

NORTH CAROLINA

Governor's Highway Safety Program

Highway Safety Plan FY2023



Governor Roy Cooper
State of North Carolina

Secretary J. Eric Boyette
North Carolina Department of Transportation

Director Mark Ezzell
Governor's Highway Safety Program



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

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June 29, 2022

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

Dear Ms. Hancock:

Please find enclosed North Carolina's FY 2023 Highway Safety Plan (HSP), Section 405 Applications, and Section 1906 Racial Profiling Application for your review and consideration.

The HSP outlines our project planning process, progress on performance measures, analysis of existing traffic safety conditions, planned expenditures of funds for FY 2023 and brief descriptions of project contracts that the Governor's Highway Safety Program intends to fund. These project contracts were selected for funding based on their likelihood of positively contributing to the HSP's performance measures and overall goals.

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, 405f Motorcycle Safety, 405h Nonmotorized Safety, and Section 1906.

The Plan also includes the necessary certifications and the listing of all equipment and software/information technology systems with a per item cost of \$5,000 or more for your review.

North Carolina anticipates a favorable review of all sections applied for in the Highway Safety Plan, Section 405, and Section 1906 applications. If there are any questions or clarifications needed, please contact me at 919-814-3654.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Ezzell".

Mark Ezzell
Director/Governor's Representative for Highway Safety

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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 U.S. 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 FY2023 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. To develop this HSP, a number of data sources were examined including Fatality Analysis Reporting System (FARS) data, North Carolina state 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. Equity is also a key part of the process to ensure that GHSP programs and initiatives serve previously underserved groups and communities, and that members of underserved groups are part of the decision-making process on key funding and program efforts. Overall, the problem identification process provides appropriate criteria for the designation of funding priorities and provides a benchmark for administration and evaluation of the HSP.

This HSP includes targets for each of the 11 core outcome and one behavioral traffic safety indicators outlined by NHTSA and the Governor's Highway Safety Association (GHSA). Many factors were considered when setting performance targets for FY2023, including trends from the previous 10 years, ceiling/floor effects, external forces (e.g., economic factors, gasoline prices), equity, and the effectiveness of available countermeasures. The overall objective is to set performance targets that are challenging but obtainable. North Carolina is a Vision Zero state—the ultimate goal is zero deaths from motor vehicle crashes.

To meet North Carolina's targets, GHSP focuses on strategies that have been proven effective. GHSP uses the 10th 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 FY2023, 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 will also take specific and proactive steps to ensure that traditionally underserved communities, especially those overrepresented in and disproportionately impacted by traffic crashes, are key partners in the planning and execution of these activities, and that many of the efforts undertaken in FY2023 are geared toward creating equity in those communities.

GHSP has identified the following areas as top priorities for program funding for FY2023:

- Alcohol-Impaired Driving (accounting for 454 fatalities in 2020);

Executive Summary

- Occupant Protection (501 unrestrained fatalities);
- Speeding and Police Traffic Services (489 fatalities);
- Young Drivers (193 fatal crashes);
- Motorcyclists (192 fatalities);
- Pedestrians (228 fatalities);
- Older drivers (290 fatal crashes); and
- Traffic Records.

This document describes the organizational structure of GHSP, the problem identification process employed to determine the priority areas and accompanying targets for FY2023, and the process to select sub-grantees for FY2023. It also includes the performance measures and targets for the core outcome and behavior measures as required by NHTSA and GHSA. In accordance with FAST Act requirements, the targets of the FY2023 GHSP Highway Safety Plan match the overall targets in the Highway Safety Improvement Program and are also aligned with the goals of the North Carolina Strategic Highway Safety Plan, which was most recently revised and released in 2019. Finally, the HSP includes the required Certifications and Assurances and Cost Summary.

Highway Safety Planning Process

Data Sources and Processes

GHSP examines several data sources to provide the most complete picture of the major traffic safety problems in North Carolina. The sources that informed our problem identification process for FY2023 are described below.

Traffic Crash Data

North Carolina has a centralized source for all traffic data. This data is collected from the Division of Motor Vehicles (DMV) as well as from other 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 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 (VMT) data.

The National Highway Traffic Safety Administration's Fatality Analysis Reporting System (FARS) is the primary tool for identifying our state's ongoing concerns and tracking progress on the performance measures established by NHTSA and GHSA. GHSP compares current year FARS data with FARS data from the previous 5-10 years. The FY2022 Highway Safety Plan includes FARS data through 2020—the most recent year available at the time this HSP was prepared.

The Highway Safety Plan (HSP)

The 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 based on 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.

Crash data are critical for evaluating the effectiveness of highway safety initiatives and establishing targets for future years. For each problem area, the following variables were examined as part of the problem identification process: crash severity (fatal, serious injury, or property damage only), driver demographics (age, sex, etc.), time of day of the crash, vehicle type, and whether the crash occurred on an urban or rural road. GHSP also examined crash data for each of North Carolina's 100 counties. Counties were ranked based on 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. The GHSP Yearly Planning Calendar lists dates for all GHSP campaigns and reporting deadlines. Law enforcement agencies

are also asked to report their year-round traffic safety activities, such as seat belt enforcement initiatives, DWI checking stations and saturation patrols. These special enforcement data reports for GHSP campaigns and events are submitted to GHSP through an online reporting system.

The North Carolina Administrative Office of the Courts (AOC) has a centralized database of court interactions which enables GHSP to obtain accurate and up-to-date data on citations, including the status and disposition of cases.

Census Data

The State Demographics branch of the North Carolina Office of State Budget and Management (OSBM) produces 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 sex and age, are used to compute population-based rates for specific traffic safety problems, such as young driver fatalities per capita. GHSP also uses this data to address equity concerns by ensuring projects are addressing traffic safety needs in previously underserved communities, such as Robeson County.

Seat Belt Use Observational Survey

North Carolina's annual seat belt use survey is conducted each year in June (with the exception of the 2020 survey, which was delayed until October because of COVID-19). The 2021 survey was conducted at 120 sites in 15 counties across the state. For all sites, trained observers recorded information from stopped or nearly stopped vehicles. Data were collected during rush hours (weekdays 7–9 a.m. and 3:30–6 p.m.), non-rush hours (weekdays 9 a.m.–3:30 p.m.), and on weekends (Saturday or Sunday 7 a.m.–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. The observed seat belt use rate in 2021 was 89.6 percent, up from 87.1 percent in 2020. The 2022 annual seat belt use survey will be conducted in June and the results submitted to NHTSA by March 1, 2023.

Statewide Traffic Safety Survey

During 2021, GHSP conducted a telephone survey of a representative sample of approximately 600 adult residents of North Carolina. This was the first traffic safety survey in North Carolina since 2012. The survey examined driving attitudes and behaviors, awareness of traffic safety campaigns, and public support for potential new initiatives. Topics covered in the survey included travel behaviors, seat belt use, impaired driving, speeding, distracted driving, and other key traffic safety issues. Results from the survey are used in conjunction with other data to establish performance measures and projects.

In summary, GHSP works in collaboration with a team of partner agencies and uses a variety of data sources to identify specific traffic safety problems facing North Carolina. This data is used to create specific targets addressing each problem area. The target setting process is described below.

Target Setting Process

Many factors were considered when setting performance targets for FY2023. The objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes in North Carolina. The target setting process considered:

- **Trends in crashes and fatalities.** As mentioned above, trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years. These trends were used to project crashes and fatalities in future years.
- **Ceiling/floor effects.** As crashes or fatalities become rarer, progress becomes increasingly difficult to achieve. For example, approximately 15 unhelmeted motorcyclists are killed each year in crashes in North Carolina, representing less than 10 percent of all motorcyclist fatalities. It would be difficult to improve upon this very low rate. Rather than spend funds to reduce unhelmeted fatalities even further, resources might be better spent on other problem areas where greater progress is achievable.
- **The effect of external forces.** Traffic crashes and fatalities may be affected by economic factors, gasoline prices, population changes and health crises, as well as geographic, topographic and roadway system factors. These external forces may be beyond the direct control of safety advocates, but still deserve consideration. 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—raises the potential for crashes and fatalities to occur. Other factors such as a growing economy may further boost this effect. During the past two years, the COVID-19 pandemic was clearly an external factor that had surprisingly negative impacts on traffic safety across the nation, including North Carolina. To the extent possible, we considered the potential effect of these external forces in setting targets.
- **Effectiveness of known countermeasures.** GHSP also considers whether there are known effective approaches that address a specific problem area. For instance, high-visibility sobriety checkpoints are a proven countermeasure to deter alcohol-impaired driving and to reduce alcohol-related crashes/fatalities. Hence, we set challenging but achievable targets for this problem area. Graduated driver licensing (GDL) is the only proven countermeasure for improving the safety of young drivers. Achieving further reductions in young driver crashes may be difficult given North Carolina's excellent GDL system and the lack of other proven measures. The targets for reducing young driver crashes are therefore somewhat less ambitious than other areas where there are more proven countermeasures for reducing crashes and fatalities.

The FY2023 Highway Safety Plan targets were established after considering the above factors.

Process Participants

As part of the problem identification process, GHSP collaborates with many organizations including the Division of Motor Vehicles (DMV), the NCDOT Traffic Safety Systems Management Unit, the North Carolina State University Institute for Transportation Research and Education (ITRE), the NC Administrative Office of the Courts (AOC), and the University of North Carolina Highway Safety Research Center (HSRC) and Injury Prevention Research Center (IPRC). The information provided by these agencies is supplemented by data from other state and local agencies. GHSP also received input from our task forces (impaired driving and occupant protection), the Traffic Records Coordinating Committee, and the NC Executive Committee for Highway Safety (NC ECHS). GHSP works to ensure task force representation and NC ECHS representation is diverse and inclusive of traditionally underserved communities across North Carolina. Federal mandates and the nine national priority program emphasis areas also influence problem identification.

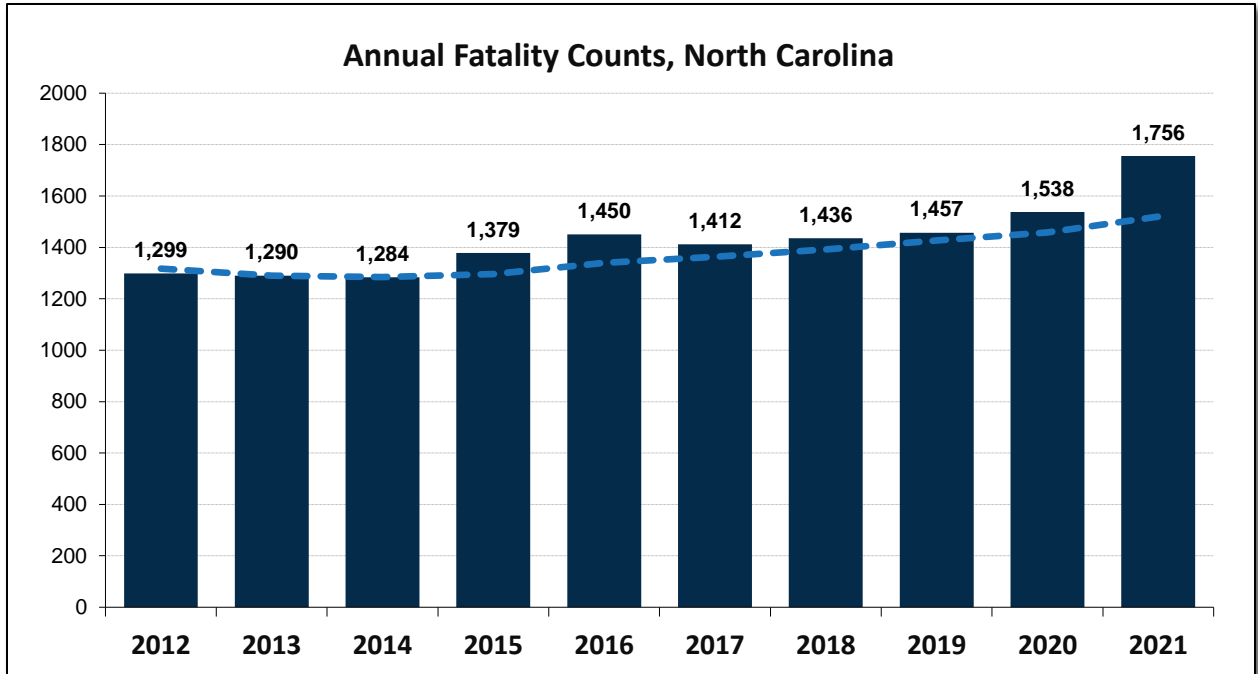
Description of Highway Safety Problems

North Carolina is 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. North Carolina has the second largest state highway system in the country. The transportation system includes 107,954 miles of public roads, 1,358 miles of interstate highways and 65,989 miles of rural roads. According to the Federal Highway Administration (FHWA), North Carolina had 7,637,400 licensed drivers in 2020, an increase of 17 percent since 2010. Ninety-three percent (93%) of the driving-age population in the state is licensed. FHWA records indicate a total of 8,739,280 registered vehicles in 2020, of which 3,352,960 were privately owned automobiles and 189,368 were privately owned motorcycles.

