers witness and experience the consequences of improper motor vehicle operation, particularly in dangerous situations, but in a controlled environment. As a result, they gain the experience and information they need to appreciate driving safely. VIP for a VIP (Vehicle Injury Prevention for a Very Important Person) educates teen drivers about the dangers of driving impaired or distracted. The program brings the sight, sounds, and smell of a fatal vehicle crash to high school students in a dramatic way in hopes of embedding the consequences of these often senseless events into the minds of teenage drivers. The vision is that, at the end of the day, students will have a realistic picture of what can happen as a result of one moment of inattention. The program is delivered by volunteers from local Fire, EMS, Police, and State Highway Patrol agencies.

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

Summary

North Carolina has seen a substantial reduction in fatal crashes involving young drivers over the past decade. Between 2005 and 2014, fatal crashes decreased by 44%. These decreases have been evident for young drivers of all ages, and have also been observed when taking population changes into account.

Despite these improvements, motor vehicle crashes continue to be the leading cause of death among young people in North Carolina. Moreover, fatal crashes involving young drivers increased six percent in 2014. The counties that account for the highest number of young drivers involved in fatal crashes are Wake, Mecklenburg, Guilford, Cumberland and Robeson. Columbus, Brunswick, Bladen, Nash and Lee counties are noteworthy for having both a high number of young drivers involved in fatal crashes and a high rate per capita.

We believe further reductions in the number of young drivers involved in fatal crashes are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing the number of young drivers involved in fatal crashes 20% by December, 31 2017.

Countermeasures and Funding Priorities

To address the problem areas described above and to meet North Carolina's goals for 2017, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries, and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 8th Edition of NHTSA's Countermeasures that Work (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

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

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

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

Media Plan

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

GHSP will continue its partnership with Huddle which provides the printed sporting event tickets for local high schools. During the 2016-2017 school year this partnership reached 399 high schools across the state and includes traffic safety messaging on the printed tickets to teens and parents. The schools selected are all located in target counties (those with high numbers or rates of young driver fatal crashes).

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

GHSP intends to continue using NHTSA's '5 to Drive' messaging and will be working to refine and customize it for North Carolina in FY2017.

FY2017 Young Driver Projects

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2017 North Carolina Highway Safety Plan to address young driver safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Young Drivers

Agency: UNC - Highway Safety Research Center
Project Number: DE-17-08-01
Project Title: North Carolina Teen Driver Safety Initiative
Project Description: This is an ongoing project to provide funding for the Teen Driver Resource Center. This project includes revision of a parent coaching session based on evaluative findings from FY15. HSRC also aims to continue providing guidance and assistance to various stakeholder groups with interest in improving teen driver and passenger safety throughout North Carolina.
CMTW: Chapter 6, Section 2.1, 2.2, 3.1

Agency: Pitt Memorial Hospital Foundation
Project Number: SA-17-09-04
Project Title: PittCo Teen Safe Drivers
Project Description: This is the fourth year of a project that funds a program specialist and partially funds a project manager to manage the PittCo Teen Safe Driver Program. The program coordinates efforts to effectively reduce the crash rate among Pitt County teen drivers. The PittCo Teen Safe Drivers Program uses a peer-to-peer model and a variety of evidence-based strategies to create a community focused on safe driving. The project will focus on expanding to the remaining two high schools in the county, JH Rose and North Pitt. The goal of the project is to increase seatbelt usage among teen drivers and reduce impaired driving among teen drivers.
CMTW: Chapter 6, Section 2.1, 2.2

Agency: Carolinas Medical Center
Project Number: SA-17-09-05
Project Title: WIN BIG Year Four
Project Description: This is the fourth year of a project that provides funding for a Traffic Educator to effectively reduce the crash rate among Mecklenburg County teen drivers. Mecklenburg County ranks 2nd in young driver-involved fatal crashes. This project uses evidence-based programming and a peer-to-peer delivery model to change motor vehicle safety habits of motor vehicle passengers and drivers. The goal of the project is to reduce young driver fatal crashes.
CMTW: Chapter 6, Section 2.1, 2.2

Agency: Department of Administration
Project Number: SA-17-09-06
Project Title: NC SADD Leadership Conference
Project Description: This is an ongoing project to provide funding to support the North Carolina Students Against Destructive Decisions (SADD) conference. The conference will train 250+ youth and youth leaders in proven peer intervention techniques to enable them to conduct effective highway safety programs and initiatives in their schools and communities. SADD aims to reduce the number of young (age 20 and under) driver involved fatal crashes in North Carolina.
CMTW: Chapter 1, Section 6.5; chapter 2, Section 7.1; Chapter 6, Section 2.1, 2.2

MOTORCYCLE SAFETY

Targets

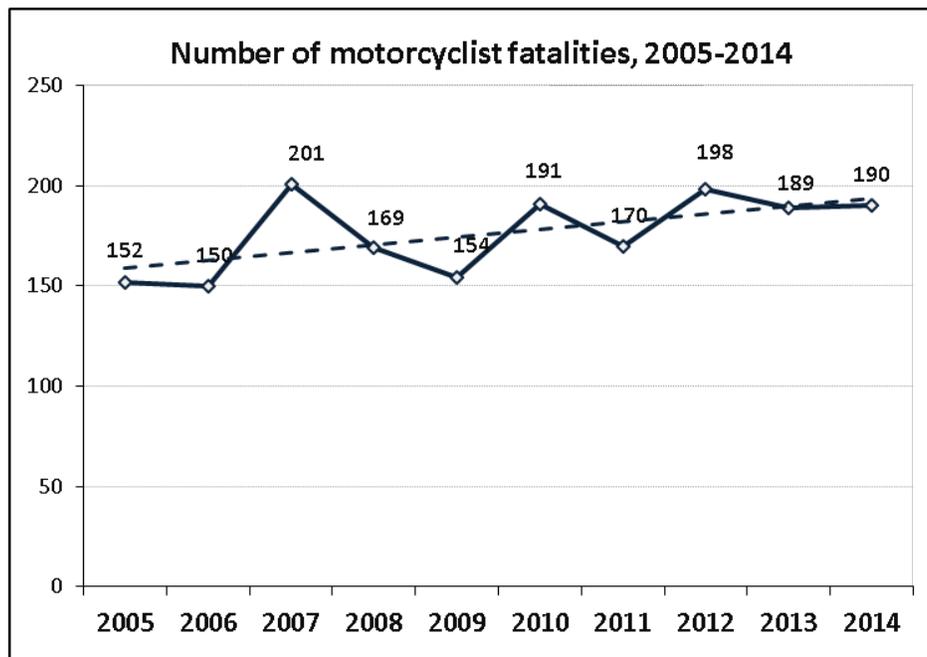
- ❖ GHSP's goal is to decrease motorcyclist fatalities 20 percent from the 2010-2014 average of 188 to 150 by December 31, 2017.
- ❖ GHSP's goal is to decrease unhelmeted motorcyclist fatalities 15 percent from the 2010-2014 average of 15 to 13 by December 31, 2017

Evidence Considered

Crashes, Deaths, and Injuries

In 2014, there were 190 motorcycle rider fatalities in North Carolina. This includes 175 motorcycle operators and 15 passengers. Motorcyclist fatalities remained consistent compared to 2013. During the past decade, year to year fluctuations in the total number of motorcyclist fatalities have been occurring. However, as illustrated in Figure 38, motorcycle rider fatalities have gradually increased in North Carolina during this time.

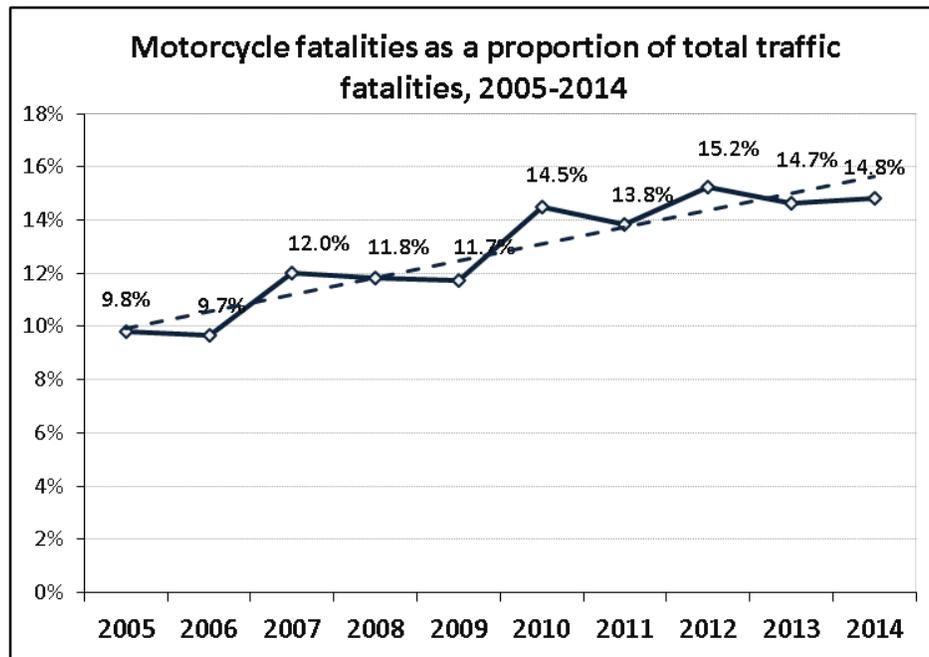
Figure 38. Number of Motorcyclist Fatalities



Source: FARS 2005 – 2014

An additional concern is that motorcyclists represent an increasing proportion of traffic fatalities in North Carolina. As shown in Figure 39, motorcyclists currently account for 15% of traffic fatalities, up from 9% of traffic fatalities in 2004.

Figure 39. Motorcycle Fatalities as a Proportion of All Fatalities



Source: FARS 2005 – 2014

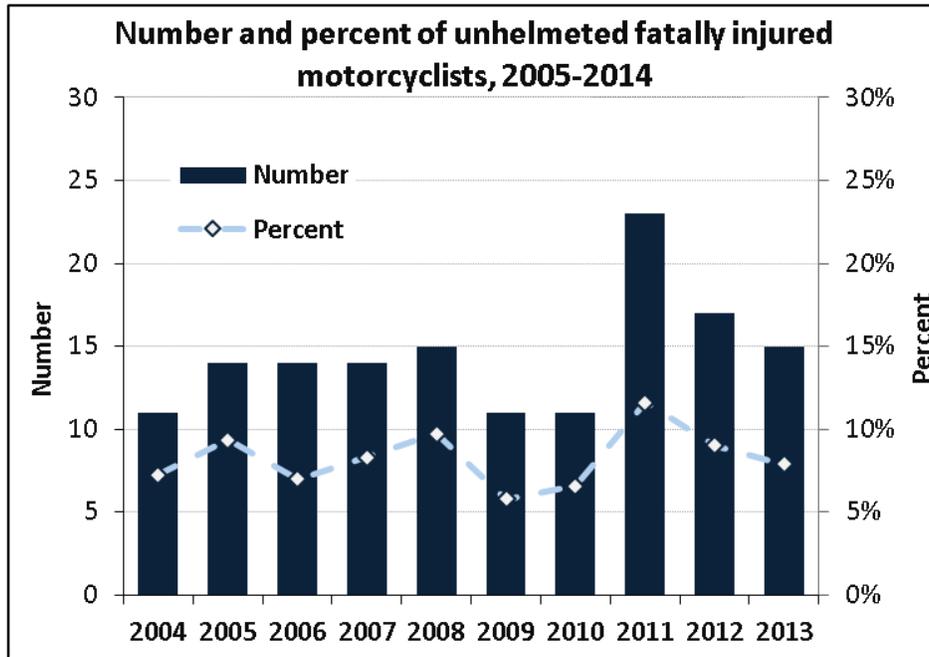
One positive finding is the vast majority of fatally injured motorcyclists in North Carolina were wearing a helmet when they crashed as shown in Figure 40. In all likelihood, there would have been many more fatalities if North Carolina did not have a universal helmet law and a high rate of helmet use. In 2014, 15 fatally injured motorcycle riders were not wearing a helmet, slightly lower than the 17 unhelmeted fatalities in 2013. NHTSA estimates that an additional six lives could have been saved in 2013 if the 17 unhelmeted motorcyclists involved in crashes were wearing a helmet (Source: DOT HS 812 206). The percent of unhelmeted motorcyclist fatalities has remained relatively consistent and low—an average of 8.5%—for the last ten years.

Although the total number of motorcycle rider fatalities has increased over the last decade, both the fatality rate per registered motorcycle and the total crash rate per registered motorcycle have been relatively stable since at least 2005, as shown in Table 14. This indicates that the increase in motorcyclist fatalities in recent years is due primarily to the increase in riders.

Most motorcycle riders in the U.S. and North Carolina are male. Not surprisingly, the vast majority (88%) of crash-involved motorcycle riders in 2014 were male. Just over half (54%) of motorcycle crashes were single vehicle crashes, and 51% occurred on rural roads. Alcohol use continues to be an important contributing factor to motorcycle crashes. Alcohol use was suspected in 7.2% of all motorcyclist crashes in 2014 – about twice the rate of alcohol involvement in crashes involving passenger vehicles, pickup trucks, or other types of vehicles.

In the early 2000s there was a gradual shift in the age of motorcyclists involved in crashes (see Figure 41). In recent years the trend appears to have stabilized with riders age 41 and older accounting for nearly half of all riders involved in crashes.

Figure 40. Unhelmeted Motorcyclist Fatalities



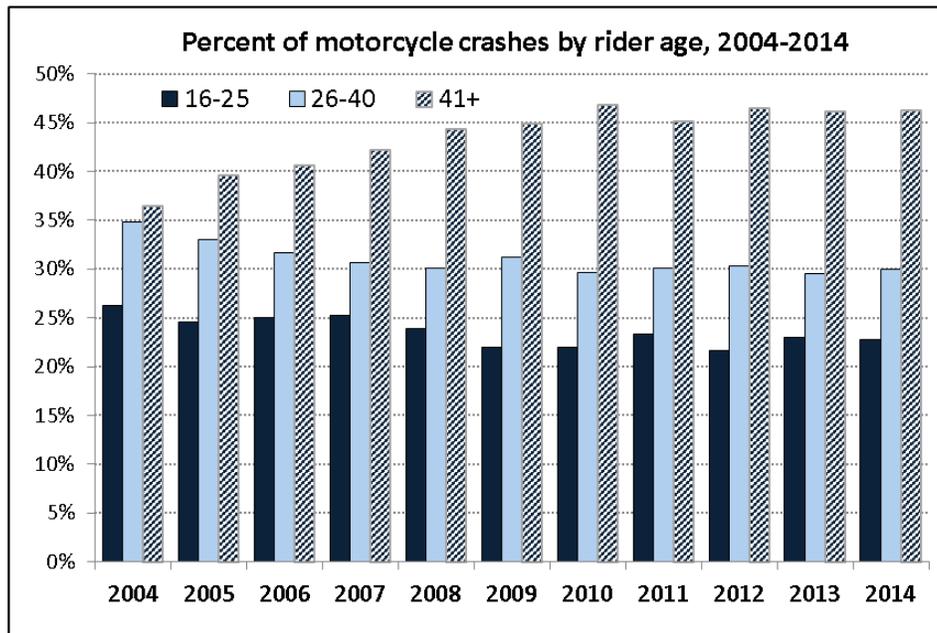
Source: FARS 2005 – 2014

Table 14. Motorcycle Crash and Fatality Rates Per Registered Motorcycle, 2001-2014