According to the U.S. Census Bureau, North Carolina's population was an estimated 10,551,162 million people in 2021, making it the 9th most populous state in the U.S. and the 6th fastest growing state. According to U.S. Census estimates, the median age in North Carolina is 38.9 years. Seventeen percent of the state's population is age 65 or older; 22 percent is under age 18. The population is predominantly white (71 percent) and Black/African American (22 percent). Ten percent is Latino and 1.6 percent is American Indian. The median household income in North Carolina is \$54,602.

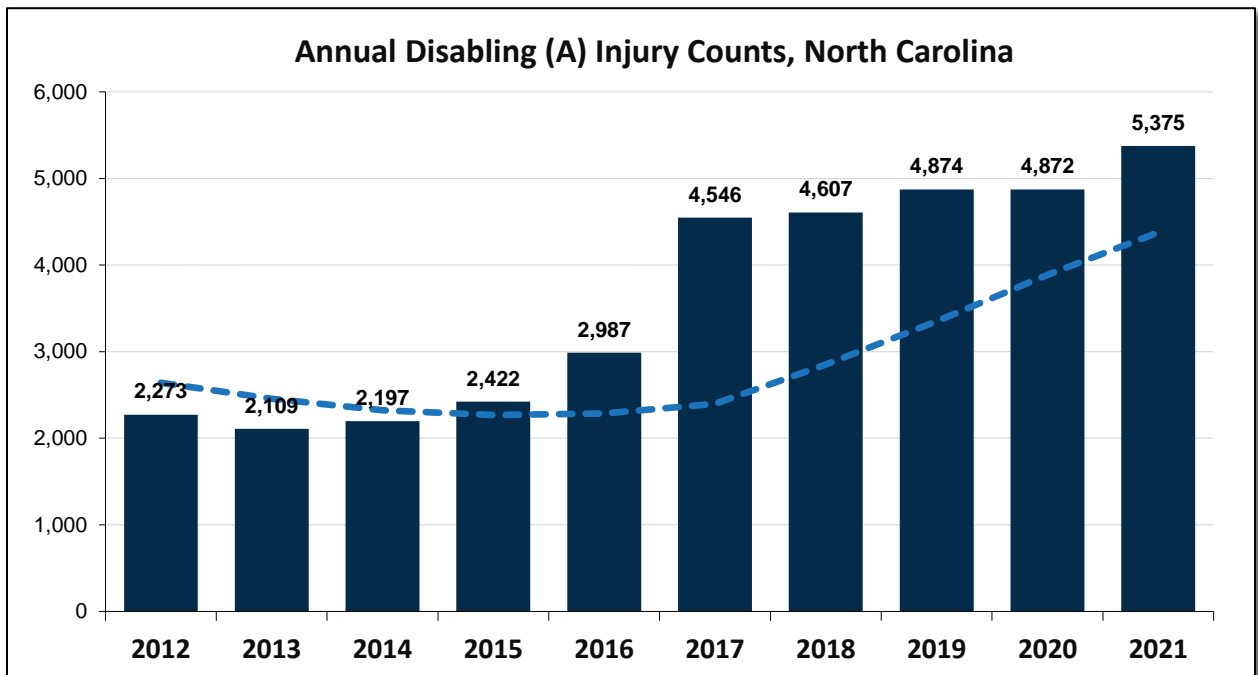
North Carolina has 100 counties. Half (50) have experienced population growth since 2010. Almost 40 percent of the state's growth since 2010 has occurred in two counties: Mecklenburg (home of Charlotte) and Wake (home of Raleigh). Meanwhile, the population has declined in 50 North Carolina counties. The counties that have experienced the largest population declines since 2010 include Tyrell (-29%), Northampton (-22%), Hyde (-22%), Anson (-18%), Duplin (-17%), Washington (-17%), Bladen (-16%), Bertie (-16%), Gates (-15%), Edgecombe (-14%), Robeson (-14%), Columbus (-14%), and Hertford (-14%). Many of these counties are in the eastern (Coastal) part of the state.

Similar to national trends, traffic fatalities rose in North Carolina during 2020. There were 1,538 fatalities resulting from motor vehicle crashes in 2020, a 5.6 percent increase from the 1,457 fatalities in 2019. Unfortunately, traffic fatalities continued to rise during 2021 based on North Carolina crash data. (FARS data are not yet available for 2021.) The 1,756 fatalities in 2021 represented the largest number of traffic fatalities in North Carolina in more than two decades. The 5-year moving average suggests a gradual increase in traffic fatalities in North Carolina since 2015, as shown in the figure below.



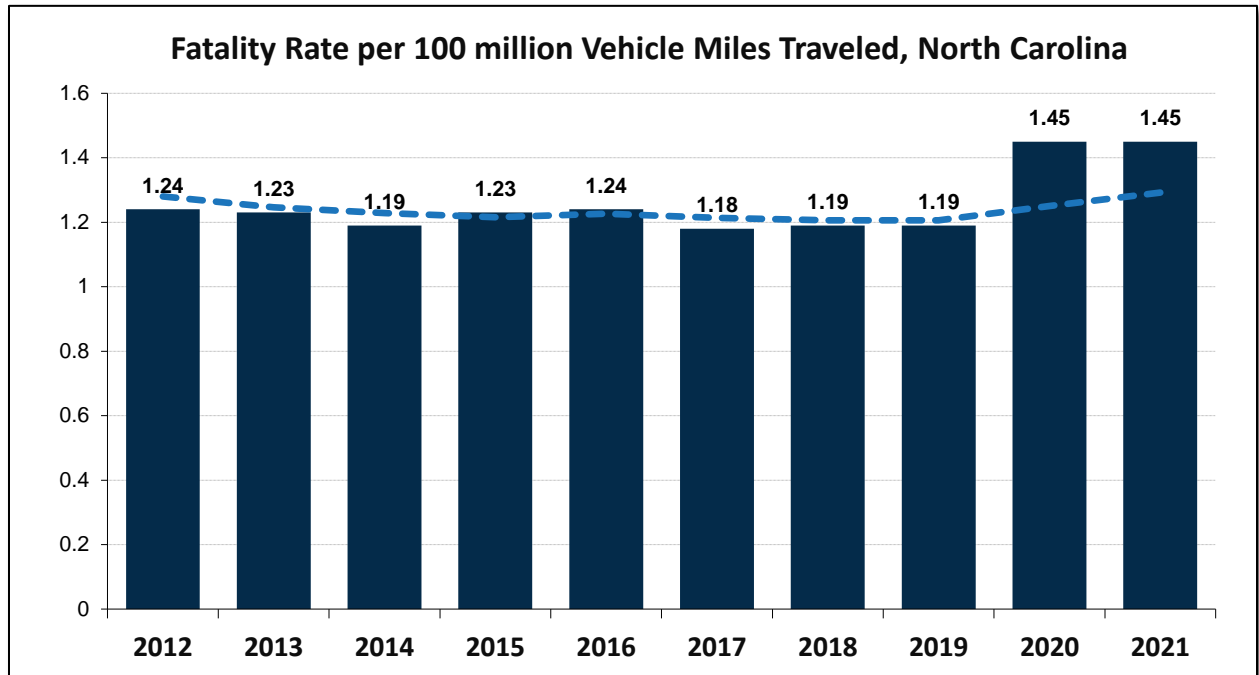
Source: FARS, 2012–2020 and NCDOT Motor Vehicle Crash Data, 2021.

The number of disabling (A) injuries in North Carolina has increased every year except one since 2013. During 2021, there were 5,375 disabling injuries, up 10.3% from the 4,872 injuries in 2020. Note that North Carolina changed the definition of disabling (A) injuries during the last quarter of 2016. A substantial portion of the increase in disabling (A) injuries observed between 2015 and 2017 can be attributed to the new definition.



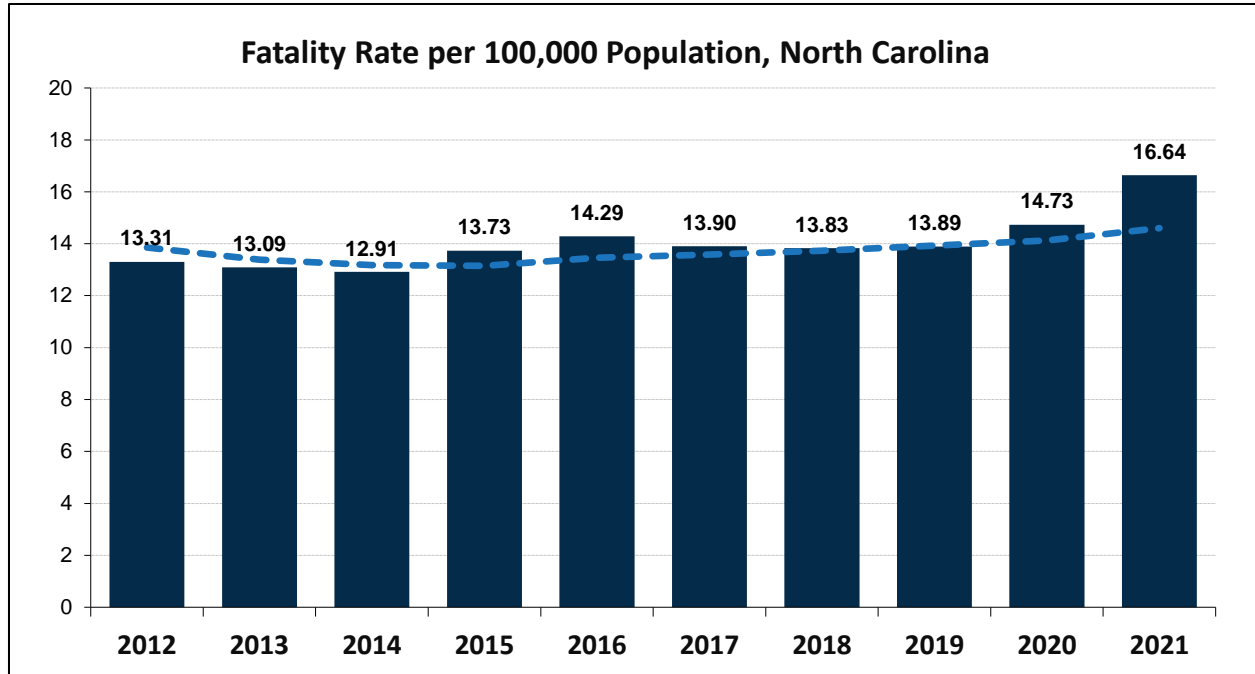
Source: NCDOT Motor Vehicle Crash Data, 2012–2021.

The fatality rate per vehicle mile traveled (VMT) has been noticeably higher the past two years. There were 1.45 fatalities per 100 million VMT during 2020 and 2021, compared to 1.19 in 2019. During 2020, the jump was the result of an increase in fatalities coupled with a sizeable drop in VMT due to the COVID-19 pandemic and statewide shutdown in March 2020. During 2021, VMT rose to nearly pre-pandemic levels, but fatalities also increased.



Source: FARS, 2012–2020 and NCDOT Motor Vehicle Crash Data, 2021.

As mentioned earlier, North Carolina’s population has grown considerably during the last decade. Consequently, it is important to consider fatality rates per capita. The figure below shows fatality rates per 100,000 population in North Carolina from 2012 through 2021. During 2021, the per capita fatality rate jumped from 14.73 to 16.64. The long-term trend suggests a slow rise in fatalities per capita since 2015.



Source: FARS, 2012–2020, NCDOT Motor Vehicle Crash Data, 2021, and U.S. Census Bureau.

Methods for Project Selection

Each year, GHSP funds projects to reduce crashes, injuries and fatalities in North Carolina. Nonprofits, local government, law enforcement agencies, safety programmers and other groups submit applications through a web-based application system. Special efforts are made to inform underserved communities about GHSP grant opportunities. These efforts include articles in newspapers focused on communities of color, and a statewide RFP announcement through organizations such as the NC Center for Nonprofits and others. GHSP has also held meetings with groups representing underserved communities, including the NC Association of Black Municipal Officials and the NC Rural Center, to provide information about our grants process and encourage applications. The Impaired Driving and Occupant Protection Task Forces are consulted to provide input regarding potential partners. Moreover, current grantees, especially those already present in underserved communities, are relied upon to provide input and suggestions. GHSP plans to significantly increase our application outreach activities to include community meetings in cities and towns across the state, including underserved communities, to inform those communities about our grant application process, and targeted meetings with state and local groups

This web-based 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. This system allows GHSP staff to approve applications electronically and reduces paperwork. Proper authorization is necessary to access the system.

Some general guidelines about the 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 “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, multiyear projects are typically awarded funds for up to three consecutive years with a progressively higher cost share.
- 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.
- Law enforcement agencies can only be reimbursed for activity hours conducting traffic enforcement, attending court proceedings related to traffic enforcement, conducting traffic safety related education or outreach, or attending training related to traffic safety. Also, law enforcement agencies receiving grant funds must:
 - conduct a minimum of one daytime and one nighttime seat belt initiative per month and one impaired driving checkpoint per month; and
 - participate in all *Click It or Ticket* and *Booze It & Lose It* campaigns.