Year	Total Crashes	Total Fatalities	Registered Motorcycles*	Crash Rate Per 1,000 Registered Motorcycles	Fatality Rate Per 10,000 Registered Motorcycles
2001	2,541	109	111,051	22.9	10.00
2002	2,606	123	121,047	21.0	10.24
2003	2,904	108	131,991	20.8	8.18
2004	3,350	136	145,450	21.3	9.69
2005	3,664	152	160,420	21.0	9.48
2006	4,099	150	176,909	21.1	8.76
2007	4,390	201	193,486	20.5	10.60
2008	4,877	169	210,719	20.9	8.16
2009	4,162	154	200,718	18.3	7.87
2010	4,330	191	182,836	23.7	10.67
2011	4,750	170	191,732	24.8	8.76
2012	4,805	198	194,471	24.7	10.18
2013	4,383	189	191,162	22.9	9.89
2014	4,440	190	188,675	23.5	10.07

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

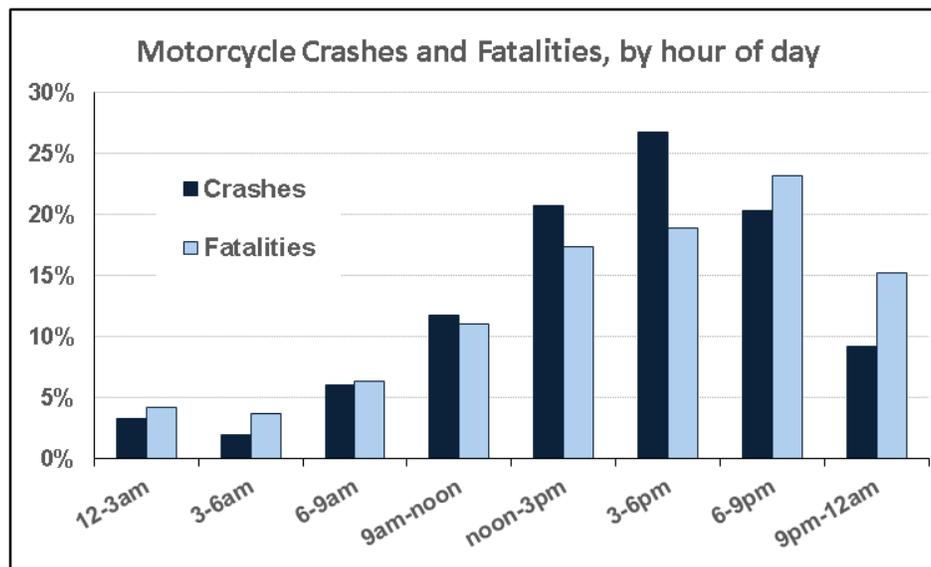
Figure 41. Percent of Motorcycle Crashes by Rider Age



Source: NC Motor Vehicle Crash Data 2004-2014

Motorcycle crashes and fatalities tend to be most common during the afternoon and early evening. Twenty-eight percent (28%) of all motorcycle crashes in 2014 occurred between 3-6 p.m. The highest proportion of fatalities (23%) occurred between 6 and 9 p.m. (see Figure 42).

Figure 42. Motorcycle Crashes and Fatalities by Time of Day



Source: NC Motor Vehicle Crash Data 2014, FARS 2014

Table 15 shows the 35 counties with the highest number of motorcyclist fatalities from 2010-2014. The counties with the most fatalities include Wake, Mecklenburg, Cumberland, Guilford, and Robeson. As is the case for passenger vehicles, many of the counties with the highest number of motorcyclist fatalities

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are also highly populated areas. The 35 counties listed in the table account for 75% of motorcyclist fatalities in the state.

Table 15. Motorcyclist Fatalities, by County, 2010-2014

County	Motorcyclist Fatalities	Percent of Total Motorcyclist Fatalities
Wake	61	6.54%
Mecklenburg	52	5.57%
Cumberland	43	4.61%
Guilford	39	4.18%
Robeson	29	3.11%
Randolph	28	3.00%
Johnston	27	2.89%
Forsyth	25	2.68%
Catawba	24	2.57%
Rowan	23	2.47%
Iredell	22	2.36%
New Hanover	22	2.36%
Onslow	21	2.25%
Buncombe	20	2.14%
Alamance	18	1.93%
Cabarrus	17	1.82%
Davidson	16	1.71%
Graham	15	1.61%
Harnett	15	1.61%
Union	15	1.61%
Brunswick	14	1.50%
Burke	14	1.50%
Durham	14	1.50%
Craven	12	1.29%
Henderson	12	1.29%
Wilkes	12	1.29%
Gaston	11	1.18%
Surry	11	1.18%
Vance	11	1.18%
Caldwell	10	1.07%
Macon	10	1.07%
Moore	10	1.07%
Pender	10	1.07%
Pitt	10	1.07%
Wayne	10	1.07%

Source: FARS 2004 – 2014

A different picture emerges when looking at fatalities per registered motorcycle. Here, many of the counties with the highest crash rates are located in the less populated mountainous western part of the

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state. As shown in Table 16, Graham County has a dramatically higher crash rate than any other county in North Carolina. This is likely due to Graham County's reputation as a popular tourist destination for motorcyclists. In total, five of the top 10 counties with the highest rates of motorcycles involved in crashes per registered motorcycle are in the western (mountainous) part of the state that tend to be popular recreational destinations for out-of-county and even out-of-state riders.

Table 16. Top 10 Counties With Highest Rate of Crash-Involved Motorcyclists Per Registered Motorcycle, 2010-2014

County	Motorcyclist Fatalities	Motorcycles Involved in Crashes	Registered Motorcycles (2014)	Crash Involved Motorcycles Per 1000 Registered Motorcycles	Fatality Rate Per 10,000 Registered Motorcycles
Graham	15	377	1,141	330.41	131.46
Swain	7	144	2,381	60.48	29.40
Durham	14	548	13,875	39.50	10.09
Vance	11	123	3,283	37.47	33.51
Transylvania	6	151	4,108	36.76	14.61
New Hanover	22	568	15,957	35.60	13.79
Macon	10	169	4,847	34.87	20.63
McDowell	0	202	5,958	33.90	0.00
Lenoir	4	130	4,109	31.64	9.73
Mecklenburg	52	1640	52,350	31.33	9.93

Statewide Campaigns/Programs

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

The program has become extremely popular. Currently the program is hosted by 40 agencies throughout North Carolina. Due to high demand for classes—and to help expand agency participation across the state—the BikeSafe program has been divided into five regions: Great Smoky Mountain, Triad, Triangle, Eastern, and Southeast region. Each region has a Regional Coordinator who is dedicated to promoting the BikeSafe program and recruiting other agencies in the area to become involved. Currently GHSP plans to host advanced training for Bike Safe Assessors during 2016.

Summary

Motorcycles remain a popular form of transportation in North Carolina. From 2000 to 2009, motorcycle registrations per capita increased 72%. Since 2009, there has been a small decrease in motorcycle registrations per capita; however, registrations per capita remains around 50% higher in 2014 than in 2000. Not surprisingly, the number of motorcyclist fatalities is higher as well. Motorcyclists accounted for 15% of all traffic fatalities in North Carolina in 2014, up from 7% of traffic fatalities in 2001.

The vast majority of crash-involved and fatally injured motorcycle riders are male. In addition, riders age 41 and older account for almost half of riders involved in crashes. The peak time of crashes is 3 to 6 p.m., although fatal crashes are most common between 6 and 9 p.m. Five counties in North Carolina—Wake, Mecklenburg, Cumberland, Guilford, and Robeson—account for almost 25% of the state's motorcyclist fatalities. However, many of the counties with the highest crash rates per registered motorcycle are located in the less populated western part of the state. Graham County has a dramatically higher crash rate than any other county in North Carolina. This is likely due in part to Graham County's reputation as a popular tourist destination for motorcyclists.

The majority of fatally or seriously injured motorcyclists were wearing a helmet when they crashed. Although North Carolina has been successful at minimizing the number of unhelmeted motorcyclist fatalities, we believe further reductions in overall motorcyclist fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing motorcyclist fatalities 20% by December 31, 2017. In addition, GHSP has set a goal to decrease unhelmeted motorcyclist fatalities 15 percent from the 2010-2014 average of 15 to 13 by December 31, 2017.

Countermeasures and Funding Priorities

To address the problem areas described above and to meet North Carolina's goals for 2017, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries, and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 8th Edition of NHTSA's Countermeasures that Work (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP is strongly supportive of efforts to provide training to help motorcyclists become safe riders. During FY2017, GHSP plans to continue expanding the BikeSafe North Carolina program to reach a larger number of motorcyclists. GHSP is interested in determining the impact of the educational efforts on crashes among motorcyclists.

Media Plan

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

GHSP will conduct at least one awareness event for Motorcycle Safety Awareness month in May 2017. GHSP will seek earned media attention gained from partnerships with NC DOT Communications Office, SHP, local law enforcement, Motorcycle Clubs, Military Bases, and other partners. Awareness events will typically feature the GHSP Director, state law enforcement, local law enforcement, and military representatives. BikeSafe will conduct training in conjunction with these events.

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

Additional advertising will be done as funds become available in key areas that may include billboards, radio, digital ads, social media and other advertising opportunities throughout the state during Motorcycle Safety Awareness month. Earned media and social media support will continue throughout the summer months when motorcycle crashes occur more often.

FY2017 Motorcycle Safety Projects

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2017 North Carolina Highway Safety Plan to address motorcycle safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency: Guilford County Sheriff's Office
Project Number: M9MT-17-16-01
Project Title: BikeSafe NC LEL
Project Description: This is an ongoing project to fund the BikeSafe NC initiative of Governor's Highway Safety Program (GHSP). BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funds equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.
CMTW: Chapter 5, Section 3.2

Agency: Hendersonville Police Department
Project Number: M9MT-17-16-02
Project Title: BikeSafe NC LEL
Project Description: This is an ongoing project to fund the BikeSafe NC initiative of Governor's Highway Safety Program (GHSP). BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for

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promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funds equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.

CMTW: Chapter 5, Section 3.2

Agency: UNC - Highway Safety Research Center
Project Number: M9MT-17-16-03
Project Title: Evaluation of North Carolina's BikeSafe Program
Project Description: This is the second year of this project to evaluate the BikeSafe program to determine whether it has a lasting, beneficial effect on rider behavior and safety. In North Carolina motorcyclists account for about 15% of all traffic fatalities compared to 10% of fatalities in 2005. To address this growing problem, North Carolina implemented a rider training program called "BikeSafe NC." Sponsored by the Governor's Highway Safety Program, BikeSafe offers training in riding techniques and covers safety topics. The training is conducted by law enforcement officers in a non-threatening, non-enforcement environment. Program participants are typically experienced riders who are interested in improving their riding skills. BikeSafe is a unique rider program in that training takes place on the streets as well as in the classroom.
CMTW: Chapter 5, Section 3.2

Agency: New Bern Police Department
Project Number: M9MT-17-16-04
Project Title: BikeSafe NC LEL
Project Description: This is the first year of a project to fund the BikeSafe NC initiative of Governor's Highway Safety Program (GHSP). BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funds equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.
CMTW: Chapter 5, Section 3.2

Agency: Jacksonville Police Department
Project Number: M9MT-17-16-05
Project Title: BikeSafe NC LEL
Project Description: This is an ongoing project to fund the BikeSafe NC initiative of Governor's Highway Safety Program (GHSP). BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all

Motorcycle Safety

registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funds equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.

CMTW: Chapter 5, Section 3.2

Agency: Governor's Highway Safety Program
Project Number: MC-17-03-01
Project Title: BikeSafe NC LEL
Project Description: This is an ongoing project to support the BikeSafe NC program. The Governor's Highway Safety Program (GHSP) is committed to maintaining a high rate of awareness regarding motorcycle safety through the BikeSafe Program. GHSP plans a public information and education campaign through earned media and paid media. The GHSP is responsible for educating the public on motorcycle safety issues and reducing the number of fatal motorcycle crashes. The BikeSafe program currently is hosted by 45 law enforcement agencies. Due to high demand for classes – and to help expand agency participation across the state – the BikeSafe program is divided into five regions: Great Smoky Mountain, Triad, Triangle, Eastern, and Southeast region. Each region has a Regional Coordinator to promote BikeSafe and recruit other agencies in the area. In addition to media efforts, this project funds development of website functionality and training for law enforcement agencies involved in the BikeSafe program.
CMTW: Chapter 5, Section 3.2

Agency: Lenoir Community College
Project Number: MC-17-03-02
Project Title: Motorcycle Safety Equipment/Training
Project Description: This is an ongoing project that allows the North Carolina Motorcycle Safety Education Program (NCMSEP) to offer rider training to meet the needs of a growing population of motorcyclists. Motorcycle registrations have increased and many military personnel are coming to NC and are required to complete a MSF class. North Carolina is also requiring anyone under 18 to have the class in order to receive a motorcycle endorsement. NCMSEP continues to training more students and offer more classes. This project also trains Rider Coaches to address attrition due to retirement. This project will train enough Rider Coaches to maintain a balance between the number of Rider Coaches and the number of classes needed to meet student demand. In 2014, there were 144 motorcycle related fatalities in North Carolina.
CMTW: Chapter 5, Section 3.2

Motorcycle Safety

Agency: Lenoir Community College
Project Number: MC-17-03-03
Project Title: Motorcycle Safety Education Program Summer Update
Project Description: This is an ongoing project to provide quality training to help minimize motorcycle crashes and fatalities through the Quality Assurance team and the summer Rider Coach instructor update. The Motorcycle Safety Foundation requires evaluation and repainting of the motorcycle driving ranges so that all the lines are completely visible to the students. There are currently 36 total community college sites that conduct rider training. This project funds a portion of the cost of the evaluation and repainting.
CMTW: Chapter 5, Section 3.2

Agency: Raleigh Police Department
Project Number: MC-17-03-04
Project Title: BikeSafe NC LEL
Project Description: This is the first year of a project to fund the BikeSafe NC initiative of Governor's Highway Safety Program (GHSP). BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funds equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.
CMTW: Chapter 5, Section 3.2

Agency: Department of Public Safety - State Highway Patrol
Project Number: MC-17-03-05
Project Title: BikeSafe NC
Project Description: This is an ongoing project that allows the North Carolina State Highway Patrol to continue to work towards reducing the number of fatalities and serious injury crashes involving motorcycles in our state. According to data obtained from GHSP, the average number of motorcycle fatalities in our state from 2010-2014 was 187 and the number of motorcycle related serious injuries during the same time frame was 401. Bike Safe will invite motorcyclist to participate in Rider Skill Days, which offer assessment on present driving skills and advice to make their experience as a motorcyclist safer and more enjoyable, therefore striving to reduce the number of motorcycle fatalities and serious injury crashes.
CMTW: Chapter 5, Section 3.2

TRAFFIC RECORDS

Target

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

NC Traffic Records Coordinating Committee (NC TRCC)

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

NC Traffic Records Coordinating Committee Member Organizations

State agencies

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

Traffic Records

Federal agencies

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

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

NC Traffic Records Assessment

The NC TRCC conducted a complete NC Traffic Records Assessment in January 2012. An independent assessment panel carefully interviewed all TR agencies, reviewed their traffic records systems, assessed the current state of each agency's traffic records data systems, and made recommendations on improvements to the data or the data systems. The 2012 Traffic Records Assessment report has been the blue print for guiding the NC TRCC in looking at improvements and changes to the current data bases and systems and was the foundation for the 2013 NC TR Strategic Plan submitted July 1, 2013, the 2014 NC TR Strategic Plan submitted July 1, 2014, and the 2015 NC TR Strategic Plan submitted July 1, 2015. The NC TRCC is scheduled to conduct another complete NC Traffic Records Assessment in January 2017.

Each year, the NC Governor's Highway Safety Program provides an updated Highway Safety Plan (HSP) which analyzes the most recent data available to help with setting the priorities for the coming year (with an eye on the coming five years). North Carolina has expended previously allocated funds to:

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

NC Traffic Records Strategic Planning

In 2012, the Highway Safety Research Center (HSRC) oversaw the creation of the NC Traffic Records Strategic Plan document which served as the application to NHTSA for an allocation of NHTSA 405C (old 408) Data Improvement monies set aside by Congress for all the states. These application/reports have been compiled through the NC Data Coordinator, along with input from the entire NC TRCC membership. As a result, NC has been awarded monies for the NC Data Coordinator to allocate to needed Traffic Record Data Improvements projects for the last several years.