GHSP’s in-house review team utilizes a data driven approach to select project applications for funding. GHSP Highway Safety Specialists (HSSs) conduct an initial project review based on the applicants’ problem identification, goals and objectives, use of evidence-based strategies and activities, budget and past performance. Specialists also indicate whether the application is within the top 25 counties based on five-year average fatality data. GHSP then has a selection meeting that includes input from HSSs, the Director/GR, Assistant Director for Internal Programs, Planning, Programs and Evaluation Manager and Finance Officer, as well as other partners when appropriate.

When making final grant selections, GHSP relies heavily on the HSS initial project review, the summary documentation provided by the HSS, and the group selection review. Applications are reviewed individually to allow the entire review team and partners to critique each application, provide input and ask questions about each application. GHSP also solicits input from NHTSA, the Regional Law Enforcement Liaison (RLEL) network, or other partners (when appropriate) as part of the decision-making process.

GHSP’s review process includes a risk assessment of both the applicant agency and the proposed project. This information is captured on the HHS project review form. The risk assessment may include the applicant’s past performance with previous grants (including claim and reporting timeliness and accuracy), previous participation in GHSP-sponsored campaigns and events, applicant’s staff size, mission, monitoring results from other Federal agency awards, and any other incidental or anecdotal information that may provide an indication of project success or failure. For law enforcement applicants, GHSP also considers factors such as the agency’s highway safety enforcement efforts for the three previous years. Prior to funding any project, GHSP reviews debarred lists and checks for known single

audit findings that may indicate a high risk. If a funded project is deemed a higher than normal risk, GHSP will require enhanced reporting and/or monitoring to better track the project's progress.

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

Description of Outcomes – SHSP and HSIP Coordination

In accordance with Federal requirements, GHSP ensures that the overall targets of the North Carolina Highway Safety Plan match the overall targets in the Highway Safety Improvement Program and are aligned with the goals of the North Carolina Strategic Highway Safety Plan (SHSP). The SHSP was first developed in 2004 and most recently revised in 2019 by the North Carolina Executive Committee for Highway Safety, which includes stakeholders such as state, regional, local and tribal agencies, representatives from traditionally underserved communities and 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 by 2035, achieving zero in 2050.

The plan will achieve these goals by implementing strategies/actions in 11 safety emphasis areas:

- Intersections
- Lane Departure
- Alertness
- Occupant Protection
- Speed
- Substance Impaired Driving
- Motorcyclists
- Older Drivers
- Pedestrians, Bicyclists, and Personal Mobility
- Younger Drivers
- Emerging Issues and Data

Stakeholders selected these emphasis areas through a data-driven approach augmented with public input sessions noting that many crashes cut across multiple emphasis areas. These emphasis areas let safety professionals address crashes from multiple perspectives and focus on achieving the goals of the HSP. Equity was a key consideration in each of the strategies and actions.

As required, the targets for total fatalities, the fatality rate per 100 million VMT, and the total number of "disabling" (A) injuries of this FY2022 Highway Safety Plan submitted by GHSP match the overall targets in the Highway Safety Improvement Program and are aligned with the goals of the North Carolina Strategic Highway Safety Plan (SHSP). GHSP helped lead the 2019 update to the SHSP, with Highway Safety Specialists and other GHSP staff serving on many working groups. This helped better align the targets and strategies of the HSP with the goals and strategies of the SHSP.

Certification: GHSP certifies that the State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.

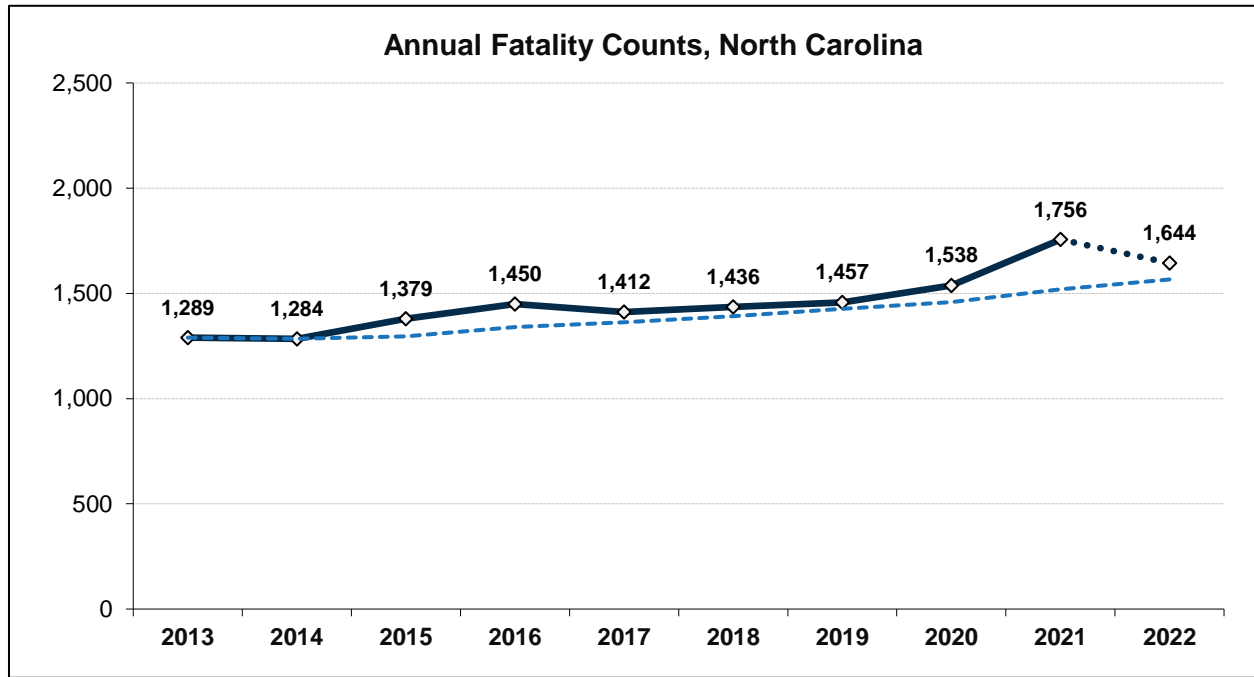
Performance Report

This section describes North Carolina's progress on the 12 performance measures identified by NHSTA/GHSP. Progress towards meeting the performance targets from the previous fiscal year's HSP are shown in the table below. The sections that follow provide a program-area-level report for each performance target.

Performance Measure:	Target Period	Target Year(s)	2022 Targets		On Track to Meet FY22 Target
			Target Value FY22 HSP	Data Source/ FY22 Progress Results	
C-1) Total Traffic Fatalities	5 year	2018-2022	1,254.9	2018-2020 FARS, 2021-2022 NC Crash Data 1,566.2	No
C-2) Serious Injuries in Traffic Crashes	5 year	2018-2022	3,537.6	2018-2022 NC Crash Data 4,756.6	No
C-3) Fatalities/VMT	5 year	2018-2022	1.057	2018-2020 FARS, 2021-2022 NC Crash Data 1.278	In progress
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2018-2022	365.4	FARS 2018-2020, NC Crash Data 2021-2022 489.8	No
C-5) Alcohol-Impaired Driving Fatalities	5 year	2018-2022	342.3	FARS 2018-2020, NC Crash Data 2021-2022 400.4	No
C-6) Speeding-Related Fatalities	5 year	2018-2022	317.1	FARS 2018-2020, NC Crash Data 2021-2022 400.0	No
C-7) Motorcyclist Fatalities	5 year	2018-2022	180.9	FARS 2018-2020, NC Crash Data 2021-2022 180.4	In progress
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2018-2022	15	FARS 2018-2020 NC Crash Data 2021-2022 16.1	In progress
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2018-2022	149.2	FARS 2018-2020 NC Crash Data 2021-2022 162.6	No
C-10) Pedestrian Fatalities	5 year	2018-2022	192.5	FARS 2018-2020,	No

				NC Crash Data 2021-2022 246.6	
C-11) Bicyclist Fatalities	5 year	2018-2022	18.7	FARS 2018-2020, NC Crash Data 2021-2022 19.6	No
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2022	90.0	NC annual seat belt use survey 89.6	In progress
Number of drivers age 65 or older involved in fatal crashes	5 year	2018-2022	277.0	FARS 2018-2020 NC Crash Data 2021-2022 283.7	No

C-1) Number of traffic fatalities (FARS)



Source: FARS, 2013–2020 and NCDOT Motor Vehicle Crash Data, 2021–2022.

Note: Fatalities in 2022 were extrapolated based on the 411 fatalities during the first three months of the year.

Target: Reduce traffic-related fatalities by 12.07 percent from the 2015–2019 average of 1,427.2 to the 2018–2022 average of 1,254.9 by December 31, 2022.

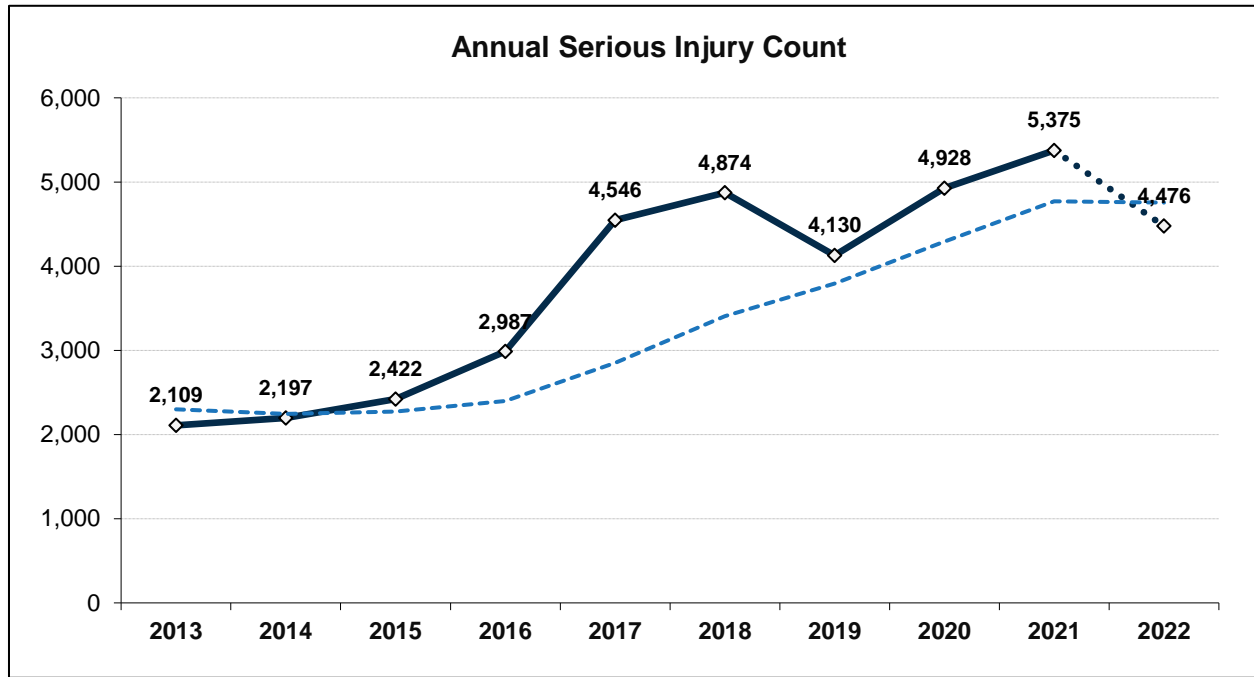
Outcome: The 2018–2022 average number of traffic fatalities was 1,566.2, a 9.7 percent increase from the 2015–2019 average of 1,427.2.

Progress in Meeting Target: North Carolina is not on track to meet the target for traffic fatalities. Traffic fatalities increased in North Carolina during 2020 (the most recent year for which FARS data are available). Eighty-one (81) more fatalities occurred during 2020 than 2019, an increase of 5.3 percent. This same trend occurred nationwide—traffic fatalities in the U.S. increased by 6.8 percent during 2020. According to NCDOT Motor Vehicle Crash Data, traffic fatalities continued to grow in 2021. The 5-year moving average (the dotted line in the figure) suggests a gradual rise in traffic fatalities in North Carolina since 2016.

Many factors have likely contributed to this trend. The population of North Carolina has increased every year since 2000. Additionally, the number of licensed drivers and the number of vehicle miles traveled (VMT) have grown at an even faster rate. Hence, it is important to consider fatality *rates* in addition to the total *number* of fatalities.

GHSP remains committed to further reducing traffic fatalities in our State. GHSP supports a variety of enforcement and educational efforts to decrease motor vehicle crashes and the resulting fatalities, as described in the Program Areas section of the Highway Safety Plan.

C-2) Number of serious injuries in traffic crashes (State crash data file)



Source: NCDOT Motor Vehicle Crash Data, 2013–2022.

Note: Serious injuries in 2022 were extrapolated based on the 1,119 serious injuries during the first three months of the year.

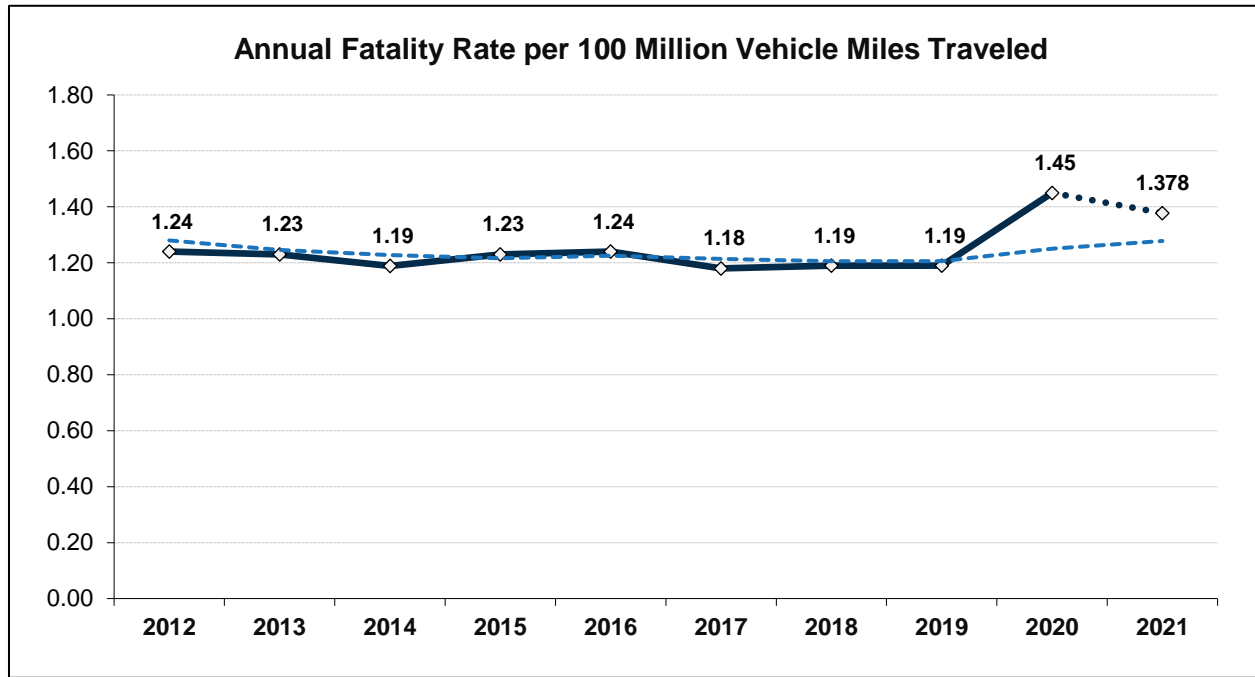
Target: Reduce the number of serious injuries by 19.79 percent from the 2015–2019 average of 4,410.2 to the 2018–2022 average of 3,537.6 by December 31, 2022.

Outcome: The 2018–2022 average number of serious injuries was 4,756.6, a 7.9 percent increase from the 2015–2019 average of 4,410.2.

Progress in Meeting Target: North Carolina is not on track to meet the target for serious (“disabling”) injuries. Although the number of serious injuries has fluctuated, there was a steep rise between 2019 and 2021. This parallels the rise in fatalities during this same period. Based on preliminary data, serious injuries appear to be declining in 2022. It is important to note that North Carolina changed the definition of “serious injury” during the last quarter of 2016. This had a substantial impact on the rise in the 5-year moving average shown in the figure above.

GHSP supports a variety of enforcement and educational efforts to decrease motor vehicle crashes and the resulting injuries, as described in the Program Areas section of the Highway Safety Plan.

C-3) Fatalities/VMT (FARS/FHWA)



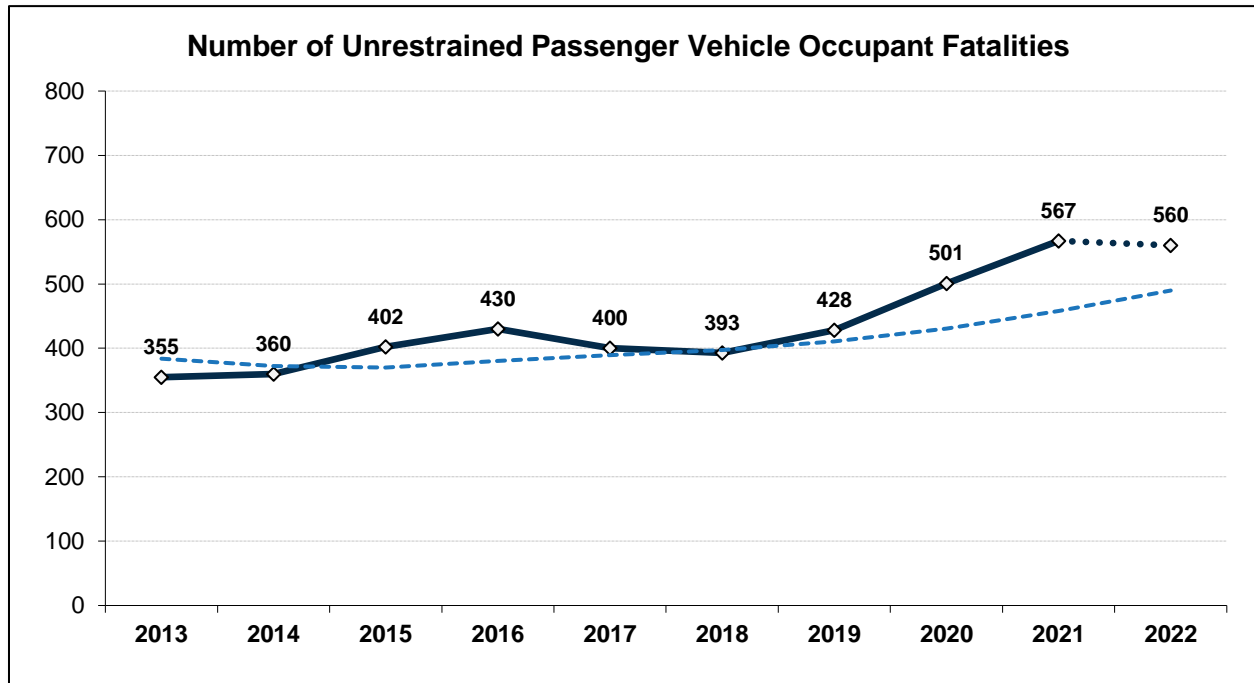
Source: FARS, 2012–2020 and NCDOT Motor Vehicle Crash Data, 2021.

Target: Reduce the fatality rate per 100 million VMT by 12.50 percent from the 2015–2019 average of 1.208 to the 2018–2022 average of 1.057 by December 31, 2022.

Outcome: The 2017–2021 average fatality rate per 100 million VMT was 1.278, a 5.8 percent increase from the 2015–2019 average of 1.208.

Progress in Meeting Target: North Carolina’s annual fatality rate per 100 million VMT rose sharply in 2020 (the most recent year for which FARS data are available). This was the result of an increase in fatalities coupled with a substantial drop in VMT due to the pandemic and statewide shutdown. The fatality rate for 2021 was based on state estimates and will be adjusted once the final rate is published by NHTSA. This performance measure is still “in progress,” but it appears North Carolina will not meet the target established for 2022.

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)



Source: FARS, 2013–2020 and NCDOT Motor Vehicle Crash Data, 2021–2022.

Note: Unrestrained fatalities in 2022 were extrapolated based on the 140 unrestrained fatalities during the first three months of the year.

Target: Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 10 percent from the 2015–2019 average of 406.0 to the 2018–2022 average of 365.4 by December 31, 2022.

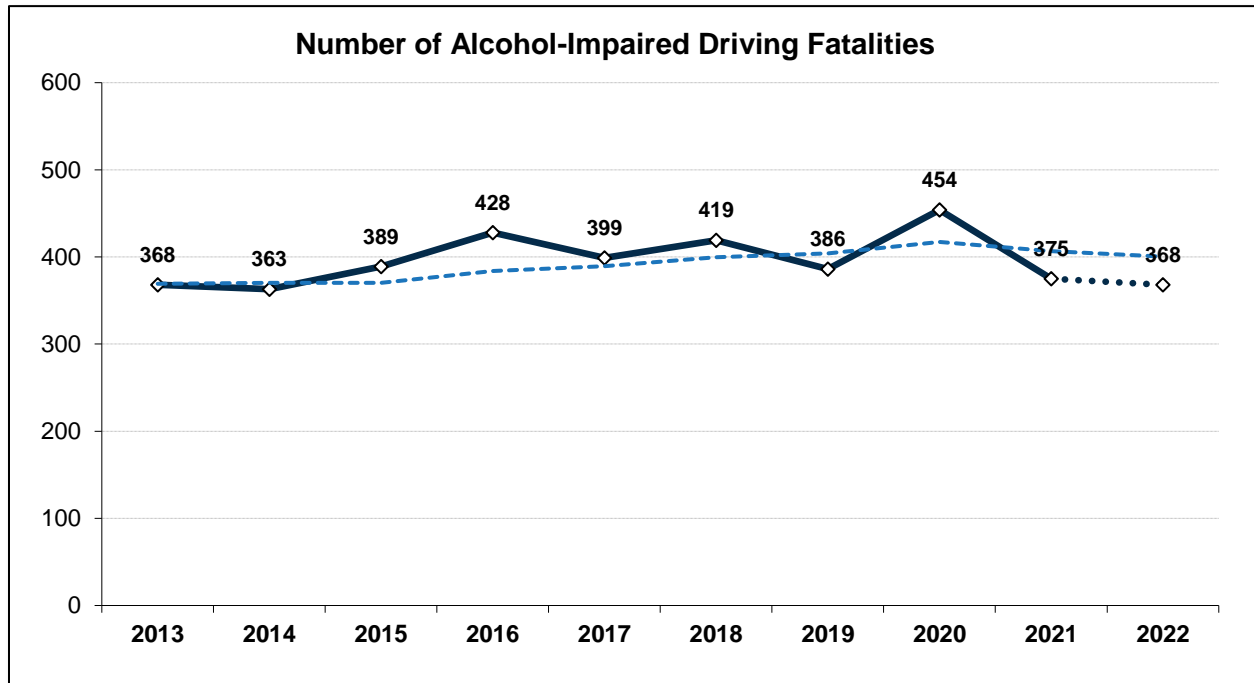
Outcome: The 2018–2022 average number of unrestrained passenger vehicle occupant fatalities was 489.8, a 21 percent increase from the 2015–2019 average of 406.0.

Progress in Meeting Target: North Carolina is not on track to meet the target for unrestrained fatalities. Unrestrained passenger vehicle occupant fatalities rose in North Carolina during 2020 (the most recent year for which FARS data are available). There were 73 more unrestrained fatalities in 2020 than 2019, an increase of 17 percent. Based on NC Motor Vehicle Crash Data, unrestrained fatalities continued to surge in 2021. Overall, the 5-year moving average suggests a gradual rise in unrestrained fatalities since 2016.

An estimated 600 lives are saved each year in North Carolina by passenger restraints. Approximately 100 more lives could be saved each year if all passenger vehicle occupants were properly restrained. To increase belt use, 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 February 2021. Many of the recommendations from this assessment have been

incorporated into a Strategic Plan developed by the Statewide Occupant Protection Task Force. See the Occupant Protection (Adult & CPS) section of the Highway Safety Plan for more information.

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)



Source: FARS, 2013–2020 and NCDOT Motor Vehicle Crash Data, 2021–2022.

Note: Alcohol-impaired driving fatalities in 2022 were extrapolated based on the 92 fatalities during the first three months of the year.

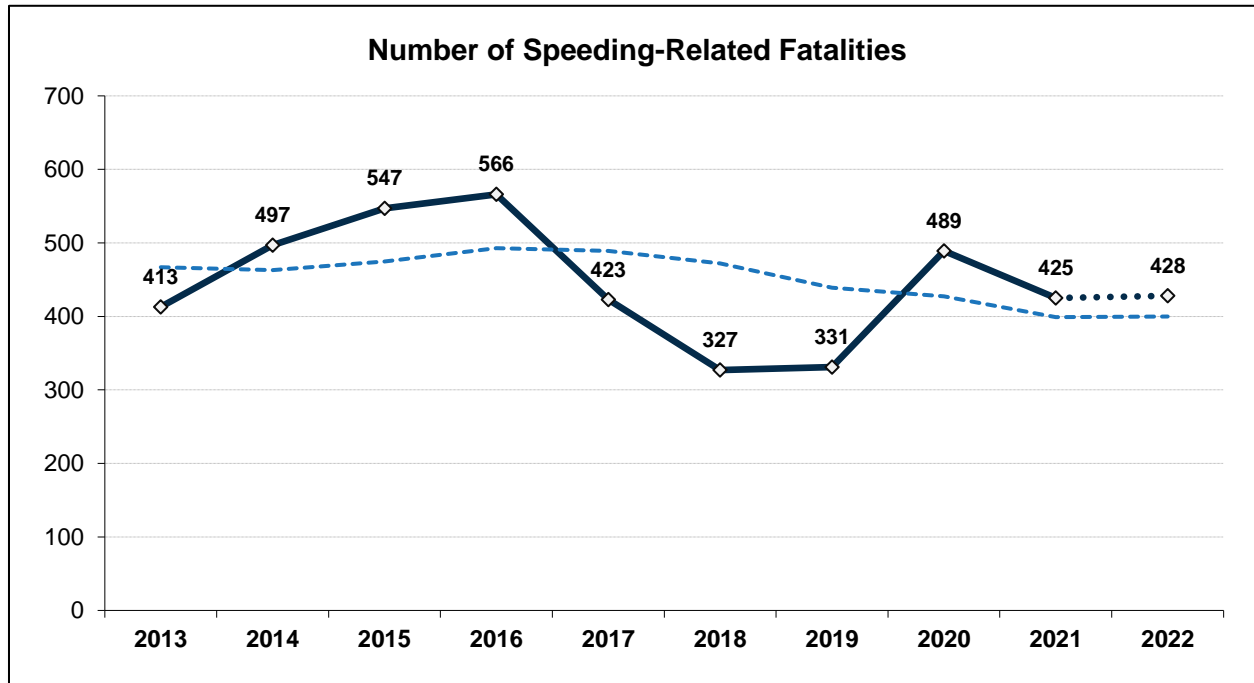
Target: Decrease alcohol impaired driving fatalities 10 percent from the 2015–2019 average of 380.3 to the 2018–2022 average of 342.3 by December 31, 2022.