Traffic Records

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

NC TRCC Current Activities

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

The website has a collection of the key contacts, minutes from all the TRCC meetings, copies of the annual Strategic Plan documents, and all the traffic records assessment documents. The web site address is: <https://connect.ncdot.gov/groups/NCTRCC>.

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

Newly Defined Goals of the NC TRCC

The NC TRCC continued to better identify the goals of the committee, updated the NC TRCC Charter to accommodate current funding authorization recommendations, further refined the performance measures, and bring them up-to-date. At an all-day meeting on May 17, 2015, the TRCC met, updated each goal and the performance measure objectives in the 2016 NC TR Strategic Plan and reviewed all the TR projects. Based on these updates, the new NC TR Strategic Plan includes the following description of the TRCC objectives (taken from pages 22 to 32 of the updated 2015 NC TR Strategic Plan submitted on July 1, 2015) and the performance measures to be used:

Table 17. NC TRCC Objectives and Performance Measures

TRCC Objective	Performance measure(s)
Ensure that the membership of the TRCC consists of all key stakeholders, including the owners, stewards and users of the data in NC.	An annual review of stakeholders and expansion of the TRCC membership as necessary.
In collaboration with the North Carolina GHSP, review and improve upon the protocol used in the identification and prioritization of projects.	Annual review and improvement upon the project identification and prioritization process. (Note: Recommendation is to do this during the fall meeting, following funding decisions from NHTSA but prior to when proposals are due to NCGHSP, for timing and planning purposes.) A prioritized list of recommended projects provided to NCGHSP that align with the specific objectives of the Strategic Plan.

Table 17. NC TRCC Objectives and Performance Measures

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

NC TRCC Meeting Schedule

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

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

In the current project year, FY2016, the NC TRCC met on the following three dates:

- 1) September 30, 2015 (UNC HSRC)
- 2) February 3, 2016 (AOC Raleigh, NC)
- 3) May 17, 2016 (UNC HSRC).

In the coming year, FY2017, the NC TRCC plans on meeting at least four times on the these tentative dates:

- 1) October 5, 2016 (location TBD)
- 2) December 7, 2016 (location TBD)
- 3) January 11, 2017 (location TBD)
- 4) May 3, 2017 (location TBD).

FY2017 Traffic Records Projects

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2017 North Carolina Highway Safety Plan to address traffic records. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document.

Agency: Judicial Department - Administrative Office of the Courts
Project Number: M3DA-17-14-01
Project Title: eCitation Printers
Project Description: This is an ongoing project that provides printers to law enforcement agencies to increase the number of agencies and officers on eCitation thus increasing the percentage of eCitations versus paper citations in support of the Traffic Safety Information Systems Strategic Plan goals.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Judicial Department - Administrative Office of the Courts
Project Number: M3DA-17-14-02
Project Title: eCitation Upgrade to NCAWARE Interface
Project Description: This is the third year of a project to implement the first major upgrade of the eCitation software in 17 years. The eCitation system allows law enforcement agencies to issue citations electronically from their vehicle directly into the AOC system. This upgrade will bring the system up-to-date with current technology. The new software will then be linked to the NCAWARE program for live linkage for all stakeholders.
CMTW: Chapter 1, Section 2.1, 2.2, 2.3; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: NC State University - Institute of Transportation Research and Education
Project Number: M3DA-17-14-03
Project Title: Vision Zero - NC's Fatality Reduction Program
Project Description: This is an ongoing project to promote North Carolina's Vision Zero efforts and to provide updated information and analytical capabilities to all stakeholders and the public on crash statistics. The website will be updated monthly as new crash data is received from the state database.
CMTW: NA

Agency: UNC - Injury Prevention Research Center
Project Number: M3DA-17-14-04
Project Title: Linking Crash Reports to Medical Data in NC: A Strategic Implementation Plan
Project Description: This is the third year of a project to describe Motor Vehicle Traffic Crash (MVTC) injury in Wake County and to use this information to expand the collection and linkage of the data on a regional basis. This project through analysis will determine best linkage methods to all traffic data sources. This project will develop baseline data to determine the best way to merge crash data with injury data statewide.
CMTW: NA

Traffic Records

Agency: Governor's Highway Safety Program
Project Number: TR-17-07-01
Project Title: Traffic Records
Project Description: This is an ongoing project to provide partial funding for the state Traffic Records Coordinator position. The project also provides funding for members of the Traffic Records Coordinating Committee (TRCC) to attend Association of Transportation Safety Information Professionals (ATSIP) and other conferences. This position will act as the liaison to the TRCC and other state agencies as well as stakeholders in NC, other states and NHTSA.
CMTW: NA

Agency: UNC - Highway Safety Research Center
Project Number: TR-17-07-02
Project Title: Quick Response
Project Description: This is an ongoing project that provides "quick" access to traffic records and data to all stakeholders. HSRC has maintained this service for GHSP for almost twenty years providing an invaluable source of information and assistance to anyone needing information regarding, crashes, fatalities, or any information on traffic data.
CMTW: NA

Agency: UNC - Highway Safety Research Center
Project Number: TR-17-07-03
Project Title: 2017 NC Traffic Safety Information Systems Plan Update
Project Description: This is an ongoing project to provide technical and logistical support to the Traffic Records Coordinating Committee (TRCC) to enable coordination, communication and cooperation among the TRCC membership and other stakeholders and to update the NC Strategic Plan for Traffic Safety Information Systems.
CMTW: NA

OTHER HIGHWAY SAFETY PRIORITIES

Targets

- ❖ GHSP's goal is to decrease the number of older drivers involved in fatal crashes 10 percent from the 2010-2014 average of 176 to 158 by December 31, 2017.
- ❖ GHSP's goal is to decrease the number of pedestrian fatalities 20 percent from the 2010-2014 average of 175 to 140 by December 31, 2017.
- ❖ GHSP's goal is to decrease the number of bicyclist fatalities 25 percent from the 2010-2014 average of 23 to 17 by December 31, 2017.
- ❖ GHSP's goal is to decrease the number of large truck related fatalities 10% from the 2010-2014 average of 124 to 112 by December 31, 2017.

Older Drivers

Evidence Considered

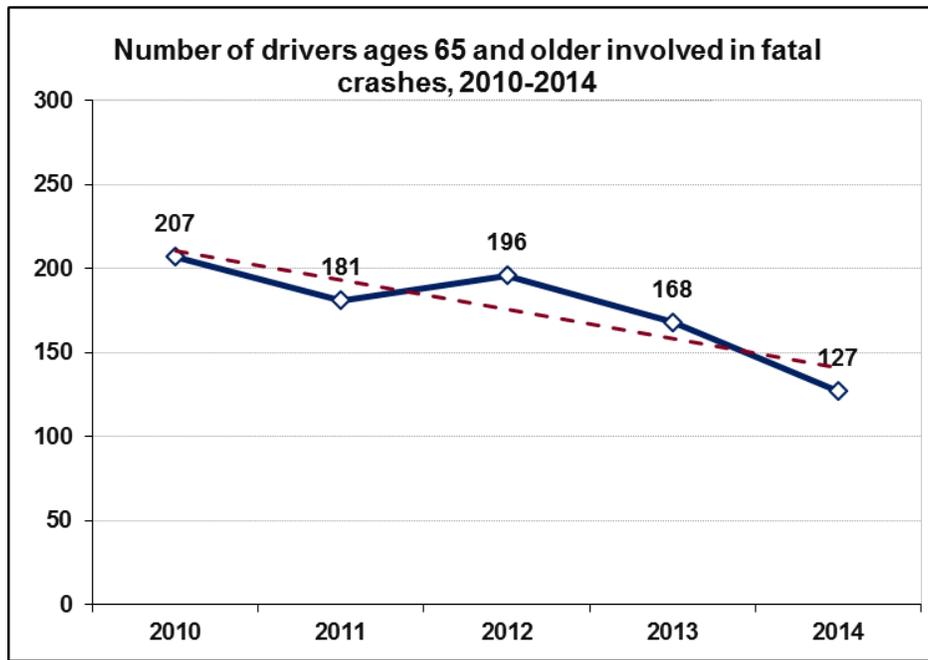
In 2014, there were 127 drivers age 65 and older involved in fatal crashes in North Carolina. This was a 24% decrease from the 168 older drivers involved in fatal crashes in 2013 and a 35% decrease from the 196 older drivers involved in fatal crashes in 2012. Figure 43 shows fatal crashes involving older drivers for the years 2010 to 2014. As shown in Figure 43, the number of older drivers involved in fatal crashes has decreased each of the last four years except for a slight increase in 2012.

When older drivers are involved in a crash, they are more likely than their younger counterparts to be killed. Figure 44 shows the percent of crash-involved drivers in North Carolina who were killed, based on the age of the driver. The risk of being killed in a crash increases with each successive age group. The drivers older than age 85 were 5.3 times more likely to be killed if involved in a crash than were the youngest (15-24 year old) drivers. To a large degree, this reflects the increasing fragility of older persons.

In 2014, there were 35,683 drivers age 65 and older involved in a crash in North Carolina. Although drivers age 65 and older represented 18.4% of the driving age population, they accounted for only 10.0% of drivers in crashes during 2014 but accounted for 20.2% of the drivers killed in 2014.

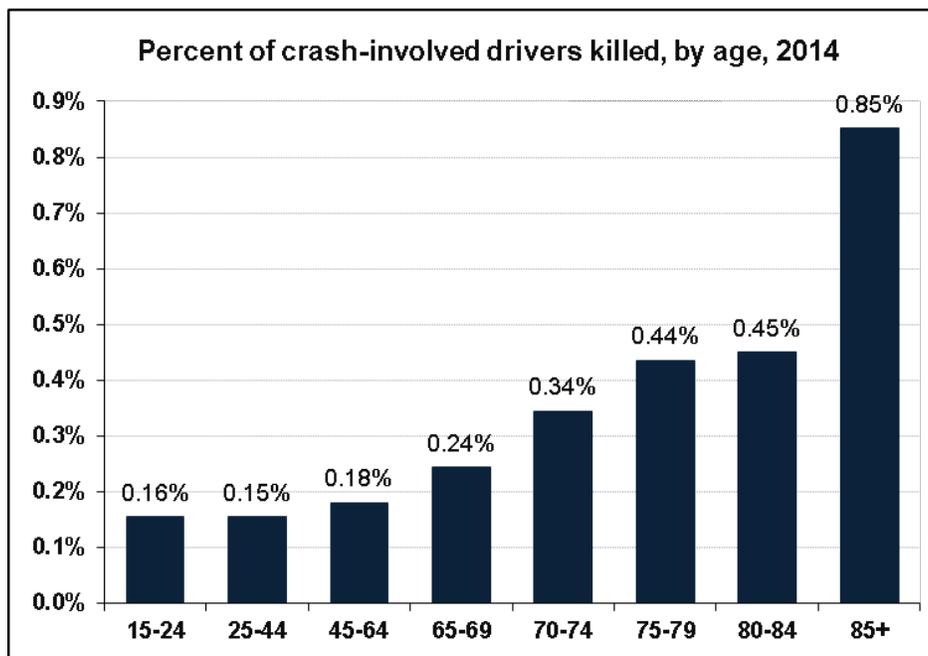
Older driver crashes in North Carolina differ from their younger counterparts in the time of day, as shown in Figure 45. For drivers age 15 to 64, there are peaks in crashes at 7 a.m. and 5 p.m., corresponding to the morning and evening "rush hours." For drivers age 65 and older, crashes are highest between noon and 3 p.m. It is also noteworthy that older drivers have few crashes during the nighttime hours.

Figure 43. Drivers Age 65 and Older Involved in Fatal Crashes



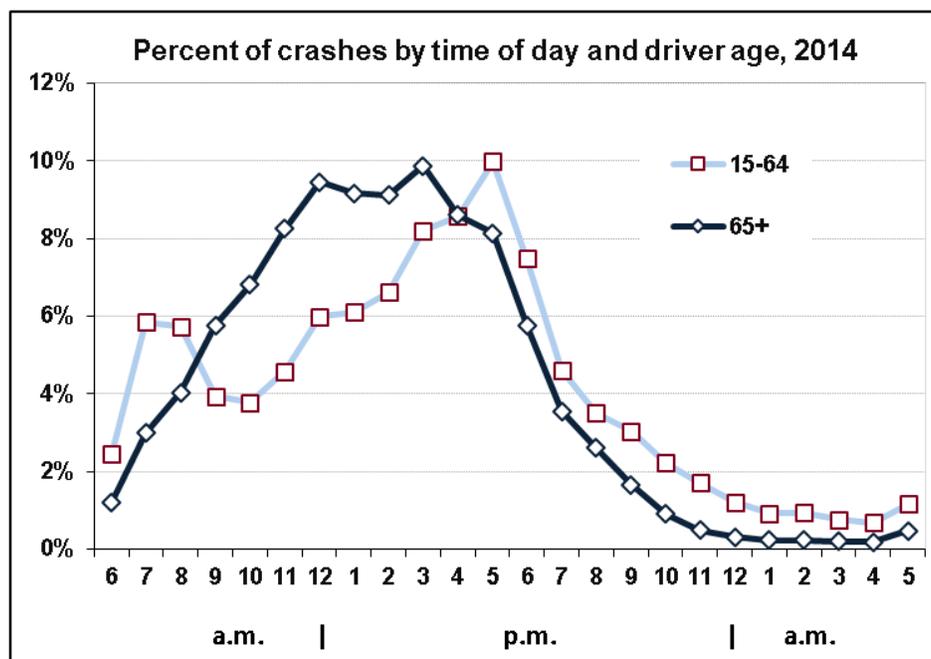
Source: FARS 2010 – 2014

Figure 44. Percent of Drivers Killed by Age



Source: NC Motor Vehicle Crash Data 2014

Figure 45. Percent of Crashes by Time of Day and Driver Age



Source: NC Motor Vehicle Crash Data 2014

Table 18 lists the 42 counties with the highest number of older driver fatal crashes from 2010 to 2014. The 10 counties with the highest numbers of older driver fatalities during this time are Wake (42), Guilford (33), Mecklenburg (28), Johnston (27), Iredell (26), Davidson (25), Buncombe (24), Cumberland (21), Gaston (20), and Union (20). Many of the counties near the top of the table also have large populations.

Table 18 also shows the crash rate per 10,000 population for drivers 65 and older for these 42 counties. Counties that stand out with crash rates per capita much higher than the statewide rate of 1.33 include Clay (6.71), Madison (4.58), Columbus (3.63), and Bladen (3.15). In total, the 42 counties listed in the table account for 74% of all older drivers killed in North Carolina crashes during these years.