Outcome: The 2018–2022 average number of fatalities involving drivers with a BAC of .08 or above was 400.4, a 5.3 percent increase from the 2015–2019 average of 380.3.

Progress in Meeting Target: North Carolina is not on track to meet the target for alcohol-impaired driving fatalities. Fatalities increased noticeably during 2020 (the most recent year for which FARS data are available). Sixty-eight (68) additional alcohol-impaired driving fatalities occurred during 2020 than 2019, an increase of 18 percent. Thirty percent of all fatalities in 2020 were alcohol related. Fatalities appear to have dropped in 2021 and 2022, based on North Carolina Crash Data. Overall, the longer-term trend suggests a gradual rise in alcohol-impaired driving fatalities since 2016.

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

C-6) Number of speeding-related fatalities (FARS)



Source: FARS, 2013–2020 and NCDOT Motor Vehicle Crash Data, 2021–2022.

Note: Speed-related fatalities in 2022 were extrapolated based on the 107 fatalities during the first three months of the year.

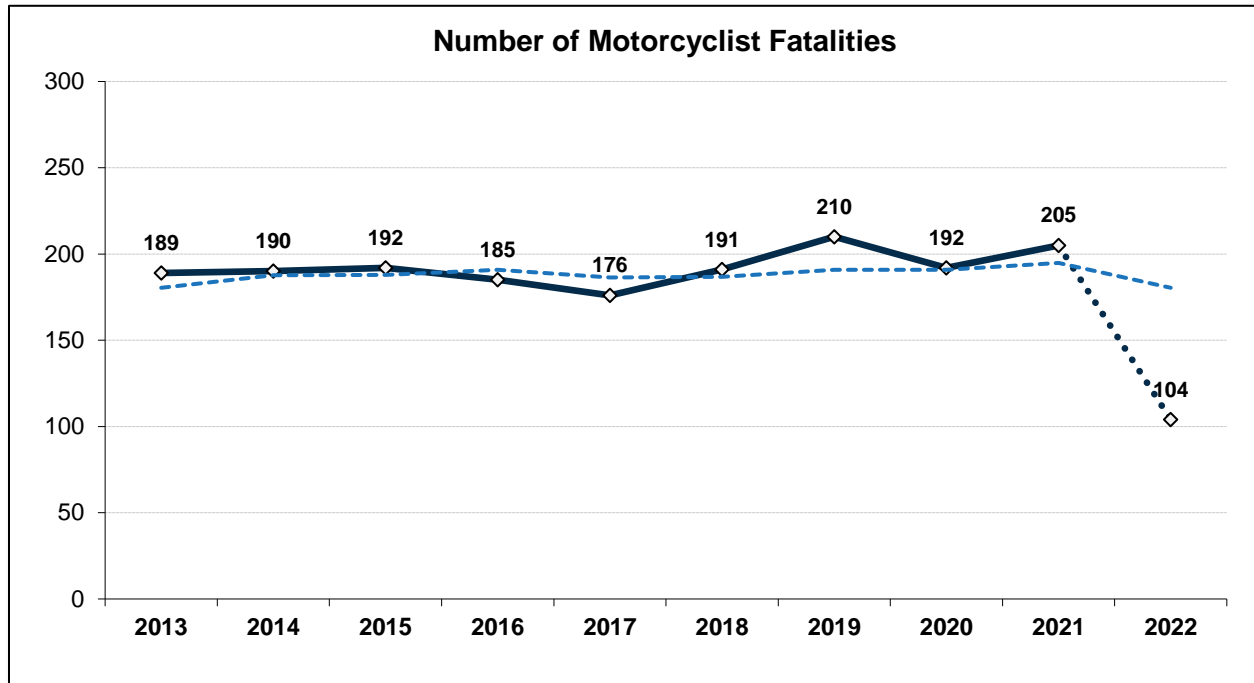
Target: Decrease speeding-related fatalities 10 percent from the 2015–2019 average of 352.3 to the 2018–2022 average of 317.1 by December 31, 2022.

Outcome: The 2018–2022 average number of speeding-related fatalities was 400.0, a 13.5 percent increase from the 2015–2019 average of 352.3.

Progress in Meeting Target: North Carolina is not on track to meet the target for speeding-related fatalities. There were 489 speed-related fatalities in North Carolina during 2020 (the most recent year for which FARS data are available). This was an increase of 158 fatalities (48 percent) from the preceding year. One third (32 percent) of all fatalities in North Carolina during 2020 were speeding related. Speeding is particularly common among drivers ages 16-29, on weekends, among motorcyclists, and among drivers who had been drinking. Despite the sharp rise in fatalities in 2020, the 5-year moving average suggests a gradual decline in speeding-related fatalities since 2017.

GHSP remains committed to supporting proven countermeasures to further reduce the frequency of speed-related crashes and fatalities. See the Police Traffic Services Program Area for more details.

C-7) Number of motorcyclist fatalities (FARS)



Source: FARS, 2013–2020 and NCDOT Motor Vehicle Crash Data, 2021–2022.

Note: Motorcyclist fatalities in 2022 were extrapolated based on the 26 fatalities during the first three months of the year. (Fatalities are expected to rise during the warmer summer months.)

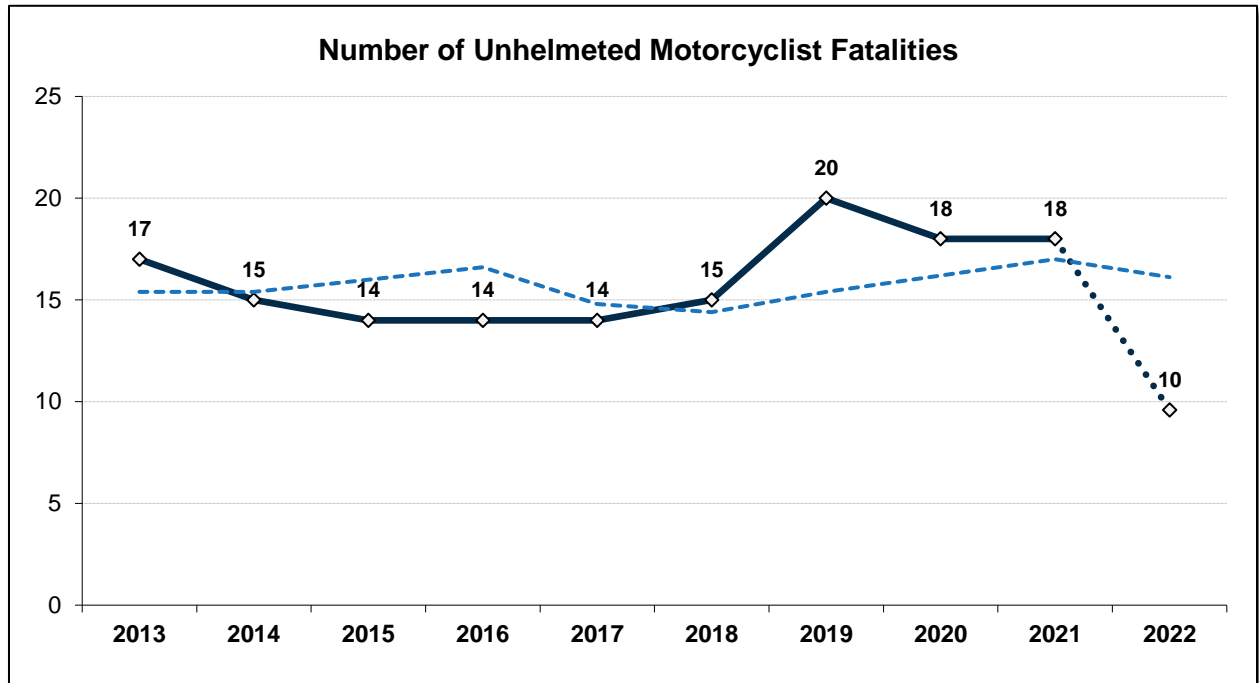
Target: Decrease motorcyclist fatalities 5 percent from the 2015–2019 average of 190.4 to the 2018–2022 average of 180.9 by December 31, 2022.

Outcome: The 2018–2022 average number of motorcyclist fatalities was 180.4, a 5.3 percent decrease from the 2015–2019 average of 190.4.

Progress in Meeting Target: North Carolina may be on track to meet the target for motorcyclist fatalities. A total of 192 motorcyclists were killed in crashes in North Carolina during 2020 (the most recent year for which FARS data are available). This was a decrease of 18 fatalities (9 percent) in comparison with 2019. Motorcyclists accounted for 12 percent of all traffic fatalities in 2020, even though motorcycles comprise just two percent of registered vehicles.

GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. GHSP is expanding the “BikeSafe North Carolina” program to reach a larger number of motorcyclists. The program has instituted a system of regional coordinators, which has increased the number and locations of BikeSafe classes available to students. Moreover, the program from the North Carolina State Highway Patrol has developed a new training curriculum and teaching presentation, a full instructor plan, a full student lesson plan, and a two-day train-the-trainer session. See the Motorcycle Safety Program Area for more details.

C-8) Number of unhelmeted motorcyclist fatalities (FARS)



Source: FARS, 2013–2020 and NCDOT Motor Vehicle Crash Data, 2021-2022.

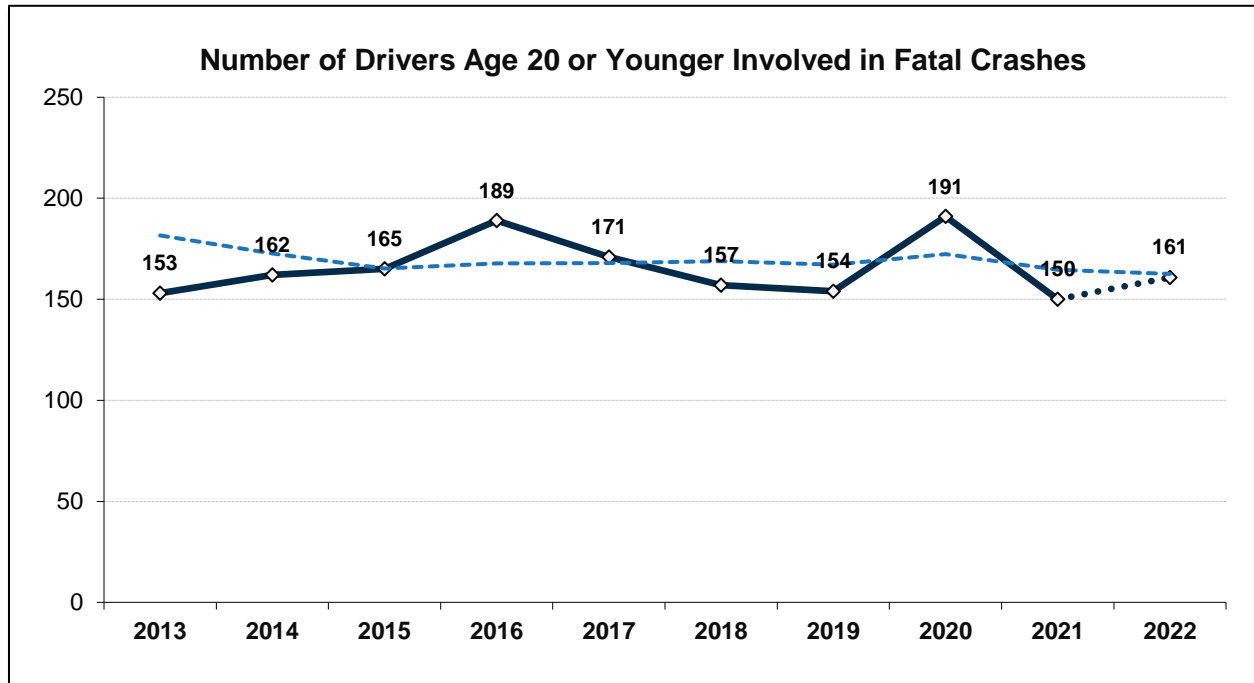
Note: Unhelmeted motorcyclist fatalities in 2022 were extrapolated based on the 4 fatalities during the first five months of the year. (Fatalities are expected to rise during the warmer summer months.)

Target: Maintain unhelmeted motorcyclist fatalities at or below 15 by December 31, 2022.

Outcome: The 2018–2022 average number of unhelmeted motorcyclist fatalities was 16.1.

Progress in Meeting Target: North Carolina may be on track to meet the target for unhelmeted motorcyclist fatalities. North Carolina has a universal helmet law covering all riders. Consequently, the State has a very low number of unhelmeted motorcyclist fatalities each year. During 2020, 18 unhelmeted motorcyclists were killed in crashes, representing less than 10 percent of all motorcyclist fatalities. An estimated 100+ lives in North Carolina are saved each year by motorcycle helmets. Additional lives could be saved if all riders wore helmets.

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)



Source: FARS, 2013–2020 and NCDOT Motor Vehicle Crash Data, 2021–2022.

Note: Young driver fatal crashes in 2022 were extrapolated based on the 67 fatalities during the first three months of the year.

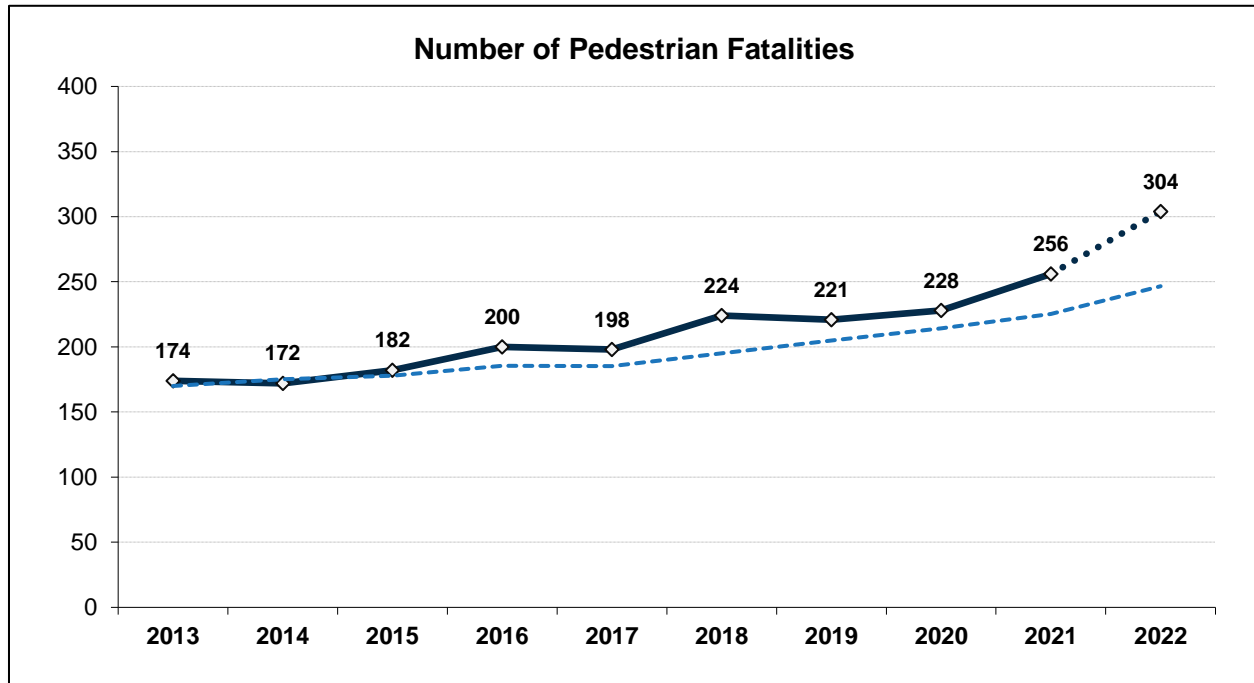
Target: Decrease drivers age 20 or younger involved in fatal crashes by 10 percent from the 2015–2019 average of 165.8 to the 2018–2022 average of 149.2 by December 31, 2022.

Outcome: The 2018–2022 average number of young drivers involved in fatal crashes was 162.6, a 1.9 percent decrease from the 2015–2019 average of 165.8.

Progress in Meeting Target: North Carolina is not on track to meet the target for young driver fatal crashes. Fatal crashes increased noticeably during 2020 (the most recent year for which FARS data are available). There were 191 fatal crashes involving drivers age 20 or younger in North Carolina during 2020, an increase of 24 percent from 2019. Several notable legislation actions were taken in 2020 in response to the COVID-19 pandemic. The road test was waived for young drivers seeking an intermediate/restricted license. Additionally, the mandatory learner period was reduced from 12 months to 6 months. It is not known whether these actions contributed to the sharp increase in young driver fatalities in 2020.

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

C-10) Number of pedestrian fatalities (FARS)



Source: FARS, 2013–2020 and NCDOT Motor Vehicle Crash Data, 2021–2022.

Note: Pedestrian fatalities in 2022 were extrapolated based on the 76 fatalities during the first three months of the year.

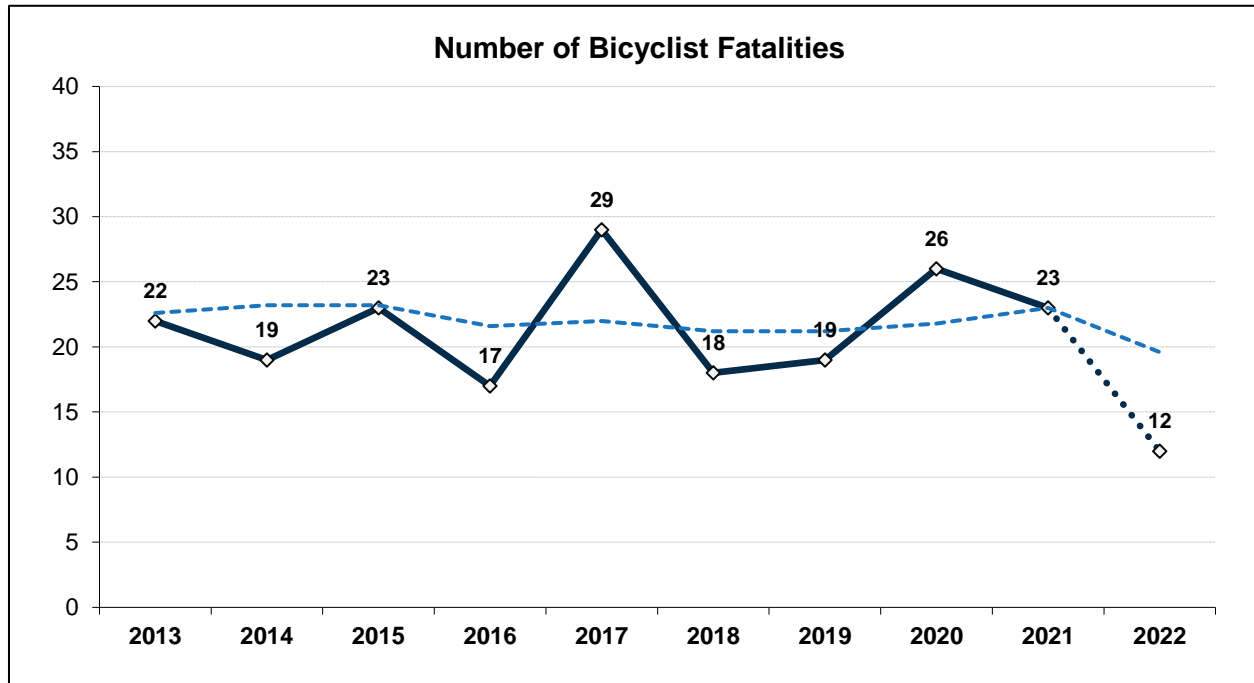
Target: Decrease the number of pedestrian fatalities by 5 percent from the 2015–2019 average of 202.6 to the 2018–2022 average of 192.5 by December 31, 2022.

Outcome: The 2018–2022 average number of pedestrian fatalities was 246.6, a 22 percent increase from the 2015–2019 average of 202.6.

Progress in Meeting Target: North Carolina is not on track to meet the target for pedestrian fatalities. A total of 228 pedestrians were killed in collisions with motor vehicles during 2020 (the most recent year for which FARS data are available). This was an increase of 7 fatalities (3 percent) compared to 2019. Moreover, the 5-year moving average suggests a steady rise in pedestrian fatalities over the last decade. During 2020, pedestrians accounted for 15 percent of all traffic fatalities in the state.

Because pedestrians do not have the same protection as motor vehicle occupants, they are likely to be seriously injured or killed in pedestrian/vehicle crashes. A growing number of communities in North Carolina are developing partnerships and programs to improve pedestrian and bicyclist safety and to increase the number of people walking and biking rather than driving. Communities are also recognizing that having adequate facilities for walking and bicycling can significantly enhance the experience and make it easier for people to walk and bike in their community, as well as making these forms of transportation as safe as possible. GHSP is funding several efforts that combine public education, community engagement, and high visibility law enforcement to reduce pedestrian and bicyclist injuries and deaths. See the Non-motorized (Pedestrians & Bicycles) Program Area for more information.

C-11) Number of bicyclist fatalities (FARS)



Source: FARS, 2013–2020 and NCDOT Motor Vehicle Crash Data, 2021–2022.

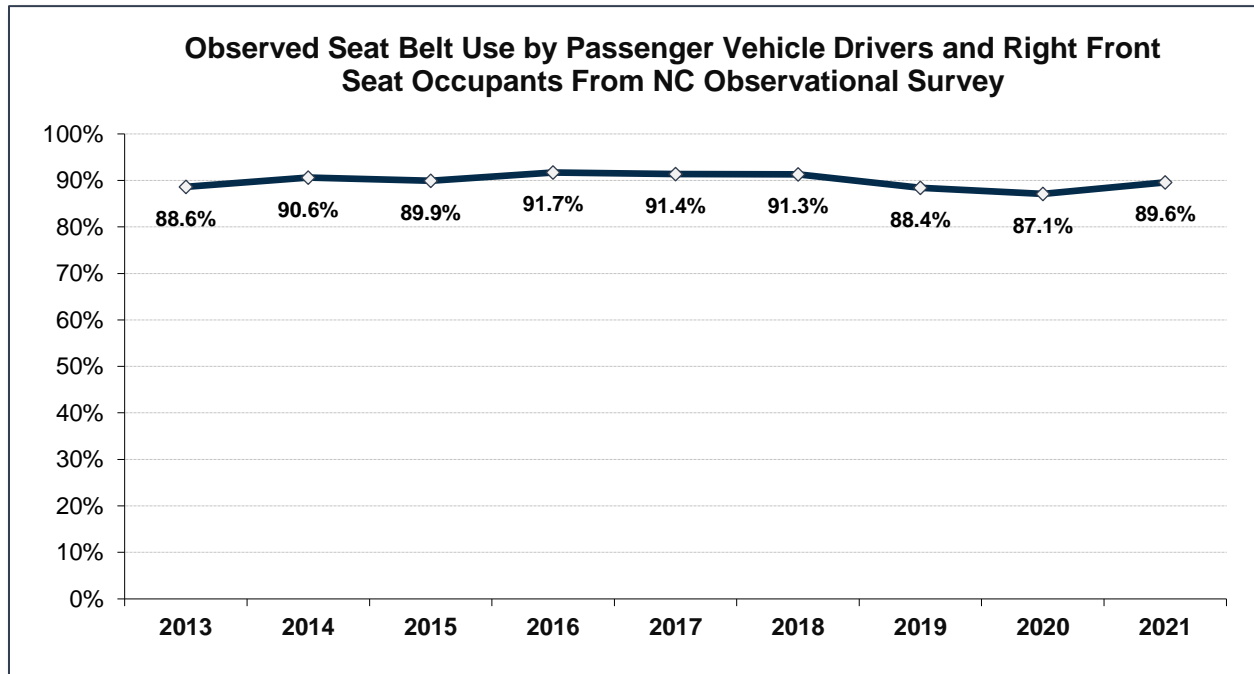
Note: Bicyclist fatalities in 2022 were extrapolated based on the 4 fatalities during the first three months of the year.

Target: Decrease the number of bicyclist fatalities 10 percent from the 2015–2019 average of 20.8 to the 2018–2022 average of 18.7 by December 31, 2022.

Outcome: The 2018–2022 average number of bicyclist fatalities was 19.6, a 5.8 percent decrease from the 2015–2019 annual average of 20.8.

Progress in Meeting Target: North Carolina is not on track to meet the target for bicyclist fatalities. Overall, the number of bicyclist fatalities in North Carolina is much lower than the number of fatalities involving pedestrians, motorcyclists and other vulnerable road users. Twenty-six bicyclists were killed in crashes in North Carolina during 2020 (the most recent year for which FARS data are available), an increase of seven fatalities in comparison with 2019. Although bicyclist fatalities fluctuate from year to year, the 5-year moving average suggests little change in fatalities over the past decade. See the Non-motorized (Pedestrians & Bicycles) Program Area for more information about planned countermeasures to address this problem.