Table 18. Older drivers (65+) involved in fatal crashes, 2010-2014

County	Older drivers involved In fatal crashes	Rate per 10,000 population	% of all 65+ drivers involved in fatal crashes
Wake	42	0.85	4.35%
Guilford	33	0.94	3.42%
Mecklenburg	28	0.55	2.90%
Johnston	27	2.49	2.80%
Iredell	26	2.16	2.69%
Davidson	25	1.86	2.59%
Buncombe	24	1.06	2.48%
Cumberland	21	1.16	2.17%
Gaston	20	1.28	2.07%

Table 18. Older drivers (65+) involved in fatal crashes, 2010-2014

County	Older drivers involved In fatal crashes	Rate per 10,000 population	% of all 65+ drivers involved in fatal crashes
Union	20	1.64	2.07%
Nash	19	2.46	1.97%
Surry	19	2.81	1.97%
Cabarrus	18	1.52	1.86%
Catawba	18	1.44	1.86%
Columbus	18	3.63	1.86%
Rowan	18	1.64	1.86%
Robeson	17	1.93	1.76%
Wayne	17	1.86	1.76%
Brunswick	16	1.02	1.66%
Forsyth	16	0.61	1.66%
Onslow	16	1.96	1.66%
Durham	15	0.93	1.55%
Henderson	15	1.09	1.55%
New Hanover	15	0.88	1.55%
Pitt	15	1.51	1.55%
Randolph	15	1.31	1.55%
Alamance	14	1.13	1.45%
Caldwell	13	1.79	1.35%
Chatham	13	1.71	1.35%
Wilkes	13	1.92	1.35%
Lee	12	2.67	1.24%
Pender	12	2.51	1.24%
Duplin	11	2.26	1.14%
Halifax	11	2.29	1.14%
Moore	11	0.95	1.14%
Beaufort	10	1.93	1.04%
Bladen	10	3.15	1.04%
Burke	10	1.23	1.04%
Clay	10	6.71	1.04%
Lenoir	10	1.91	1.04%
Lincoln	10	1.59	1.04%
Madison	10	4.58	1.04%

Source: FARS 2010 – 2014

Older Driver Summary and Countermeasures

The number of fatalities in North Carolina involving a driver age 65 and older has fluctuated somewhat in recent years, but the trend has been a slight decrease in the number of older drivers involved in fatal crashes each year. However, drivers older than age 85 were 5.3 times more likely to be killed if involved in a crash than were the youngest (15-24 year old) drivers in 2014. This suggests that when older drivers are involved in a crash, they are much more likely than their younger counterparts to be killed. The

Other Priorities

counties in North Carolina that account for the most older driver fatal crashes are Wake, Guilford, Mecklenburg, Johnston, Iredell, Davidson, Buncombe, Cumberland, Gaston, and Union.

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

We believe further reductions in the number of older drivers involved in fatal crashes are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing the number of older drivers involved in fatal crashes 10% from the 2010-2014 average of 176 to 158 by December 31, 2017.

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

Media Plan

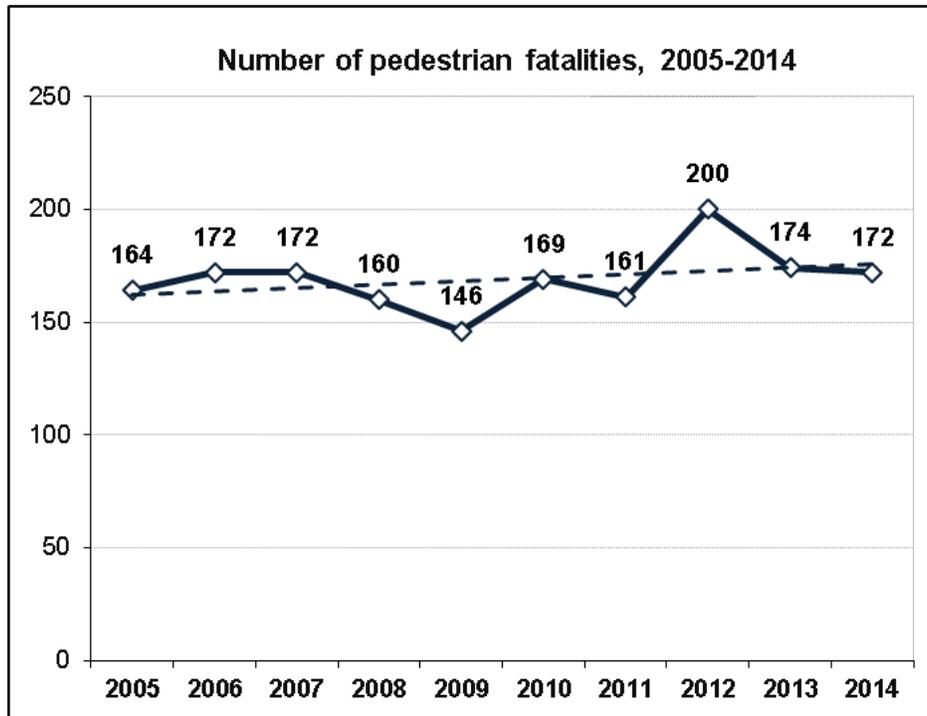
GHSP will seek opportunities with older driver partners to draw media attention to the increasing issue of older driver safety, particularly in counties where older driver involved crashes are most prevalent. GHSP does not have any planned media events or advertising scheduled for FY2017, but will evaluate opportunities in the coming months. GHSP will also explore non-traditional media opportunities such as utilizing social media platforms to bring attention and awareness to older driver safety.

Pedestrians

Evidence Considered

In 2014, 172 pedestrians were killed in pedestrian-motor vehicle crashes in North Carolina compared to 174 fatalities in 2013. As shown in Figure 46, the number of pedestrians killed in North Carolina has remained fairly consistent over the past decade, with the exception of the notable increase in 2012. The average for the five year period from 2010-2014 was 175.

Figure 46. Number of Pedestrian Fatalities



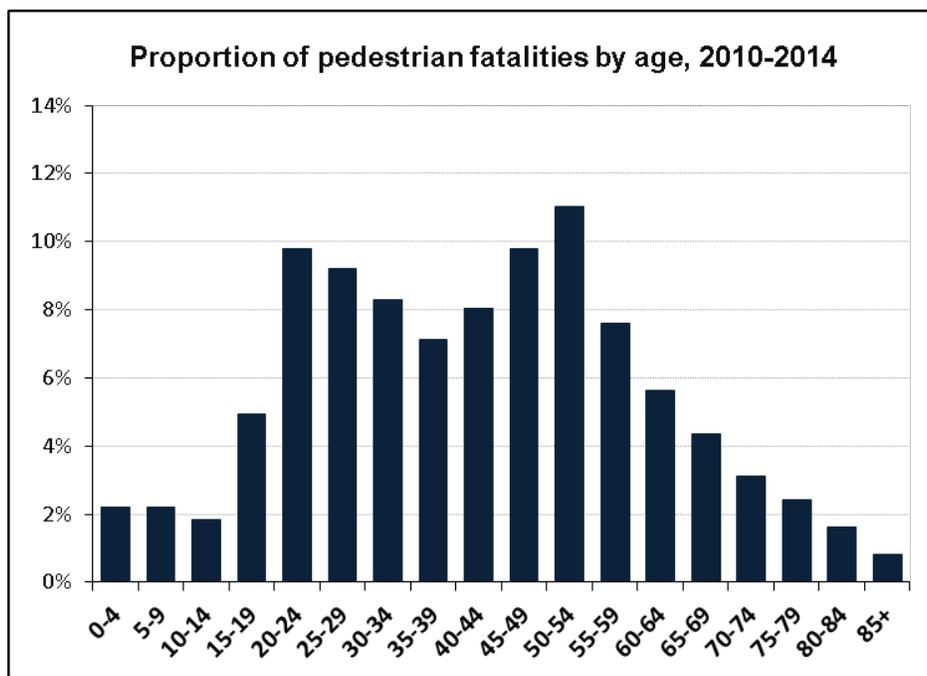
Source: FARS 2005 – 2014

Although crashes involving pedestrians represent only about 1% of the total reported crashes in North Carolina, pedestrians are highly over-represented in fatal crashes. Pedestrian fatalities accounted for 13.6% of all traffic fatalities during the years 2010-2014. The reason why pedestrian fatalities are over-represented is in part because pedestrians are at a greater risk of injury than are vehicle drivers in a pedestrian/vehicle crash. In addition, the faster the vehicle is traveling, the greater the risk is to the pedestrian. Research shows the risk of pedestrian death is 25% when a vehicle is traveling at 32 mph, 50% at 42 mph, and 90% at 58 mph.

In 2014, males accounted for three times as many pedestrian fatalities as females (132 versus 40). This is significantly higher than in previous years. In fact from 2013 to 2014 male pedestrian fatalities actually increased from 120 to 132 whereas female pedestrian fatalities decreased from 54 to 40 during this same time period.

Figure 47 shows the age of pedestrians killed in crashes. Children (< age 15) and older adults (> 70) account for a relatively small percentage of pedestrian fatalities. The highest proportion of pedestrian fatalities is among persons age 20 to 59.

Figure 47. Pedestrian Fatalities by Age



Source: FARS 2010 – 2014

It is not uncommon for alcohol to be involved in pedestrian fatalities. During the years 2010 through 2014, 44% of pedestrians who were killed in crashes in North Carolina had a BAC of .08 or above (among those with a known BAC). Pedestrian fatalities also vary by time of day. As shown in Figure 48, pedestrian fatalities are much more common during the nighttime hours. During the years 2010 through 2014, 73% of pedestrian fatalities occurred between 6 p.m. and 6 a.m. This is not surprising, since pedestrians can be much more difficult to see at nighttime, and alcohol-involvement is higher in nighttime crashes.

Overall, pedestrian-motor vehicle crashes are most common in urbanized areas where there are more pedestrians and more motor vehicles and thus more chances for pedestrian-motor vehicle crashes to occur. In North Carolina during the years 2010-2014, approximately 74% of pedestrian collisions occurred on urban streets and 26% occurred on rural roads. However, pedestrian fatalities are over represented on rural roads. Whereas 26% of all pedestrians injured in motor vehicle crashes were on rural roads, 52% of pedestrians killed were on rural roads. Vehicles on rural roads are more likely to be traveling at high speeds. Consequently, pedestrian-motor vehicle crashes on rural roads are substantially more likely to result in fatalities.

Table 19 shows the top 45 counties with the most pedestrian fatalities from 2010 through 2014. Mecklenburg County had the highest number of pedestrian fatalities during this period (92 fatalities), followed by Wake County (63), Cumberland County (54), Guilford County (42), New Hanover (31), and Robeson County (30). In total, the 45 counties listed in the table account for 85% of all pedestrian fatalities in North Carolina during this time period.

The counties with the highest numbers of pedestrian fatalities are generally those with the largest populations. However, there are exceptions to this pattern. Columbus and Robeson Counties are

Other Priorities

particularly noteworthy in having both high pedestrian fatality counts and high rates per capita. Other counties with high per capita rates as well as relatively high counts of pedestrian fatalities include Halifax, Nash, and Sampson. Note that a number of these counties are in the eastern part of the state.

Figure 48. Pedestrian Fatalities by Time of Day

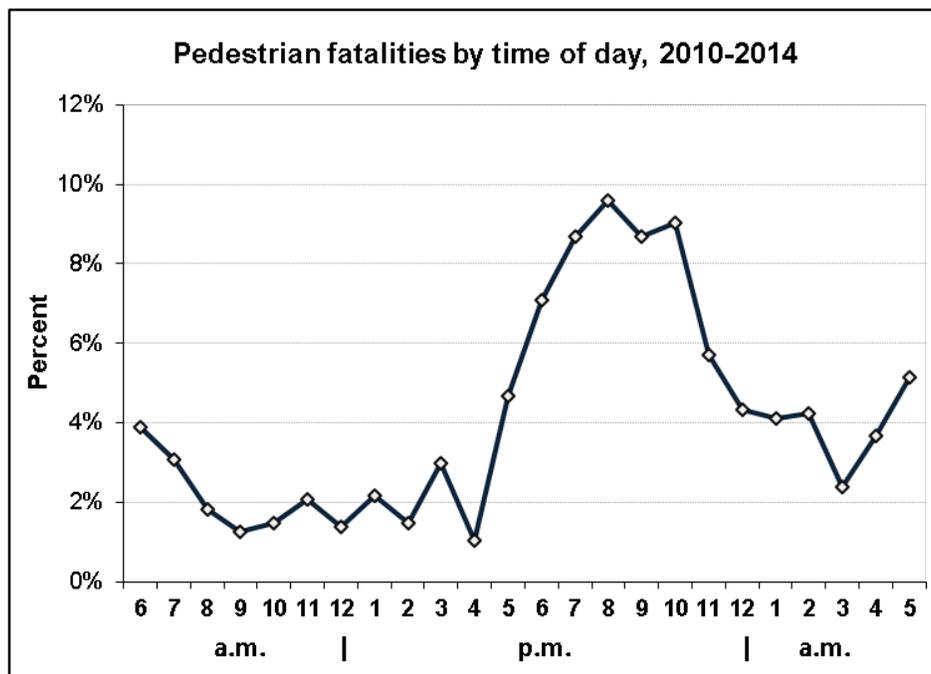


Table 19. Pedestrian Fatalities, 2010-2014

County	Pedestrian fatalities	Fatalities per 100,000 population	% of all pedestrian fatalities
Mecklenburg	92	1.90	10.56%
Wake	63	1.33	7.23%
Cumberland	54	3.30	6.20%
Guilford	42	1.68	4.82%
New Hanover	31	2.95	3.56%
Robeson	30	4.47	3.44%
Forsyth	27	1.51	3.10%
Buncombe	25	2.04	2.87%
Gaston	20	1.92	2.30%
Johnston	18	2.06	2.07%
Durham	17	1.21	1.95%
Columbus	16	5.53	1.84%
Wayne	16	2.57	1.84%
Onslow	16	1.71	1.84%
Nash	15	3.15	1.72%
Catawba	15	1.94	1.72%
Union	14	1.34	1.61%

Table 19. Pedestrian Fatalities, 2010-2014

County	Pedestrian fatalities	Fatalities per 100,000 population	% of all pedestrian fatalities
Iredell	13	1.59	1.49%
Alamance	12	1.57	1.38%
Davidson	12	1.47	1.38%
Halifax	11	4.07	1.26%
Pitt	11	1.28	1.26%
Sampson	10	3.13	1.15%
Wilson	10	2.46	1.15%
Cleveland	10	2.05	1.15%
Harnett	10	1.65	1.15%
Cabarrus	10	1.09	1.15%
Bladen	9	5.12	1.03%
Randolph	9	1.26	1.03%
Currituck	8	6.59	0.92%
Dare	8	4.60	0.92%
Hoke	8	3.22	0.92%
Beaufort	7	2.93	0.80%
Granville	7	2.38	0.80%
Rutherford	7	2.07	0.80%
Brunswick	7	1.24	0.80%
Orange	7	1.02	0.80%
Pasquotank	6	2.99	0.69%
Pender	6	2.20	0.69%
Lee	6	2.04	0.69%
Duplin	6	2.01	0.69%
Stanly	6	1.98	0.69%
Lincoln	6	1.51	0.69%
Craven	6	1.15	0.69%
Rowan	6	0.87	0.69%

Pedestrian Safety Summary and Countermeasures

The number of pedestrian fatalities in North Carolina has slightly increased over the past decade, due in large part to a relatively large number of pedestrian fatalities in 2012. Pedestrian fatalities are most common among males, persons age 20 to 59, and during nighttime hours. Crashes involving pedestrians are more common on urban roadways but pedestrian fatalities are overrepresented on rural roadways. The counties that account for the most pedestrian fatalities are Mecklenburg, Wake, Cumberland, Guilford, New Hanover, and Robeson counties, although a few counties in the eastern part of the state have high rates of pedestrian fatalities per capita. Columbus and Robeson Counties are particularly noteworthy in having both a high pedestrian fatality counts and high fatality rates per capita.

We believe further reductions in pedestrian fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working

Other Priorities

toward reducing the number of pedestrian fatalities by 20% from the 2010-2014 average of 175 to 140 by December 31, 2017.

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

Media Plan

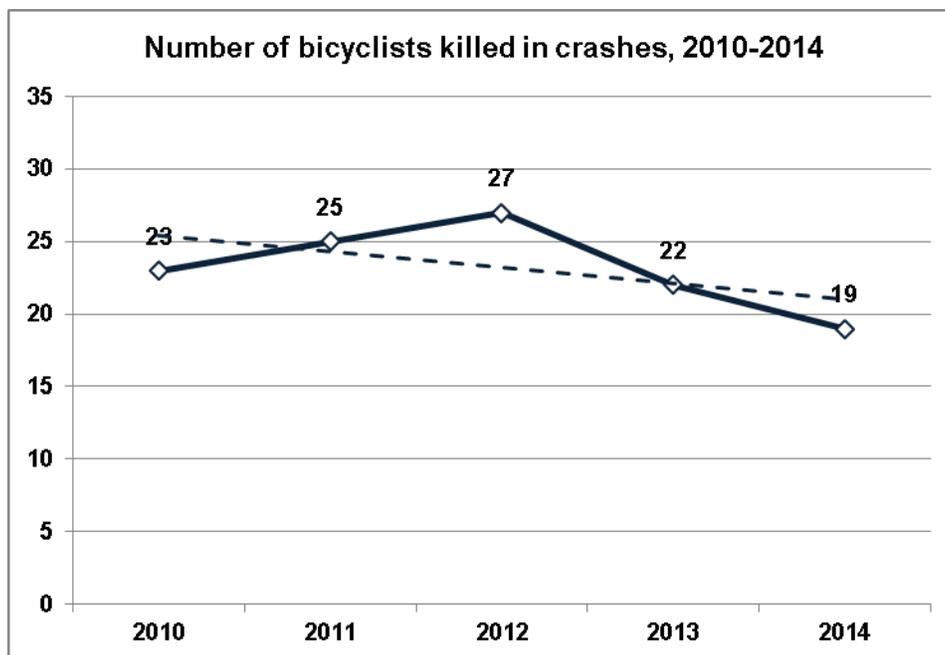
GHSP continues to seek opportunities with pedestrian safety partners to draw media attention to the issues of pedestrian safety through earned media events, particularly in counties where pedestrian incidents and injuries are most prevalent. GHSP will partner with the Division of Bicycle and Pedestrian Transportation to promote pedestrian safety in conjunction with the Watch For Me NC campaign. GHSP will evaluate other opportunities in the coming months and explore paid media opportunities with NCDOT's agency of record. GHSP will also explore non-traditional media opportunities, such as social media platforms, to bring attention and awareness to pedestrian safety.

Bicyclists

Evidence Considered

In 2014, there were 19 bicyclists killed in fatal crashes in North Carolina. This was a decrease from the 27 bicyclists killed in crashes in 2012 and 22 killed in 2013. As illustrated in Figure 49, bicyclist fatalities in North Carolina have fluctuated from year to year, although the general trend has been a decrease in fatalities during the years 2010 through 2014.

Figure 49. Number of Bicyclists Killed in Crashes



Source: FARS 2010 – 2014

Bicyclist fatalities during the years 2010-2014 were fairly evenly distributed by time of day when daytime (6:00am-5:59pm) and nighttime (6:00pm-5:59am) fatalities are compared, though more were at night (56%) than during the day (44%). However, as shown in Figure 50, bicyclist fatalities peak in the hours of 6:00-8:59pm when there are likely to be more commuting cyclists on the road at the same time there are more commuting motorists and while visibility is also declining as it gets darker. The largest number of bicyclist fatalities (23%) occurred on Thursdays and the smallest number (7%) occurred on Mondays.

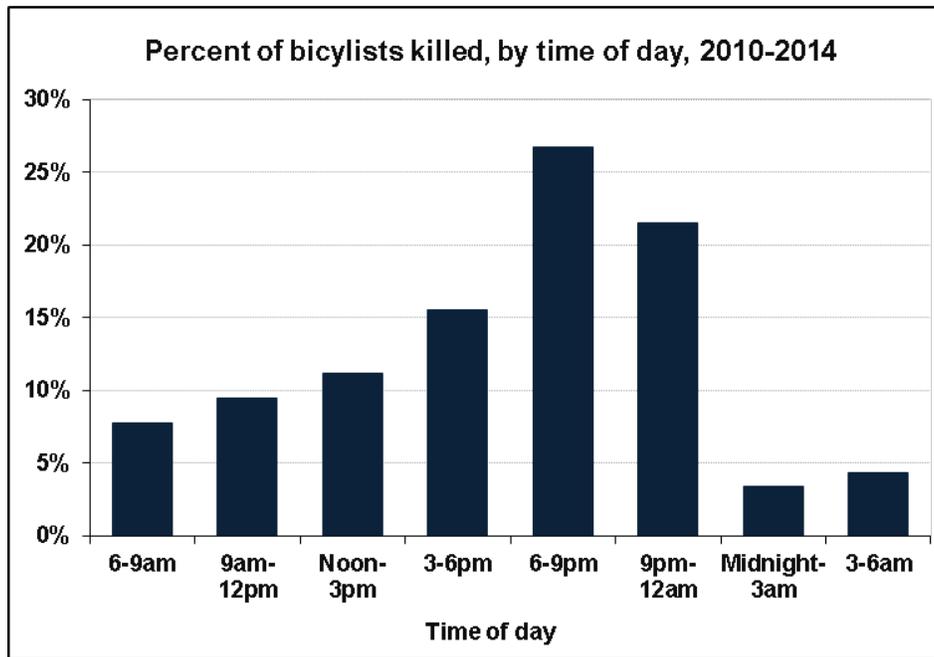
Most bicyclist fatalities occur at places other than intersections. Between 2010 and 2014, only 11% of bicyclist fatalities occurred at intersections, whereas 89% occurred at non-intersections. Bicyclist fatalities also most commonly occur on weekdays rather than weekends. For 33% of the bicyclists killed during these years there were no “improper actions” on the part of the bicyclists noted as being factors that contributed to the crash. Among the bicyclists where there was a contributing factor noted, the most common factors involved failure to yield the right of way (15%), not being visible (e.g., dark clothing, no lighting, 13%), and wrong-way riding (8%).

As shown in Figure 51, bicyclist fatalities involving young children are relatively rare in North Carolina. Instead, bicyclist fatalities are most common among teenagers (16-20) and riders ages 25 to 64. Many of

Other Priorities

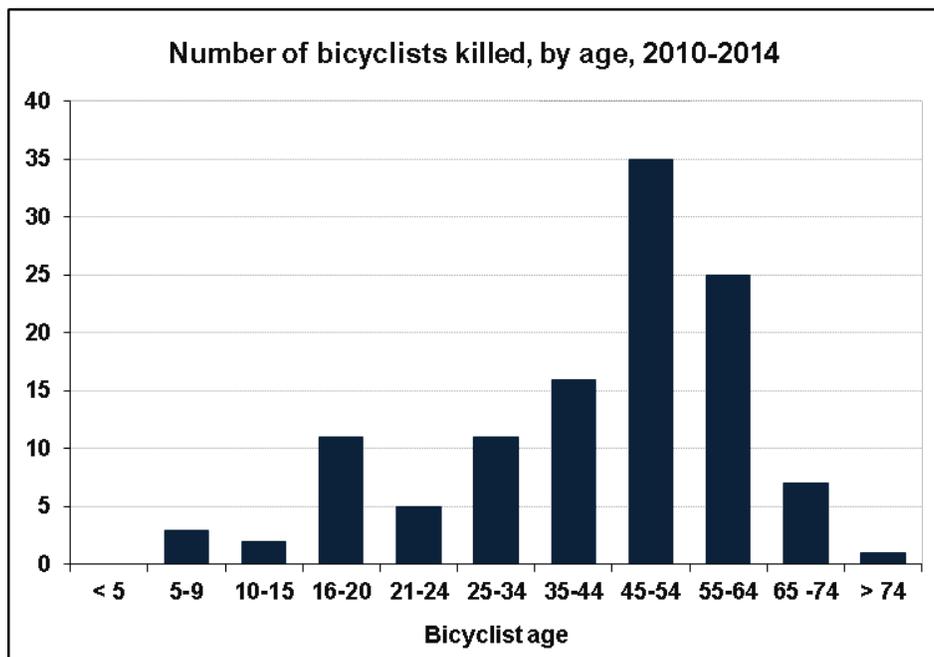
these individuals probably use bicycles as their primary means of transportation for getting to work, school, etc.

Figure 50. Percent of Bicyclists Killed by Time of Day



Source: FARS 2010 – 2014

Figure 51. Number of Bicyclists Killed by Age



Source: FARS 2010 – 2014

Other Priorities

Table 20 lists the 28 counties with more than one bicyclist fatality during the years 2010 through 2014. The counties with the most bicyclist fatalities include Robeson, Guilford, Mecklenburg, New Hanover, Nash, Orange, and Wake counties. No other county had more than five bicyclist fatalities during the five year period. Several of the counties near the top of the table also have large populations. In total, the 28 counties listed in the table account for 84% of the bicyclist fatalities in North Carolina during this time.

Table 20. Bicyclist fatalities, 2010 - 2014

County	Bicyclist fatalities	Fatalities per 10,000 population	% of all bicyclist fatalities
Robeson	8	0.60	6.90%
Guilford	6	0.12	5.17%
Mecklenburg	6	0.06	5.17%
New Hanover	6	0.28	5.17%
Nash	5	0.53	4.31%
Orange	5	0.36	4.31%
Wake	5	0.05	4.31%
Brunswick	4	0.34	3.45%
Durham	4	0.14	3.45%
Onslow	4	0.21	3.45%
Pitt	4	0.23	3.45%
Rockingham	4	0.43	3.45%
Craven	3	0.29	2.59%
Dare	3	0.85	2.59%
Scotland	3	0.83	2.59%
Union	3	0.14	2.59%
Alamance	2	0.13	1.72%
Avery	2	1.12	1.72%
Bertie	2	0.97	1.72%
Davidson	2	0.12	1.72%
Duplin	2	0.33	1.72%
Halifax	2	0.38	1.72%
Harnett	2	0.16	1.72%
Hoke	2	0.39	1.72%
Iredell	2	0.12	1.72%
Lee	2	0.34	1.72%
Washington	2	1.58	1.72%
Wayne	2	0.16	1.72%

Bicyclist Safety Summary and Countermeasures

The number of bicyclist fatalities in North Carolina is less than the number of fatalities involving pedestrians, motorcyclists and other types of road users. However, bicyclist fatalities still present a serious problem. Bicyclist fatalities most commonly occur at non-intersections and on weekdays. The victims are typically teenagers or adults between the ages of 25 and 64. The factors on the part of the bicyclists which contribute most to bicyclist fatalities include failure to yield the right of way, not being visible (e.g., dark clothing, no lighting), and wrong-way riding. However, it should be noted that for a

Other Priorities

third of the bicyclists killed, there were no “improper actions” on the part of the bicyclists noted as being factors that contributed to the crash.

We believe reductions in bicyclist fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing the number of bicyclist fatalities 25 percent from the 2010-2014 average of 23 to 17 by December 31, 2017

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

Media Plan

GHSP continues to seek opportunities with bicycle safety partners to draw media attention to the issues of bicyclist safety through earned media events, particularly in counties where bicyclist incidents and injuries are most prevalent. GHSP is partnering with the Division of Bicycle and Pedestrian Transportation to promote bicyclist safety in conjunction with the Watch For Me NC campaign. GHSP will evaluate other opportunities in the coming months and explore paid media opportunities through NCDOT’s agency of record. GHSP will also explore non-traditional media opportunities such as social media platforms to bring attention and awareness to bicyclist safety

Distracted Driving

Evidence Considered

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

According to 2014 FARS data, the latest year for which distracted driving data is available on the State, Regional, and National levels, there were 71 fatalities in North Carolina crashes where one or more drivers were reported as being distracted. These “distraction” crashes accounted for 6.5% of the total fatal crashes reported for the year in North Carolina. As shown in Table 21, the North Carolina distracted driving crash rate of 4.9% during the five years of 2010-2014 was smaller than the proportion of fatal crashes involving distractions throughout the U.S. and in the NHTSA Region 3 States, both of which had a distraction rate of 11.5%.

The number of fatal crashes in North Carolina in 2014 where a distraction was recorded (71) is a 4% decrease from the average number of 74 for the previous four years (2010-2013). In contrast, distraction related fatalities for Region 3 decreased by 33% and nationwide decreased by 28% when comparing the number of distraction-related fatalities in 2014 to the average for the previous four years.

Table 21. North Carolina, Region 3, and National Distracted Driving Related Fatalities: 2010-2014

Geographic Region	2010		2011		2012		2013		2014		2010-2014	
	# K ¹	% of Total ²	# K	% of Total	# K	% of Total						
North Carolina (N=7,581)	96	4.3%	73	3.5%	54	5.0%	74	6.8%	71	6.5%	368	4.9%
Region 3 (N=22,122)	652	10.0%	635	10.0%	459	14.2%	431	14.1%	365	12.2%	2,542	11.5%
Nation (N=219,002)	9,133	16.3%	8,093	14.9%	2,144	7.7%	2,020	7.5%	3,847	7.2%	25,237	11.5%

¹No. of Fatalities; ²Percent of Total Involved; Source: FARS 2010 – 2014

Table 22 shows that of the 5,418 total fatalities in 2010 - 2014 North Carolina crashes, 91 percent were recorded as the driver(s) not being distracted. There were 333 fatalities in crashes where the driver(s) were noted as being distracted. Of the known distractions, 83.5% were recorded as being due to some manner of being careless or inattentive. Even though cell phones are generally considered to be a major distraction for drivers, only 7.5% of the distractions during this time were attributed to cell phones (other cellular phone related, while dialing cellular phone, while manipulating cellular phone, and while talking or listening to cellular phone).

Table 22. North Carolina Fatalities by Distracted Driving Related Behavior: 2010-2014

Distraction	N	% of Total	% of Distractions
Not Distracted	4,950	91.4%	--
Unknown if Distracted	135	2.5%	--
Careless/Inattentive	278	5.1%	83.5%
Cellular Phone Related	25	0.5%	7.5%
Looked But Did Not See	16	0.3%	4.8%
Distracted by Other Occupants	6	0.1%	1.8%
Distracted, Details Unknown	5	0.1%	1.5%
Other Distraction	3	0.1%	0.9%
Total	5,418	100.0%	--
Total Distractions	333	6.1%	100.0%

Distracted Driving Summary and Countermeasures

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

GHSP recognizes that distracted driving results at least in part from lifestyle choices and is intertwined with greater societal issues rather than just issues related to driving. Consequently, few highway safety countermeasures that are behavioral in nature have been shown to reduce distracted driving. There are, however, new countermeasures targeting distracted driving being developed and evaluated in the U.S. One example is high visibility cell phone/text messaging enforcement. Although North Carolina's texting law is difficult to enforce, GHSP will explore potential countermeasures including evidence-based enforcement, and will look for opportunities to implement and evaluate countermeasures that might reduce distracted driving among North Carolina drivers.

Media Plan

GHSP continues to seek opportunities with highway safety partners to draw media attention to the issue of distracted driving. GHSP plans to bring attention to distracted driving through an earned media event as part of the State Fair Safety City display and during Distracted Driving Awareness month. The display at Safety City will include driving simulators to demonstrate how distractions play a significant role in crashes. GHSP will also explore non-traditional media opportunities, such as social media platforms, to bring attention and awareness to the dangers of distracted driving.

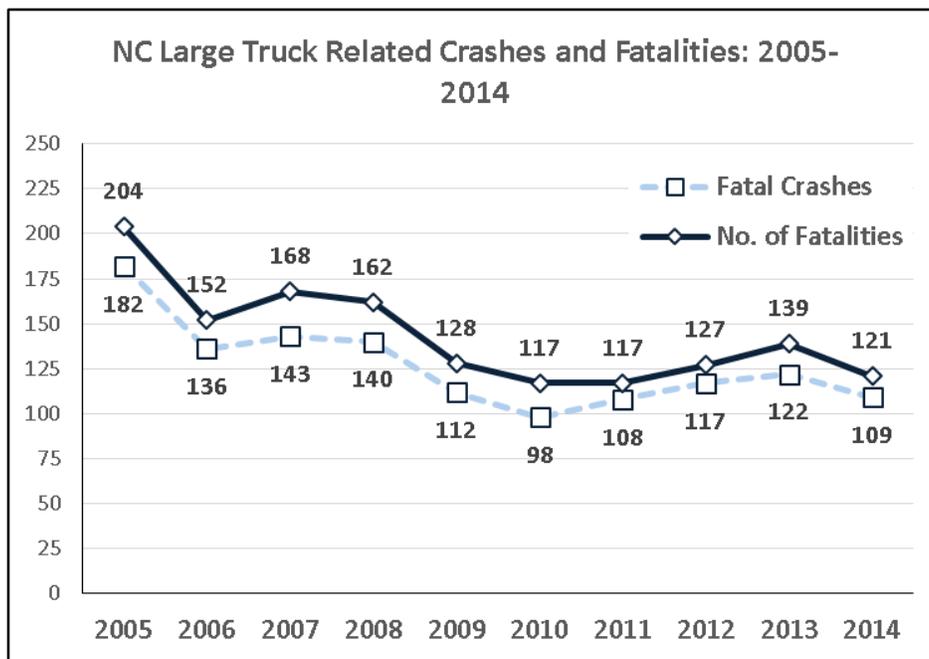
Commercial Motor Vehicles

Evidence Considered

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 drive during the course of delivering their cargo.