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)



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

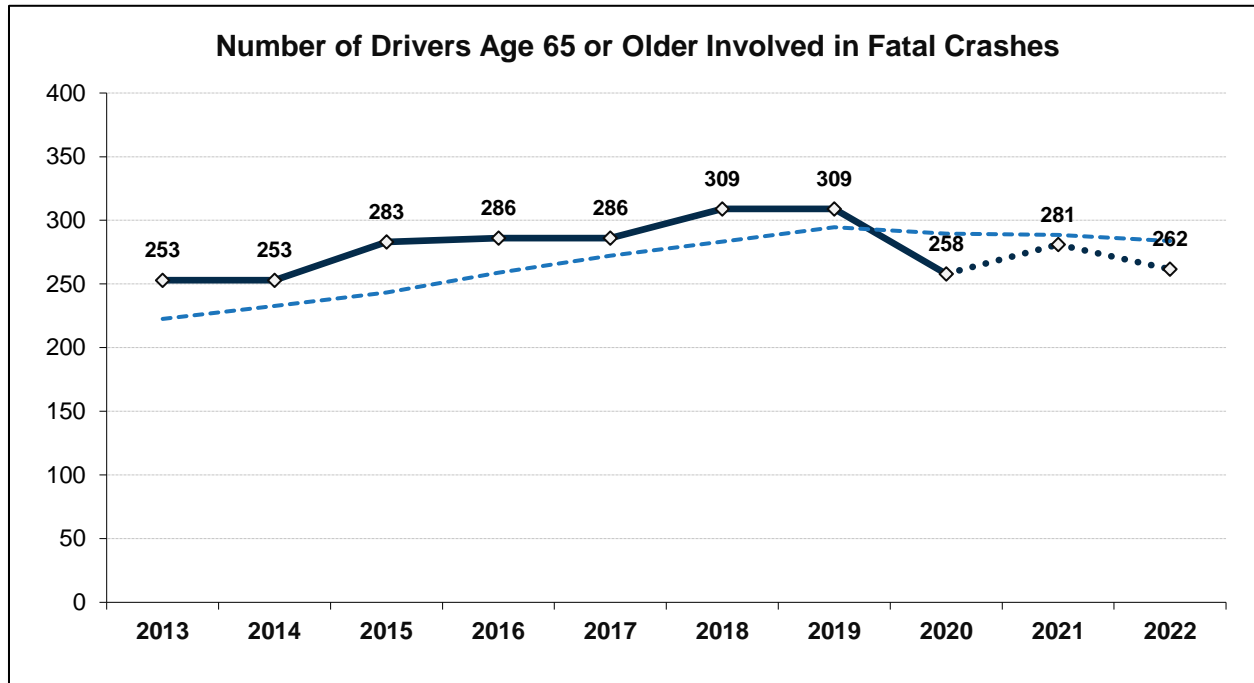
Target: Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 90.0 percent by December 31, 2022.

Outcome: The observed seat belt use rate in 2021 was 89.6 percent, 0.4 percentage points below the target of 90.0 percent set for 2022.

Progress in Meeting Target: North Carolina may be on track to meet the target for observed seat belt use among front seat occupants in passenger vehicles. Seat belt use was 89.6 percent in 2021 (the most recent year for which annual seat belt use survey results are available). In comparison with 2020, belt use increased by 2.5 percentage points. Overall, observed seat belt use has changed only slightly during the past decade, hovering near 90 percent each year.

Increasing seat belt use continues to be one of GHSP’s highest priorities. Current GHSP-funded activities are focused on nighttime belt enforcement and child passenger safety. See the Occupant Protection (Adult & CPS) Program Area for more details.

Number of drivers age 65 or older involved in fatal crashes (FARS)



Source: FARS, 2013–2020 and NCDOT Motor Vehicle Crash Data, 2021–2022.

Note: Older driver fatal crashes in 2022 were extrapolated based on the 109 fatalities during the first five months of the year.

Target: Decrease drivers age 65 or older involved in fatal crashes by 5 percent from the 2015–2019 average of 291.6 to the 2018–2022 average of 277.0 by December 31, 2022.

Outcome: The 2018–2022 average number of older drivers involved in fatal crashes was 283.7, a 2.7 percent decrease from the 2015–2019 average of 291.6.

Progress in Meeting Target: North Carolina is not on track to meet the target for older driver fatal crashes. There were 258 fatal crashes involving drivers age 65 and older in North Carolina during 2020 (the most recent year for which FARS data are available), a decrease of 17 percent compared to 2019. This was one of the few performance measures that showed substantial improvement in 2020. Nonetheless, the 5-year moving average suggests a steady rise in older driver fatal crashes through 2019. Older drivers currently account for approximately 15 percent of all fatal crashes in North Carolina.

GHSP has collaborated with and helped support a statewide Older Driver Working Group to identify ways to improve the safety of older drivers. Based in part on recommendations from this Working Group, North Carolina is planning new projects to address this alarming trend. See the Older Drivers Program Area for more details.

Summary

This section described North Carolina's progress on the 12 performance measures identified by NHSTA/GHSP. Most performance measures worsened in 2020 (the most recent year for which FARS data are available). Eighty-one (81) more fatalities occurred during 2020 than 2019, an increase of 5.3 percent. This was surprising given the large decline in VMT due to the COVID-19 pandemic and statewide shutdown during the spring of 2020. According to NCDOT Motor Vehicle Crash Data, traffic fatalities continued to rise in 2021. As a consequence, North Carolina is not on track to meet its 2022 target for total traffic fatalities.

The rise in speeding fatalities was particularly pronounced in 2020. There were 489 speed-related fatalities in North Carolina during 2020, an increase of nearly 50 percent from the preceding year. One third (32 percent) of all fatalities in North Carolina during 2020 were speeding related. Because speeding increases both the likelihood and the severity of motor vehicle crashes, GHSP remains committed to further reducing the prevalence of speeding in our State. Unfortunately, North Carolina also experienced increases during 2020 in unrestrained fatalities (up 17 percent), alcohol-impaired driving fatalities (up 18 percent), and young driver fatal crashes (up 24 percent). With respect to young drivers, it is important to note that several legislation actions were taken in response to the COVID-19 pandemic, including road test waivers and a reduced mandatory learner period.

According to FARS data, a handful of performance measures showed improvements in 2020. Fatal crashes involving older drivers decreased 17 percent in 2020, largely due to reduced driving among this age group during the pandemic. Moreover, observed seat belt use increased to 89.6 percent in 2021 (the most recent year for which annual seat belt use survey results are available). This was just slightly below the target of 90 percent. North Carolina also continues to have a very low number of unhelmeted motorcyclist fatalities. North Carolina has a universal helmet law covering all riders. An estimated 100+ lives in North Carolina are saved each year by motorcycle helmets.

National Comparisons

Although North Carolina has seen improvement over the past decade across some key traffic performance measures, there are several areas where the state lags behind the U.S. as a whole. The table below demonstrates how North Carolina compares to the nation on a variety of measures. All figures are based on 2020 FARS data except observed belt use (which comes from the annual seat belt use survey).

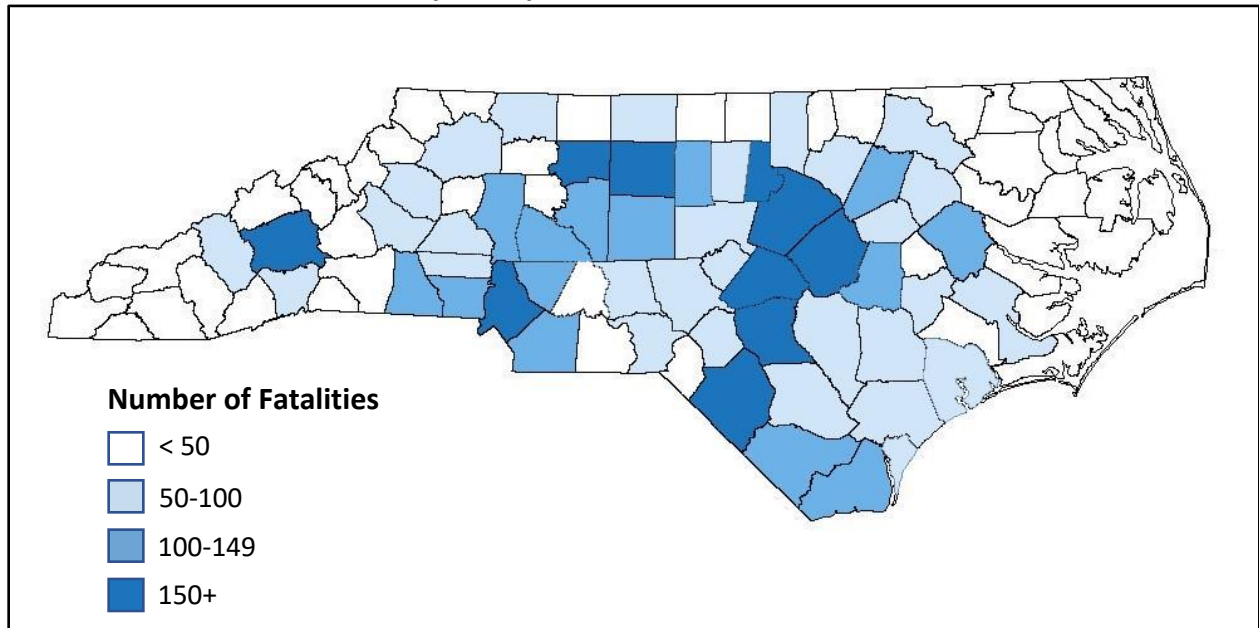
Comparison of North Carolina to the U.S., 2020			
Performance Measure	North Carolina	United States	NC +/- US
Fatalities per 100 million VMT	1.45	1.34	+ 0.11
Fatalities per 100,000 population	14.51	11.78	+ 2.73
Alcohol-impaired driving fatalities (BAC = .08+) per 100 million VMT	0.43	0.40	+ 0.03
Percent of fatalities with the highest driver BAC in the crash of .08+	30%	30%	---
Percent of passenger vehicle occupant fatalities who were unrestrained	41%	43%	- 2%
Observed belt use by passenger vehicle drivers and right front seat occupants	89.6%	90.3%	- 0.7%

Source: FARS and North Carolina's annual seat belt use survey.

County Comparisons

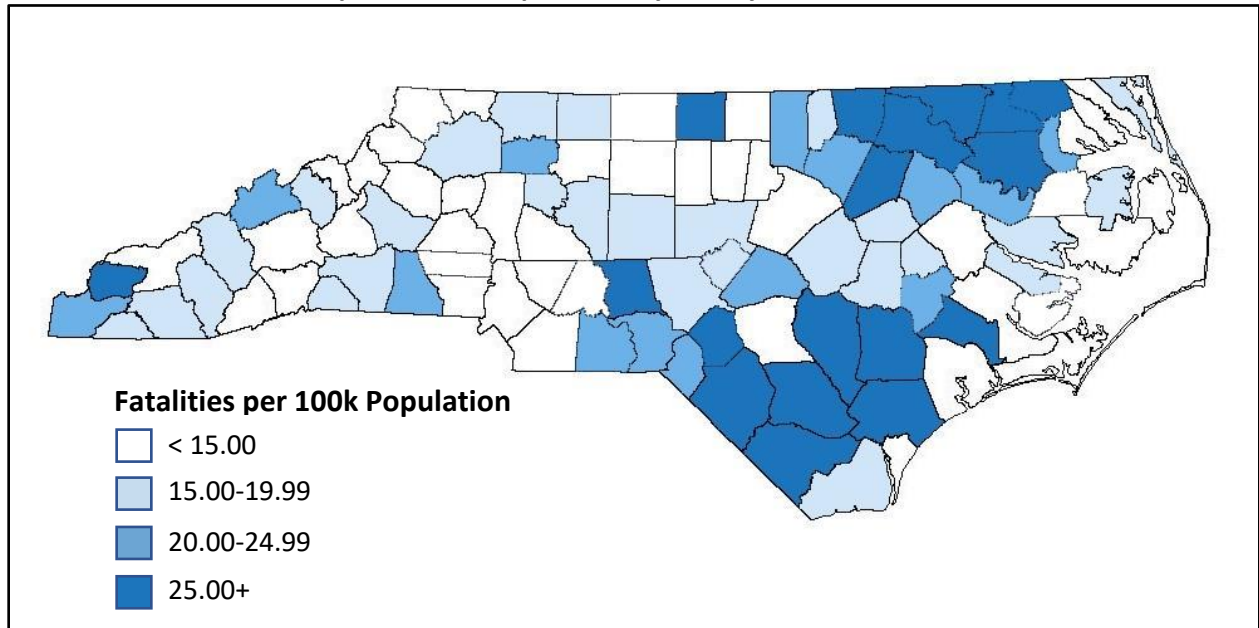
North Carolina is comprised of 100 counties. The map below and the table that follows show the total number of motor vehicle fatalities in each county from 2016 to 2020. The table also includes the rank of each county (with “1” indicating the most fatalities). The counties with the highest number of fatalities from 2016 to 2020 were Mecklenburg (531 fatalities), Wake (337), Guilford (310), Cumberland (244), Robeson (240), Forsyth (201), Johnston (165), Buncombe (153), Durham (151), and Harnett (151). No other county had more than 150 fatalities. Not surprisingly, the counties with the most fatalities are also among the most populous counties in the state.