In 2005, there were 182 large truck involved fatal crashes in North Carolina that resulted in 204 deaths. In 2014, there were 109 fatal crashes that involved a large truck and there were 121 persons killed in these crashes. As shown in Figure 52, the number of truck related crashes and deaths declined dramatically between 2005 and 2009. Since then, the truck related crashes and deaths trended upward until 2014 when we saw another decline.

Figure 52. North Carolina Large Truck Related Crashes and Fatalities



Source: FMSCA and FARS 2010 – 2014

As shown in Table 23, during the years 2010-2014 large trucks were involved in 4.4 to 4.8 percent of all crashes in North Carolina each year. On average, large trucks are involved in 4.5 percent of North Carolina crashes.

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 injuries in NC traffic crashes due to their large size and weight. The largest SUVs weigh less than 6,000 pounds, but by definition large trucks weigh more than 10,000 pounds and can weigh as much as 80,000 pounds fully loaded with cargo. When two vehicles collide, the lighter vehicle will always be at a disadvantage when there is a large difference between the 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 fatal injuries.

Other Priorities

Table 23. All North Carolina Crashes and Large Truck Involvement: 2010-2014

Truck Involved?		2010	2011	2012	2013	2014	Total
No	N	203,951	199,161	204,187	210,552	215,752	1,033,603
	%	95.5%	95.5%	95.6%	95.6%	95.2%	95.5%
Yes	N	9,622	9,348	9,454	9,757	10,834	49,015
	%	4.5%	4.5%	4.4%	4.4%	4.8%	4.5%
Total	N	213,573	208,509	213,641	220,309	226,586	1,082,618
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: NC Crash Data Query Web Site (nccrashdata.hsrc.unc.edu/index.cfm)

Table 24 shows there were over 180,000 persons in North Carolina crashes involving large trucks during the five-year period of 2010 – 2014. Of these, 45% of the persons were drivers/occupants in large trucks; the other 55% were drivers/occupants in some type of vehicle other than a large truck. However, 85% of the persons killed and 83% of the persons seriously injured (A type injuries) in these crashes were in vehicles other than large trucks.

Table 24. Persons in North Carolina Crashes Involving Heavy Trucks by Vehicle Type: 2010-2014

Vehicle Type of Driver/Occupant		Injury Level*					Unk	Total
		(K)	(A)	(B)	(C)	(O)		
Other vehicle	N	544	575	3,922	13,253	74,270	8,201	100,765
	%	84.7%	83.1%	74.5%	78.7%	51.7%	53.6%	55.2%
Heavy Truck	N	98	117	1,339	3,582	69,400	7,096	81,632
	%	15.3%	16.9%	25.5%	21.3%	48.3%	46.4%	44.8%
Total	N	642	692	5,261	16,835	143,670	15,297	182,397
	%	100%	100%	100%	100%	100%	100%	100%

* (K) = Killed, (A) = Disabling injury, (B) = Evident injury, (C) = Possible injury, (O) = No injury, Unk = Unknown injury. Source: NC Crash Data Query Web Site (nccrashdata.hsrc.unc.edu/index.cfm)

Table 25 lists the 16 North Carolina counties with ten or more fatalities in crashes involving large trucks during the five year period from 2010 – 2014. The five counties with the highest numbers of fatalities during this time were Mecklenburg, Guilford, Cumberland, Wayne, and Wake. All of the counties in the table other than Wayne and Union have one or more interstate highways running through them. About 25% of all large truck crashes occur on interstate highways. In contrast, only eight percent of crashes of all other vehicle types occur on interstates.

Table 25. NC Fatalities in Crashes Involving Large Trucks by County: 2010 - 2014

County	2010	2011	2012	2013	2014	2010-2014
Mecklenburg	4	7	8	5	5	29
Guilford	7	2	2	4	9	24
Cumberland	4	5	2	3	3	17
Wayne	3	2	3	4	3	15
Wake	2	1	4	6	1	14
Cabarrus	3	2	4	4	0	13

Other Priorities

Table 25. NC Fatalities in Crashes Involving Large Trucks by County: 2010 - 2014

County	2010	2011	2012	2013	2014	2010-2014
Randolph	0	5	2	2	4	13
Robeson	2	4	2	2	3	13
Buncombe	1	0	3	7	1	12
Forsyth	0	4	3	1	4	12
Henderson	6	4	1	0	1	12
Duplin	3	0	2	2	4	11
Rowan	3	0	3	4	1	11
Durham	3	1	1	2	3	10
Nash	1	1	4	2	2	10
Union	2	1	1	2	4	10

Source: FARS 2010 – 2014

Commercial Motor Vehicles Summary and Countermeasures

The number of fatal crashes involving large trucks (defined as a truck with a gross vehicle weight rating (GVWR) greater than 10,000 pounds) and persons killed in these crashes, declined dramatically between 2005 and 2009 and since then, the truck related crashes and deaths trended upward until 2014 when there was another decline. 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 injuries in traffic crashes due to their large size and weight. Because of continuing concerns, it is important that North Carolina adopt a comprehensive approach to reduce crashes involving large trucks.

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 has promoted “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, often due to being in a blind spot where a car “disappears” from the view of the commercial vehicle driver. Additionally, GHSP assisted with coordination of an interstate challenge in select counties on November 25 & November 29, 2015, the Wednesday before and the Sunday following Thanksgiving. This was primarily a speed enforcement campaign on the interstates—and thus was not a statewide campaign—but the interstate roadway focus meant that large trucks were included in the campaign along with other vehicles around them. Enforcement totals, many of which were issued to large trucks, are shown in Table 26.

GHSP has also supported pilot programs that study the effects of different public awareness and enforcement programs aimed at reducing aggressive driving behaviors. One promising approach is the use of portable changeable message signs (PCMS) to target aggressive driving behavior. Evaluations found that the use of PCMSs alone do not significantly affect traffic behavior, but supplementing the signage with enforcement did show positive effects in reducing aggressive driving behaviors.

Table 26. Thanksgiving 2015 Interstate Challenge Enforcement Results

Activity/Charge Type	Activity/Charge Type No.
# Patrols	139
DWI, Alcohol & Drugs	76
License	158
Speeding	3,851
Restraint	455
Registration	141
Inspection & Equipment	54
Other	296
Total Charges	5,131

Many large truck-related crashes result from unsafe driver behaviors, such as speeding, distracted driving, or following too closely, by truck drivers and other motorists around large trucks. Highly visible traffic enforcement can deter 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 stops.

The Federal Motor Carrier Safety Administration (FMCSA) created a Large Truck and Bus Traffic Enforcement Training program to address officers’ lack of knowledge and skills needed to conduct a stop of a large truck. This training is designed to enhance officers’ knowledge about the dangers of unsafe driving by large trucks and buses. As noted by the FMCSA, the Truck and Bus Traffic Enforcement Training provides techniques for safe, effective commercial vehicle traffic stops and helps remove dangerous commercial drivers off the road. The train the trainer course has been offered seven times in North Carolina since August, 2015. The months, location and number of attendees are shown in Table 27:

Table 27. Large Truck and Bus Traffic Enforcement Training Dates and Locations

Date	Location	No. of Students
August, 2015	Salemburg (NCJA East)	29
October, 2015	Kitty Hawk	20
February, 2016	Edneyville (NCJA West)	5
March, 2016	Charlotte	12
March, 2016	Greensboro	21
March, 2016	Salemburg (NCJA East)	4
March, 2016	Waxhaw	25

GHSP believes reductions are possible in fatal crashes involving large trucks. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing the number of large truck related fatalities 10% from the 2010-2014 average of 124 to 112 by December 31, 2017.

Other Priorities

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.

Media Plan

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. GHSP will also explore non-traditional media opportunities, such as social media platforms, to bring attention and awareness to the dangers and issues facing commercial motor vehicles.

FY2017 Other Highway Safety Priorities Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2017 North Carolina Highway Safety Plan to address older driver, bicycle, pedestrian, distracted driving, and commercial motor vehicles. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency: Division of Bicycle and Pedestrian Transportation
Project Number: PS-17-05-01
Project Title: Watch For Me NC - Safety, Education and Enforcement Statewide Campaign
Project Description: This is the fourth year of a project with the Division of Bicycle and Pedestrian Transportation. This project will provide funding to manage and implement the "Watch for Me" NC (WFMNC) program statewide. This will include partnering with statewide communications to disseminate the bicycle and pedestrian safety message. The project also includes education and training for law enforcement agencies throughout the state on bicycle and pedestrian laws. The goal of the project is to reduce the number of injuries and deaths associated with bicycle and pedestrian traffic crashes by changing the general behaviors of bicyclists, pedestrians and the motoring public.
CMTW: Chapter 8, Section 3.2, 4.4; Chapter 9, Section 3.3, 4.2

Agency: Outer Banks Bicycle & Pedestrian Safety Coalition
Project Number: PS-17-05-02
Project Title: OBBPSC 2016-17 Safety Education Grant
Project Description: This is the first year of a grant to the Outer Banks Bicycle & Pedestrian Safety Coalition (OBBPSC) as it attempts to educate the public, and especially school age children, of the proper and safe way to be a pedestrian and/or ride bicycles. The project will provide safety items for use at bicycle rodeos and other safety/educational events. The program will also address educating the general public on how to react when around bicyclists and/or pedestrians. The project will provide local support for the statewide program "Watch4Me NC".
CMTW: Chapter 8, Section 2.1; 4.5, 4.6; Chapter 9, Section 1.3, 1.4, 2.2, 3.2

Other Priorities

- Agency:** UNC - Highway Safety Research Center
Project Number: SA-17-09-07
Project Title: Senior Driver Information
Project Description: This is a continuing project that provides support to maintain the statewide Senior Driver Safety Coalition and to develop and maintain a website with the primary focus of educating older adults and their families about ways aging can affect driving, steps that individuals and families can take to keep driving safer and longer, what resources are available, and how to access these services. While the number of fatalities involving a driver age 65 and older has gradually decreased during the last decade, when older drivers are involved in a crash, they are more likely than their younger counterparts to be killed.
CMTW: Chapter 7, Section 1.2
- Agency:** NC State University
Project Number: SA-17-09-08
Project Title: Address the Challenges of Older Drivers in North Carolina Using Modern Technologies
Project Description: This is the initial year of this project that will pinpoint the needs and challenges of older drivers in North Carolina. This is necessary to develop and implement programs and countermeasures to reduce the crash risks of older drivers and to improve the road safety for everyone in North Carolina. This project will conduct a survey of older drivers (drivers age 65 and older) in North Carolina on general physical and mental health conditions, driving habits, transportation needs and preferences, and then combine the survey information with North Carolina crash data to identify the needs and challenges of older drivers and to suggest what services and countermeasures could be implemented using simulated driving technology (e.g., self-assessment of mental functioning, driving strategy adoption, and training programs).
CMTW: Chapter 7, Section 2.1
- Agency:** Carolina Motor Club, Inc.
Project Number: SA-17-09-09
Project Title: Reducing Traffic Fatalities and Injuries in North Carolina
Project Description: This is the initial year of a project to provide funding for a Traffic Safety Coordinator position. With this newly funded position, AAA Carolinas will provide online education, seminars, targeted messaging and press events to businesses in North Carolina. AAA Carolinas will work with companies using surveys, crash data specific to companies that are incorporating these programs. The goal of the project is to reduce traffic fatalities across the state by targeting businesses that operate fleets.
CMTW: Chapter 1, Section 5.1, 7.3; Chapter 2, Section 3.2, 6.2; Chapter 3, Section 4.1; Chapter 4, Section 2.1, 2.2, 3.1; Chapter 5, Section 4.2; Chapter 7, Section 1.2; Chapter 9, Section 1.3, 2.2, 3.2,4.2

Other Priorities

Agency: Department of Public Instruction
Project Number: SB-17-10-01
Project Title: School Bus Safety
Project Description: This is an ongoing project that provides funding for a school bus safety program. The project will conduct outreach activities, develop the School Bus Safety Web and evaluate use of enhanced loading procedures. NC Department of Public Instruction aims to decrease the number of motorists passing stopped school busses through increased prosecutions from the use of stop arm cameras funded by the legislature. They also aim to decrease student injuries and fatalities by raising awareness of the safety benefits of riding the school bus versus other modes of transportation.
CMTW: Chapter 8, Section 2.3

Other Priorities

NC HIGHWAY SAFETY MEDIA PLAN

Priority Areas

The GHSP media plan will mainly target two areas of primary concern: occupant protection and alcohol-impaired driving. All media in these areas will include paid and earned media. GHSP will also utilize paid media for pedestrian and bicycle safety as well as motorcycle safety and awareness although to a lesser extent.

In the area of occupant protection, North Carolina will participate in the national “Click It or Ticket” mobilization in FY2017. We will primarily focus our media efforts toward counties and demographic groups which demonstrate low seat belt usage as indicated in the Occupant Protection section of the Highway Safety Plan. Paid media spots will convey an enforcement or social norming message to compliment the national media placement. The paid public service announcements will utilize outlets such as television, radio, digital media, internet radio, social media and out-of-home elements. Finally, earned media will be conducted statewide with planned campaign kickoffs and approximately 1,500 to 2,000 checkpoints anticipated for the mobilization.

North Carolina will also participate in all national impaired driving mobilizations. A state specific public service announcement will be placed across the state during the holiday campaign (December 2016 – January 2017). The paid public service announcements will utilize outlets such as television, radio, digital media, internet radio, social media and out-of-home elements. Earned media will be gained from kickoff events as well as high visibility checkpoints throughout the campaigns.

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

Pedestrian and bicycle media efforts will focus on awareness regarding the Watch For Me NC campaign. The specific media avenues for this effort have not been completely identified as this is the first year of paid media. Motorcycle safety awareness media efforts will most likely include bill board advertising promoting the training classes offered through the BikeSafe NC program.

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

FY2016 Media Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2017 North Carolina Highway Safety Plan to target two areas of primary concern - occupant protection and alcohol-impaired driving – through paid and earned media. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA’s Countermeasures that Work).

Agency: Governor's Highway Safety Program
Project Number: 154PM-17-12-01 / OP-17-04-05
Project Title: Sports Marketing

Media Plan

Project Description: This is an ongoing project to provide funding for sports marketing of highway safety messages. The Governor's Highway Safety Program will utilize sports marketing to reach our target demographics. This project will provide funding for marketing efforts with major league teams in North Carolina, major universities, NASCAR, and minor league baseball clubs. It will also include outdoor concert venues. Sports marketing efforts will target all areas of traffic safety. Outreach efforts will focus on increasing attention on the target audience using data to identify the most effective methods.
CMTW: Chapter 1, Section 5.2; Chapter 2, Section 3.1, 3.2; Chapter 3, Section 4.1; Chapter 4, Section 2.1, 2.2; Chapter 5, Section 4.1, 4.2; Chapter 7, Section 1.1, 1.2; Chapter 9, Section 4.2

Agency: Governor's Highway Safety Program
Project Number: 154PM-17-12-02
Project Title: Media - Impaired Driving
Project Description: This is an ongoing project to provide funding for a media campaigns to address impaired driving issues. The Governor's Highway Safety Program (GHSP) plans to continue outreach efforts regarding impaired driving with a media placement campaign during each enforcement period which will include TV, radio and gas station advertising. As part of the plan, GHSP will utilize our agency of record to supply media buys, placement and statewide distribution of our message during and between campaigns using data to identify the most effective methods.
CMTW: Chapter 1, Section 5.2

Agency: Governor's Highway Safety Program
Project Number: M1PE-17-13-01
Project Title: Media - Occupant Protection
Project Description: This is an ongoing project to provide funding for a media campaigns to address occupant protection issues. The Governor's Highway Safety Program (GHSP) plans to continue outreach efforts regarding occupant protection with a media placement campaign during each enforcement period which will include TV, radio and gas station advertising. As part of the plan, GHSP will utilize our agency of record to supply media buys, placement and statewide distribution of our message during and between campaigns using data to identify the most effective methods.
CMTW: Chapter 2, Section 3.1, 3.2, 6.1, 6.2

Agency: Governor's Highway Safety Program
Project Number: PS-17-05-03
Project Title: Media - Bicycle/Pedestrian Safety
Project Description: This is an ongoing project to provide funding for a media campaigns to address bicycle and pedestrian safety. The Governor's Highway Safety Program (GHSP) plans to continue outreach efforts regarding bicycle and pedestrian safety with a media placement campaign during each enforcement period which will include TV, radio and gas station advertising. As part of the plan, GHSP will utilize our agency of record to supply media buys, placement and distribution of our message using data to target specific locations and identify the most effective methods.
CMTW: Chapter 8, Section 3.1; 4.7; Chapter 9, Section 4.2

Equipment Requests of \$5,000 or More

EQUIPMENT REQUESTS OF \$5,000 OR MORE

Project Number	Agency	Quantity	Description	Unit Amount	Total Amount
PT-17-06-16	Dunn Police Department	1	Equipment Trailer	5,000.00	5,000.00
SB-17-10-01	Department of Public Instruction	1	Buster the Bus	5,000.00	5,000.00
PT-17-06-03	Ayden Police Department	1	Seatbelt Convincer	20,000.00	20,000.00
PT-17-06-06	New Hanover Sheriff's Office	1	Seatbelt Convincer	20,000.00	20,000.00
PT-17-06-02	Tarboro Police Department	3	In-Car video System	5,333.33	15,999.99
PT-17-06-04	Orange County Sheriff's Office	1	Seatbelt Convincer	20,000.00	20,000.00
PT-17-06-07	Rockingham Police Department	2	MDT (Mobile Data Terminal)	5,500.00	11,000.00
PT-17-06-12	Marion Police Department	2	MDT (Mobile Data Terminal)	6,000.00	12,000.00
PT-17-06-11	Jackson County Sheriff's Office	1	In-Car Video System	6,000.00	6,000.00
154AL-17-12-01 / M5BAC-17-15-04	Department of Health & Human Services-BAT	1	BAT Mobile Unit	390,880.00	390,880.00
M5TR-17-15-02	Department of Health & Human Services-DRE	2	Eye Cameras	5,200.00	10,400.00
M5TR-17-15-01	Department of Health & Human Services-SFST	2	Eye Cameras	5,200.00	10,400.00
154AL-17-12-01 / M5BAC-17-15-04	Department of Health & Human Services-BAT	3	Intox EC/IR II Instruments w/accessories)	7,500.00	22,500.00
PS-17-05-02	Outer Banks Bicycle & Pedestrian Safety Coalition	1	Equipment Trailer	5,000.00	5,000.00
154AL-17-12-04/M5HVE-17-15-16	Department of Public Safety - State Highway Patrol	2	Patrol Vehicle	35,000.00	70,000.00
154AL-17-12-04/M5HVE-17-15-16	Department of Public Safety - State Highway Patrol	2	MDT (Mobile Data Terminal)	6,000.00	12,000.00

Equipment Requests of \$5,000 or More

Project Number	Agency	Quantity	Description	Unit Amount	Total Amount
154AL-17-12-04/M5HVE-17-15-16	Department of Public Safety - State Highway Patrol	2	In-Car Video System	6,000.00	12,000.00
SA-17-09-01	Governor's Highway Safety Program	1	Color Printer/Copier	6,000.00	6,000.00

Cost Summary

COST SUMMARY

U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan
Cost Summary
2017-HSP-1
 For Approval

State: North Carolina

Report Date: 06/24/2016

Program Area & Project	Description	Prior Approved Program Funds	State Funds	Previous Balance	Increase/ (Decrease)	Current Balance	Share to Local	Indirect Cost
NHTSA								
NHTSA 402								
Planning and Administration								
PA-2017-01-01-00	GHSP P&A	\$.00	\$265,500.00	\$.00	\$265,500.00	\$265,500.00	\$.00	
	Planning and Administration Total	\$.00	\$265,500.00	\$.00	\$265,500.00	\$265,500.00	\$.00	
Alcohol								
AL-2017-00-00-00	GHSP	\$.00	\$.00	\$.00	\$7,000,000.00	\$7,000,000.00	\$2,000,000.00	
AL-2017-02-01-00	GHSP ID Support	\$.00	\$.00	\$.00	\$80,000.00	\$80,000.00	\$.00	
AL-2017-02-03-00	NC Dept. of Public Safety-ALE	\$.00	\$.00	\$.00	\$20,000.00	\$20,000.00	\$.00	
AL-2017-02-04-00	NC DMV-Hearings	\$.00	\$.00	\$.00	\$25,775.00	\$25,775.00	\$.00	
	Alcohol Total	\$.00	\$.00	\$.00	\$7,125,775.00	\$7,125,775.00	\$2,000,000.00	
Motorcycle Safety								
MC-2017-03-01-00	GHSP Motorcycle Support	\$.00	\$.00	\$.00	\$150,000.00	\$150,000.00	\$.00	
MC-2017-03-02-00	Lenoir Community College	\$.00	\$75,000.00	\$.00	\$75,000.00	\$75,000.00	\$.00	
MC-2017-03-03-00	Lenoir Community College	\$.00	\$.00	\$.00	\$60,000.00	\$60,000.00	\$.00	
MC-2017-03-04-00	City of Raleigh PD	\$.00	\$.00	\$.00	\$5,000.00	\$5,000.00	\$5,000.00	
MC-2017-03-05-00	NC Dept. of Public Safety-Bike Safe	\$.00	\$.00	\$.00	\$20,000.00	\$20,000.00	\$.00	
	Motorcycle Safety Total	\$.00	\$75,000.00	\$.00	\$310,000.00	\$310,000.00	\$5,000.00	
Occupant Protection								
OP-2017-04-01-00	GHSP OP Support	\$.00	\$.00	\$.00	\$80,000.00	\$80,000.00	\$.00	
OP-2017-04-03-00	UNC HSRC-CPS	\$.00	\$.00	\$.00	\$220,284.00	\$220,284.00	\$.00	\$20,026.00
OP-2017-04-04-00	NCSU-Seat Belt Surveys	\$.00	\$.00	\$.00	\$175,890.00	\$175,890.00	\$.00	\$29,315.00
OP-2017-04-05-00	GHSP Sports Marketing-OP	\$.00	\$.00	\$.00	\$563,000.00	\$563,000.00	\$400,000.00	
	Occupant Protection Total	\$.00	\$.00	\$.00	\$1,039,174.00	\$1,039,174.00	\$400,000.00	\$49,341.00
Pedestrian/Bicycle Safety								
PS-2017-05-01-00	NC Dept. of Transportation-Bike & Ped	\$.00	\$.00	\$.00	\$130,000.00	\$130,000.00	\$.00	
PS-2017-05-02-00	Outer Banks Bike and Ped	\$.00	\$.00	\$.00	\$22,105.00	\$22,105.00	\$22,105.00	

Cost Summary

Program Area & Project	Description	Prior Approved Program Funds	State Funds	Previous Balance	Increase/ (Decrease)	Current Balance	Share to Local	Indirect Cost
PS-2017-05-03-00	GHSP Media Buys-Bike & Ped	\$.00	\$.00	\$.00	\$150,000.00	\$150,000.00	\$.00	
	Pedestrian/Bicycle Safety Total	\$.00	\$.00	\$.00	\$302,105.00	\$302,105.00	\$22,105.00	
Police Traffic Services								
PT-2017-06-01-00	GHSP STEP	\$.00	\$.00	\$.00	\$3,000,000.00	\$3,000,000.00	\$3,000,000.00	
PT-2017-06-02-00	Town of Tarboro-LEL	\$.00	\$.00	\$.00	\$20,000.00	\$20,000.00	\$20,000.00	
PT-2017-06-03-00	Town of Ayden PD-LEL	\$.00	\$.00	\$.00	\$40,000.00	\$40,000.00	\$40,000.00	
PT-2017-06-04-00	Orange Couny SO-LEL	\$.00	\$.00	\$.00	\$40,000.00	\$40,000.00	\$40,000.00	
PT-2017-06-05-00	Town of Kitty Hawk PD-LEL	\$.00	\$.00	\$.00	\$20,000.00	\$20,000.00	\$20,000.00	
PT-2017-06-06-00	New Hanover County SO-LEL	\$.00	\$.00	\$.00	\$40,000.00	\$40,000.00	\$40,000.00	
PT-2017-06-07-00	Town of Rockingham PD-LEL	\$.00	\$.00	\$.00	\$20,000.00	\$20,000.00	\$20,000.00	
PT-2017-06-08-00	City of Asheville PD-LEL	\$.00	\$.00	\$.00	\$20,000.00	\$20,000.00	\$20,000.00	
PT-2017-06-09-00	Guilford County SO-LEL	\$.00	\$.00	\$.00	\$20,000.00	\$20,000.00	\$20,000.00	
PT-2017-06-10-00	City of Charlotte-Meck PD-LEL	\$.00	\$.00	\$.00	\$20,000.00	\$20,000.00	\$20,000.00	
PT-2017-06-11-00	Jackson County SO-LEL	\$.00	\$.00	\$.00	\$20,000.00	\$20,000.00	\$20,000.00	
PT-2017-06-12-00	City of Marion PD-LEL	\$.00	\$.00	\$.00	\$20,000.00	\$20,000.00	\$20,000.00	
PT-2017-06-13-00	City of Asheville PD	\$.00	\$102,833.00	\$.00	\$102,833.00	\$102,833.00	\$102,833.00	
PT-2017-06-14-00	City Of Fayetteville PD	\$.00	\$130,823.00	\$.00	\$130,823.00	\$130,823.00	\$130,823.00	
PT-2017-06-15-00	Town of Waxhaw PD	\$.00	\$32,028.00	\$.00	\$32,028.00	\$32,028.00	\$32,028.00	
PT-2017-06-16-00	City of Dunn PD	\$.00	\$35,380.00	\$.00	\$82,555.00	\$82,555.00	\$82,555.00	
PT-2017-06-17-00	NC Judicial-Conference of DA's	\$.00	\$.00	\$.00	\$240,000.00	\$240,000.00	\$.00	
PT-2017-06-18-00	NC Dept. of Justice	\$.00	\$.00	\$.00	\$164,880.00	\$164,880.00	\$.00	
PT-2017-06-19-00	City of Lumberton PD	\$.00	\$34,793.00	\$.00	\$81,185.00	\$81,185.00	\$81,185.00	
PT-2017-06-20-00	Town of Holly Springs PD	\$.00	\$61,773.00	\$.00	\$61,773.00	\$61,773.00	\$61,733.00	
PT-2017-06-21-00	Town of Tabor City PD	\$.00	\$27,667.00	\$.00	\$27,668.00	\$27,668.00	\$27,668.00	
PT-2017-06-22-00	NC DMV-Hearings	\$.00	\$.00	\$.00	\$25,775.00	\$25,775.00	\$.00	
PT-2017-06-23-00	NC Sheriff's Association	\$.00	\$.00	\$.00	\$53,950.00	\$53,950.00	\$.00	
	Police Traffic Services Total	\$.00	\$425,297.00	\$.00	\$4,283,470.00	\$4,283,470.00	\$3,798,825.00	
Traffic Records								
TR-2017-07-01-00	GHSP Traffic Records	\$.00	\$.00	\$.00	\$119,800.00	\$119,800.00	\$.00	
TR-2017-07-02-00	UNC-HSRC-Quick Response	\$.00	\$.00	\$.00	\$24,687.00	\$24,687.00	\$.00	\$2,244.00
TR-2017-07-03-00	UNC HSRC-TRCC	\$.00	\$.00	\$.00	\$72,299.00	\$72,299.00	\$.00	\$6,573.00
	Traffic Records Total	\$.00	\$.00	\$.00	\$216,786.00	\$216,786.00	\$.00	\$8,817.00
Driver Education								
DE-2017-08-01-00	UNC-HSRC	\$.00	\$.00	\$.00	\$154,971.00	\$154,971.00	\$.00	\$14,088.00
	Driver Education Total	\$.00	\$.00	\$.00	\$154,971.00	\$154,971.00	\$.00	\$14,088.00
Safe Communities								
SA-2017-09-01-00	GHSP Agency Support	\$.00	\$.00	\$.00	\$1,060,000.00	\$1,060,000.00	\$.00	
SA-2017-09-02-00	UNC HSRC-Campaign Reporting System	\$.00	\$.00	\$.00	\$22,050.00	\$22,050.00	\$.00	\$2,005.00

Cost Summary

Program Area & Project	Description	Prior Approved Program Funds	State Funds	Previous Balance	Increase/ (Decrease)	Current Balance	Share to Local	Indirect Cost
SA-2017-09-03-00	UNC HSRC-HSP	\$.00	\$.00	\$.00	\$97,595.00	\$97,595.00	\$.00	\$8,872.00
SA-2017-09-04-00	Pitt Memorial Hospital	\$.00	\$4,300.00	\$.00	\$93,823.00	\$93,823.00	\$.00	
SA-2017-09-05-00	Carolinas Medical Center	\$.00	\$.00	\$.00	\$64,135.00	\$64,135.00	\$.00	
SA-2017-09-06-00	NC Dept. of Admin.-SADD	\$.00	\$.00	\$.00	\$15,000.00	\$15,000.00	\$.00	
SA-2017-09-07-00	UNC-HSRC-Sr. Drivers	\$.00	\$.00	\$.00	\$94,817.00	\$94,817.00	\$.00	\$8,620.00
SA-2017-09-08-00	NCSU-Older Drivers	\$.00	\$.00	\$.00	\$91,729.00	\$91,729.00	\$.00	\$15,288.00
SA-2017-09-09-00	Carolinas Motor Club AAA	\$.00	\$.00	\$.00	\$50,050.00	\$50,050.00	\$50,050.00	
	Safe Communities Total	\$.00	\$4,300.00	\$.00	\$1,589,199.00	\$1,589,199.00	\$50,050.00	\$34,785.00
Pupil Transportation Safety								
SB-2017-10-01-00	NC DPI-Transportation	\$.00	\$.00	\$.00	\$57,000.00	\$57,000.00	\$.00	
	Pupil Transportation Safety Total	\$.00	\$.00	\$.00	\$57,000.00	\$57,000.00	\$.00	
	NHTSA 402 Total	\$.00	\$770,097.00	\$.00	\$15,343,980.00	\$15,343,980.00	\$6,275,980.00	\$107,031.00
154 Transfer Funds								
154AL-2017-12-01-00	NC DHHS-FTA-Batmobile	\$.00	\$.00	\$.00	\$829,211.00	\$829,211.00	\$800,000.00	
154AL-2017-12-02-00	NC Dept. of Public Safety-ID Overtime	\$.00	\$.00	\$.00	\$200,000.00	\$200,000.00	\$.00	
154AL-2017-12-03-00	NC Dept. of Public Safety-Robeson	\$.00	\$.00	\$.00	\$425,722.00	\$425,722.00	\$.00	
154AL-2017-12-04-00	NC Dept. of Public Safety-Cumberland	\$.00	\$.00	\$.00	\$500,000.00	\$500,000.00	\$.00	
154AL-2017-12-05-00	NC DHHS-FTA-Science	\$.00	\$.00	\$.00	\$500,000.00	\$500,000.00	\$350,000.00	
	154 Alcohol Total	\$.00	\$.00	\$.00	\$2,454,933.00	\$2,454,933.00	\$1,150,000.00	
154 Paid Media								
154PM-2017-12-01-00	GHSP Sports Marketing-ID	\$.00	\$.00	\$.00	\$563,000.00	\$563,000.00	\$400,000.00	
154PM-2017-12-02-00	GHSP Media Buys-ID	\$.00	\$.00	\$.00	\$700,000.00	\$700,000.00	\$.00	
	154 Paid Media Total	\$.00	\$.00	\$.00	\$1,263,000.00	\$1,263,000.00	\$400,000.00	
	154 Transfer Funds Total	\$.00	\$.00	\$.00	\$3,717,933.00	\$3,717,933.00	\$1,550,000.00	
MAP 21 405b OP High								
M1PE-2017-13-01-00	GHSP Media Buys	\$.00	\$.00	\$.00	\$500,000.00	\$500,000.00	\$.00	
	405b High Public Education Total	\$.00	\$.00	\$.00	\$500,000.00	\$500,000.00	\$.00	
405b High Community CPS Services								
M1CPS-2017-13-01-00	NC WNC Safe Kids	\$.00	\$.00	\$.00	\$100,605.00	\$100,605.00	\$.00	
	405b High Community CPS Services Total	\$.00	\$.00	\$.00	\$100,605.00	\$100,605.00	\$.00	
	MAP 21 405b OP High Total	\$.00	\$.00	\$.00	\$600,605.00	\$600,605.00	\$.00	
MAP 21 405b OP Low								
M2HVE-2017-13-01-00	City of Wilson PD	\$.00	\$40,940.00	\$.00	\$40,940.00	\$40,940.00	\$40,940.00	
M2HVE-2017-13-02-00	Town of Cornelius	\$.00	\$18,352.00	\$.00	\$42,820.00	\$42,820.00	\$42,820.00	
M2HVE-2017-13-03-00	NC Dept. of Public Safety-OP Overtime	\$.00	\$.00	\$.00	\$250,000.00	\$250,000.00	\$.00	
M2HVE-2017-13-04-00	Guilford County SO-Task Force	\$.00	\$157,408.00	\$.00	\$52,470.00	\$52,470.00	\$52,470.00	
M2HVE-2017-13-06-00	Brunswick County SO	\$.00	\$60,000.00	\$.00	\$60,000.00	\$60,000.00	\$60,000.00	

Cost Summary

Program Area & Project	Description	Prior Approved Program Funds	State Funds	Previous Balance	Increase/ (Decrease)	Current Balance	Share to Local	Indirect Cost
405b Low HVE Total		\$.00	\$276,700.00	\$.00	\$446,230.00	\$446,230.00	\$196,230.00	
405b Low Community CPS Services								
M2CPS-2017-01-00-00	NC DOI-Safe Kids NC	\$.00	\$.00	\$.00	\$370,000.00	\$370,000.00	\$.00	
405b Low Community CPS Services Total		\$.00	\$.00	\$.00	\$370,000.00	\$370,000.00	\$.00	
405b OP Low								
M2X-2017-00-00-00	GHSP	\$.00	\$.00	\$.00	\$1,400,000.00	\$1,400,000.00	\$.00	
405b OP Low Total		\$.00	\$.00	\$.00	\$1,400,000.00	\$1,400,000.00	\$.00	
MAP 21 405b OP Low Total		\$.00	\$276,700.00	\$.00	\$2,216,230.00	\$2,216,230.00	\$196,230.00	
MAP 21 405c Data Program								
M3DA-2017-00-00-00	GHSP	\$.00	\$.00	\$.00	\$1,100,000.00	\$1,100,000.00	\$.00	
M3DA-2017-14-01-00	NC Judicial-Printers	\$.00	\$.00	\$.00	\$300,421.00	\$300,421.00	\$.00	
M3DA-2017-14-02-00	NC Judicial-eCitation	\$.00	\$270,000.00	\$.00	\$711,660.00	\$711,660.00	\$.00	
M3DA-2017-14-03-00	NCSU-Vision Zero	\$.00	\$.00	\$.00	\$290,251.00	\$290,251.00	\$.00	\$48,375.00
M3DA-2017-14-04-00	UNC Chapel Hill Hospital-IPRC	\$.00	\$.00	\$.00	\$215,526.00	\$215,526.00	\$.00	\$19,593.00
405c Data Program Total		\$.00	\$270,000.00	\$.00	\$2,617,858.00	\$2,617,858.00	\$.00	\$67,968.00
MAP 21 405c Data Program Total		\$.00	\$270,000.00	\$.00	\$2,617,858.00	\$2,617,858.00	\$.00	\$67,968.00
MAP 21 405d Impaired Driving Mid								
M5HVE-2017-15-01-00	City of Charlotte-Meck. PD	\$.00	\$359,847.00	\$.00	\$359,847.00	\$359,847.00	\$359,847.00	
M5HVE-2017-15-02-00	City of Wilson PD	\$.00	\$40,940.00	\$.00	\$40,940.00	\$40,940.00	\$40,940.00	
M5HVE-2017-15-03-00	Town of Garner PD	\$.00	\$38,974.00	\$.00	\$38,975.00	\$38,975.00	\$38,975.00	
M5HVE-2017-15-04-00	Guilford County SO-Educator	\$.00	\$22,335.00	\$.00	\$52,115.00	\$52,115.00	\$52,115.00	
M5HVE-2017-15-05-00	Wake County SO-Task Force	\$.00	\$169,109.00	\$.00	\$169,110.00	\$169,110.00	\$169,110.00	
M5HVE-2017-15-06-00	City of Raleigh PD	\$.00	\$196,761.00	\$.00	\$196,762.00	\$196,762.00	\$196,762.00	
M5HVE-2017-15-07-00	City of Winston Salem PD	\$.00	\$389,475.00	\$.00	\$129,825.00	\$129,825.00	\$129,825.00	
M5HVE-2017-15-08-00	Town of Cornelius	\$.00	\$18,351.00	\$.00	\$42,820.00	\$42,820.00	\$42,820.00	
M5HVE-2017-15-09-00	Town of Kernersville PD	\$.00	\$11,280.00	\$.00	\$63,920.00	\$63,920.00	\$63,920.00	
M5HVE-2017-15-10-00	Guilford County SO-Task Force	\$.00	\$157,407.00	\$.00	\$52,469.00	\$52,469.00	\$52,469.00	
M5HVE-2017-15-11-00	City of Asheville PD-Task Force	\$.00	\$102,833.00	\$.00	\$102,833.00	\$102,833.00	\$102,833.00	
M5HVE-2017-15-12-00	Wayne County SO	\$.00	\$35,763.00	\$.00	\$202,657.00	\$202,657.00	\$202,657.00	
M5HVE-2017-15-13-00	Brunswick County SO	\$.00	\$80,138.00	\$.00	\$80,138.00	\$80,138.00	\$80,138.00	
M5HVE-2017-15-14-00	Union County SO	\$.00	\$64,185.00	\$.00	\$363,715.00	\$363,715.00	\$363,715.00	
M5HVE-2017-15-15-00	NC Dept. of Public Safety-Robeson	\$.00	\$.00	\$.00	\$47,300.00	\$47,300.00	\$.00	
M5HVE-2017-15-16-00	NC Dept. of Public Safety-Cumberland	\$.00	\$.00	\$.00	\$81,632.00	\$81,632.00	\$.00	
M5HVE-2017-15-17-00	NC Dept. of Public Safety-ID Overtime	\$.00	\$.00	\$.00	\$50,000.00	\$50,000.00	\$.00	
405d Mid HVE Total		\$.00	\$1,687,398.00	\$.00	\$2,075,058.00	\$2,075,058.00	\$1,896,126.00	
405d Mid Court Support								
M5CS-2017-15-01-00	Cumberland County-Treatment Court	\$.00	\$.00	\$.00	\$98,345.00	\$98,345.00	\$98,345.00	

Cost Summary

Program Area & Project	Description	Prior Approved Program Funds	State Funds	Previous Balance	Increase/ (Decrease)	Current Balance	Share to Local	Indirect Cost
M5CS-2017-15-02-00	NC Judicial-Buncombe County	\$.00	\$.00	\$.00	\$53,370.00	\$53,370.00	\$.00	
M5CS-2017-15-03-00	Buncombe County-Treatment Court	\$.00	\$.00	\$.00	\$107,886.00	\$107,886.00	\$.00	
M5CS-2017-15-04-00	NC Judicial-Conference of DA's	\$.00	\$.00	\$.00	\$710,685.00	\$710,685.00	\$.00	
	405d Mid Court Support Total	\$.00	\$.00	\$.00	\$970,286.00	\$970,286.00	\$98,345.00	
405d Mid BAC Testing/Reporting								
M5BAC-2017-15-01-00	City of Wilmington PD	\$.00	\$.00	\$.00	\$180,258.00	\$180,258.00	\$.00	
M5BAC-2017-15-02-00	Wake-Raleigh CCBI	\$.00	\$72,647.00	\$.00	\$169,509.00	\$169,509.00	\$169,509.00	
M5BAC-2017-15-03-00	Pitt County-Blood Lab	\$.00	\$54,998.00	\$.00	\$54,998.00	\$54,998.00	\$.00	
M5BAC-2017-15-04-00	NC DHHS-FTA-Batmobile	\$.00	\$.00	\$.00	\$276,400.00	\$276,400.00	\$.00	
M5BAC-2017-15-05-00	NC DHHS-FTA-Science	\$.00	\$.00	\$.00	\$60,762.00	\$60,762.00	\$.00	
	405d Mid BAC Testing/Reporting Total	\$.00	\$127,645.00	\$.00	\$741,927.00	\$741,927.00	\$169,509.00	
405d Mid Training								
M5TR-2017-15-01-00	NC DHHS-FTA-SFST	\$.00	\$.00	\$.00	\$178,800.00	\$178,800.00	\$.00	
M5TR-2017-15-02-00	NC DHHS-FTA-DRE	\$.00	\$.00	\$.00	\$390,876.00	\$390,876.00	\$.00	
	405d Mid Training Total	\$.00	\$.00	\$.00	\$569,676.00	\$569,676.00	\$.00	
405d Impaired Driving Mid								
M5X-2017-00-00-00	GHSP	\$.00	\$.00	\$.00	\$3,800,000.00	\$3,800,000.00	\$.00	
M5X-2017-15-01-00	MADD North Carolina	\$.00	\$.00	\$.00	\$208,350.00	\$208,350.00	\$.00	
M5X-2017-15-02-00	GHSP ID Team Support	\$.00	\$.00	\$.00	\$30,000.00	\$30,000.00	\$.00	
M5X-2017-15-03-00	NC Public Safety-ABC Commission	\$.00	\$.00	\$.00	\$56,900.00	\$56,900.00	\$.00	
	405d Impaired Driving Mid Total	\$.00	\$.00	\$.00	\$4,095,250.00	\$4,095,250.00	\$.00	
	MAP 21 405d Impaired Driving Mid Total	\$.00	\$1,815,043.00	\$.00	\$8,452,197.00	\$8,452,197.00	\$2,163,980.00	
MAP 21 405f Motorcycle Programs								
M9MT-2017-16-01-00	Guilford County SO-Bikesafe	\$.00	\$.00	\$.00	\$5,000.00	\$5,000.00	\$5,000.00	
M9MT-2017-16-02-00	City of Hendersonville PD	\$.00	\$.00	\$.00	\$5,000.00	\$5,000.00	\$5,000.00	
M9MT-2017-16-03-00	UNC HSRC	\$.00	\$.00	\$.00	\$172,282.00	\$172,282.00	\$.00	\$15,662.00
M9MT-2017-16-04-00	City of New Bern PD	\$.00	\$.00	\$.00	\$7,000.00	\$7,000.00	\$7,000.00	
M9MT-2017-16-05-00	City of Jacksonville	\$.00	\$.00	\$.00	\$5,000.00	\$5,000.00	\$5,000.00	
	405f Motorcyclist Training Total	\$.00	\$.00	\$.00	\$194,282.00	\$194,282.00	\$22,000.00	\$15,662.00
405f Motorcycle Programs								
M9X-2017-00-00-00	GHSP	\$.00	\$.00	\$.00	\$120,000.00	\$120,000.00	\$.00	
	405f Motorcycle Programs Total	\$.00	\$.00	\$.00	\$120,000.00	\$120,000.00	\$.00	
	MAP 21 405f Motorcycle Programs Total	\$.00	\$.00	\$.00	\$314,282.00	\$314,282.00	\$22,000.00	\$15,662.00
	NHTSA Total	\$.00	\$3,131,840.00	\$.00	\$33,263,085.00	\$33,263,085.00	\$10,208,190.00	\$190,661.00
	Total	\$.00	\$3,131,840.00	\$.00	\$33,263,085.00	\$33,263,085.00	\$10,208,190.00	\$190,661.00

CERTIFICATIONS AND ASSURANCES

**APPENDIX A TO PART 1300 –
CERTIFICATIONS AND ASSURANCES
FOR HIGHWAY SAFETY GRANTS
(23 U.S.C. CHAPTER 4; SEC. 1906, PUB. L. 109-59,
AS AMENDED BY SEC. 4011, PUB. L. 114-94)**

[Each fiscal year, the Governor's Representative for Highway Safety must sign these Certifications and Assurances affirming that the State complies with all requirements, including applicable Federal statutes and regulations, that are in effect during the grant period. Requirements that also apply to subrecipients are noted under the applicable caption.]

State: North Carolina

Fiscal Year: 2017

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

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

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL PROGRAMS

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

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

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

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

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

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination ("Federal Nondiscrimination Authorities"). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), and **Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, sub-recipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,

public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR at 74087 to 74100)).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted.
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require any of its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Insert in all contracts and funding agreements with other State or private entities the following clause:

“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

- b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in Appendix B of 49 CFR part 21 and herein;
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs a through e, in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - o The dangers of drug abuse in the workplace.
 - o The grantee's policy of maintaining a drug-free workplace.
 - o Any available drug counseling, rehabilitation, and employee assistance programs.
 - o The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - o Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - o Abide by the terms of the statement.
 - o Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction.
- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –

- Taking appropriate personnel action against such an employee, up to and including termination.
 - Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

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

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

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

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

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

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who

fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

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

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

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

Instructions for Primary Certification (States)

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarment*, *suspension*, *ineligible*, *lower tier*, *participant*, *person*, *primary tier*, *principal*, and *voluntarily excluded*, as used in this clause, have the

meaning set out in the Definitions and coverage sections of 2 CFR Part 180. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

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

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

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

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

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

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

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

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

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

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction, debarment, suspension, ineligible, lower tier, participant, person, primary tier, principal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 2 CFR Part 180. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification

Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

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

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

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency with which this transaction originated may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

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

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

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

BUY AMERICA ACT
(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase only steel, iron and manufactured products produced in the United States with Federal funds, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase

foreign produced items, the State must submit a waiver request that provides an adequate basis and justification to and approved by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE
(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

POLICY ON SEAT BELT USE

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

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

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

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably

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equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

3. The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
4. At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
6. The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
7. The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seatbelts by occupants of motor vehicles;
 - Submission of information regarding mobilization participation into the HVE Database;
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
 - An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;
 - Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
 - Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

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8. The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))
9. The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

The State: [**CHECK ONLY ONE**]

Certifies that automated traffic enforcement systems are not used on any public road in the State;

OR

Is unable to certify that automated traffic enforcement systems are not used on any public road in the State, and therefore will conduct a survey meeting the requirements of 23 CFR 1300.13(d)(3) AND will submit the survey results to the NHTSA Regional office no later than March 1 of the fiscal year of the grant.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



Signature Governor's Representative for Highway Safety

06/30/2016

Date

Don Nail

Printed name of Governor's Representative for Highway Safety