Total Fatalities in North Carolina, by County, 2016-2020



The map below and the table that follows also show the fatality rate per 100,000 population from 2016 to 2020, and the rank of each county (with “1” indicating the highest per capita fatality rate). Here, the pattern is very different. The counties with the highest fatality rate per capita tend to be rural, primarily in the northeastern and southeastern parts of the state, and along the I-95 corridor. Because most of these counties have relatively small populations, even small numbers of fatalities produce high fatality rates. The counties with the highest fatality rate per 100,000 population include Northampton (47.54), Graham (47.42), Columbus (43.79), Bladen (42.85), Robeson (41.43), Montgomery (39.64), Warren (38.73), Bertie (36.94), Jones (32.92), Pender (31.83), Hertford (30.90), Duplin (30.24), Sampson (29.91), Halifax (29.75), Caswell (28.22), Nash (27.36), Gates (26.95), and Hoke (26.15). These 18 counties are well above the statewide average of 13.95 fatalities per 100,000 population. Notably, many of the counties with the highest per capita fatality rate are in the eastern (Coastal) part of the state.

Fatalities in North Carolina per 100,000 Population, by County, 2016-2020



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) identifies the specific counties in North Carolina where highway safety problems are most significant.

Fatalities in Motor Vehicle Crashes, by County, 2016-2020

County	2020 Population	Fatalities #	Rank	Per 100k	100k Rank	County	2020 Population	Fatalities #	Rank	Per 100k	100k Rank
Alamance	171,980	100	23	11.63	81	Johnston	217,723	165	7	15.16	57
Alexander	36,372	20	79	11.00	87	Jones	9,114	15	86	32.92	9
Alleghany	10,867	8	95	14.72	60	Lee	63,576	60	45	18.88	40
Anson	22,030	24	77	21.79	30	Lenoir	55,046	57	48	20.71	31
Ashe	26,533	19	80	14.32	66	Lincoln	87,155	62	42	14.23	67
Avery	17,807	13	90	14.60	64	Macon	37,102	31	70	16.71	50
Beaufort	44,529	34	64	15.27	56	Madison	21,173	24	78	22.67	24
Bertie	17,865	33	65	36.94	8	Martin	21,933	27	72	24.62	20
Bladen	29,405	63	41	42.85	4	McDowell	44,511	33	68	14.83	59
Brunswick	137,530	112	18	16.29	53	Mecklenburg	1,118,182	531	1	9.50	92
Buncombe	270,224	153	8	11.32	86	Mitchell	14,902	7	97	9.39	93
Burke	87,349	83	31	19.00	38	Montgomery	25,730	51	53	39.64	6
Cabarrus	227,304	106	21	9.33	94	Moore	100,126	87	30	17.38	46
Caldwell	80,526	50	54	12.42	78	Nash	95,027	130	13	27.36	16
Camden	10,379	6	98	11.56	82	New Hanover	225,730	99	25	8.77	98
Carteret	67,571	44	56	13.02	75	Northampton	17,248	41	59	47.54	1
Caswell	22,680	32	69	28.22	15	Onslow	204,842	98	26	9.57	91
Catawba	160,924	94	28	11.68	80	Orange	149,013	58	47	7.78	99
Chatham	76,597	68	39	17.76	43	Pamlico	12,250	9	92	14.69	62
Cherokee	28,708	35	63	24.38	21	Pasquotank	40,611	26	74	12.80	76
Chowan	13,689	14	87	20.45	32	Pender	60,325	96	27	31.83	10
Clay	11,049	10	91	18.10	42	Perquimans	12,966	9	93	13.88	69
Cleveland	99,779	112	19	22.45	27	Person	39,082	27	73	13.82	70
Columbus	50,240	110	20	43.79	3	Pitt	170,059	120	15	14.11	68
Craven	100,534	59	46	11.74	79	Polk	19,219	16	85	16.65	51
Cumberland	334,776	244	4	14.58	65	Randolph	144,359	116	17	16.07	54
Currituck	28,342	25	75	17.64	45	Richmond	42,740	52	52	24.33	22
Dare	37,002	17	83	9.19	97	Robeson	115,863	240	5	41.43	5
Davidson	169,180	146	11	17.26	48	Rockingham	91,157	78	32	17.11	49
Davie	42,822	33	66	15.41	55	Rowan	147,281	100	24	13.58	71
Duplin	48,280	73	36	30.24	12	Rutherford	64,286	61	43	18.98	39
Durham	325,751	151	9	9.27	96	Sampson	58,838	88	29	29.91	13
Edgecombe	48,728	55	50	22.57	25	Scotland	34,039	40	61	23.50	23
Forsyth	383,274	201	6	10.49	88	Stanly	62,524	46	55	14.71	61
Franklin	68,908	76	34	22.06	28	Stokes	44,464	30	71	13.49	72
Gaston	228,618	130	12	11.37	85	Surry	71,345	71	38	19.90	33
Gates	10,388	14	88	26.95	17	Swain	14,082	9	94	12.78	77
Graham	8,013	19	81	47.42	2	Transylvania	32,908	19	82	11.55	83
Granville	61,023	76	35	24.91	19	Tyrrell	3,134	3	100	19.14	37
Greene	20,423	17	84	16.65	52	Union	239,266	119	16	9.95	90
Guilford	542,255	310	3	11.43	84	Vance	42,433	42	58	19.80	34
Halifax	48,401	72	37	29.75	14	Wake	1,134,824	337	2	5.94	100
Harnett	133,834	151	10	22.57	26	Warren	18,590	36	62	38.73	7
Haywood	62,114	55	51	17.71	44	Washington	10,934	8	96	14.63	63
Henderson	116,495	60	44	10.30	89	Watauga	53,909	25	76	9.27	95
Hertford	21,357	33	67	30.90	11	Wayne	116,989	106	22	18.12	41
Hoke	52,007	68	40	26.15	18	Wilkes	65,827	57	49	17.32	47
Hyde	4,565	3	99	13.14	74	Wilson	78,648	77	33	19.58	35
Iredell	187,694	126	14	13.43	73	Yadkin	37,187	41	60	22.05	29
Jackson	43,109	42	57	19.49	36	Yancey	18,491	14	89	15.14	58

Source: FARS, 2016-2020 and U.S. Census.

Performance Plan

This section describes North Carolina’s performance targets for 2023. Targets for each of the 11 core and one behavioral performance measure required by NHSTA/GHSP are shown in the table below. This is followed by a justification for each target. Additional information about the target setting process can be found above in the section called “Data Sources and Processes.”

			Base Years				
			2016	2017	2018	2019	2020
C-1	Traffic Fatalities	FARS	1,450	1,412	1,436	1,457	1,538
	Reduce total fatalities by 17.58 percent from 1,458.6 to 1,202.2 by 2023	5-Year Rolling Avg.	1,340.2	1,362.8	1,392.2	1,426.8	1,458.6
C-2	Serious Injuries in Traffic Crashes	NC Crash Data	2,987	4,546	4,874	4,130	4,928
	Reduce serious traffic injuries by 30.19 percent from the 2017-2021 average of 4,903.4 to 3,423.0 by 2023.	5-Year Rolling Avg.	2,397.6	2,852.2	3,405.2	3,791.8	4,293.0
C-3	Fatalities/100M VMT	FARS	1.24	1.18	1.19	1.19	1.45
	Reduce fatalities/100 MVMT by 19.25 percent from 1.252 to 1.011 by 2023.	5-Year Rolling Avg.	1.230	1.214	1.206	1.206	1.252
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	FARS	430	400	393	428	501
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 5 percent from 430.4 to 408.9 by 2023.	5-Year Rolling Avg.	380.2	389.4	397.0	410.6	430.4
C-5	Alcohol-Impaired Driving Fatalities	FARS	428	399	419	386	454
	Reduce alcohol impaired driving fatalities by 5 percent from 417.2 to 396.3 by 2023.	5-Year Rolling Avg.	384.0	389.4	399.6	404.2	417.2
C-6	Speeding-Related Fatalities	FARS	566	423	327	331	489
	Reduce speeding-related fatalities by 10 percent from 427.2 to 384.5 by 2023.	5-Year Rolling Avg.	492.8	489.2	472.0	438.8	427.2
C-7	Motorcyclist Fatalities	FARS	185	176	191	210	192
	Reduce motorcyclist fatalities by 5 percent from 190.8 to 181.3 by 2023.	5-Year Rolling Avg.	190.8	186.4	186.8	190.8	190.8

			Base Years				
			2016	2017	2018	2019	2020
C-8	Unhelmeted Motorcyclist Fatalities	FARS	14	14	15	20	18
	Maintain unhelmeted motorcyclist fatalities at or below 15 by 2023.	5-Year Rolling Avg.	16.6	14.8	14.4	15.4	16.2
C-9	Drivers Age 20 or Younger involved in Fatal Crashes	FARS	189	171	157	154	191
	Reduce drivers age 20 and younger involved in fatal crashes by 5 percent from 172.4 to 163.8 by 2023.	5-Year Rolling Avg.	167.8	168.0	168.8	167.2	172.4
C-10	Pedestrian Fatalities	FARS	200	198	224	221	228
	Reduce pedestrian fatalities by 5 percent from 214.2 to 203.5 by 2023.	5-Year Rolling Avg.	185.6	185.2	195.2	205.0	214.2
C-11	Bicyclist Fatalities	FARS	17	29	18	19	26
	Reduce bicyclist fatalities 10 percent from 21.8 to 19.6 by 2023.	5-Year Rolling Avg.	21.6	22.0	21.2	21.2	21.8
			2016	2017	2018	2019	2020
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	State Annual	91.4%	91.3%	88.4%	87.1%	89.6%
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.4 percentage points from 89.6 percent in 2020 to 90 percent by 2023.						
			2016	2017	2018	2019	2020
	Number of drivers age 65 or older involved in fatal crashes	FARS and NC Crash Data	286	286	309	309	258
	Reduce drivers age 65 or older involved in fatal crashes by 5 percent from 289.6 to 275.1 by 2023.	5-Year Rolling Avg.	259.0	272.2	283.4	294.6	289.6

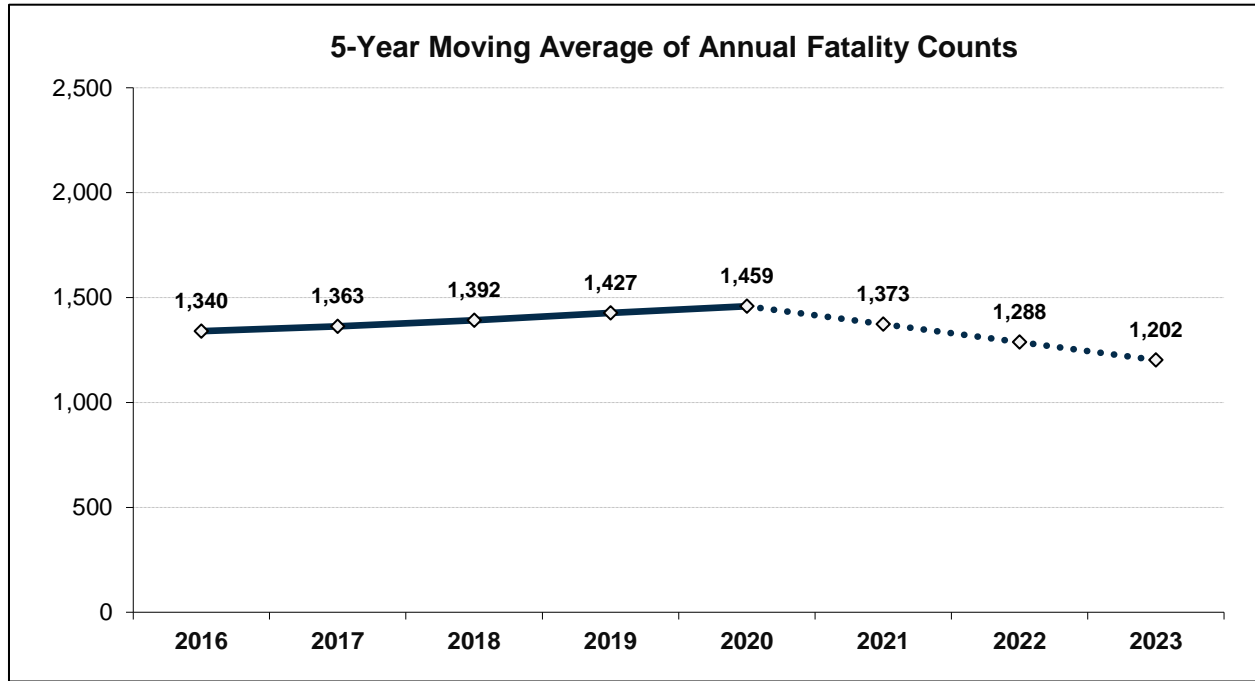
C-1) Number of traffic fatalities (FARS)

Target Value FY23: 1,202.2

Percent Reduction: 17.58%

Target Period: 5 year

Target Years: 2019-2023



Source: FARS, 2016-2020.

Note: The dotted line indicates progress needed to achieve the 2023 target.

Justification: The FY2023 target for total traffic fatalities was established in coordination with the Strategic Highway Safety Plan (SHSP) developed by the North Carolina Executive Committee for Highway Safety. North Carolina is a Vision Zero state. The working goal of the SHSP plan is to cut serious injuries and fatalities by half by 2035, moving toward zero by 2050. The target for overall traffic fatalities in the FY2023 Highway Safety Plan matches the target in the SHSP.

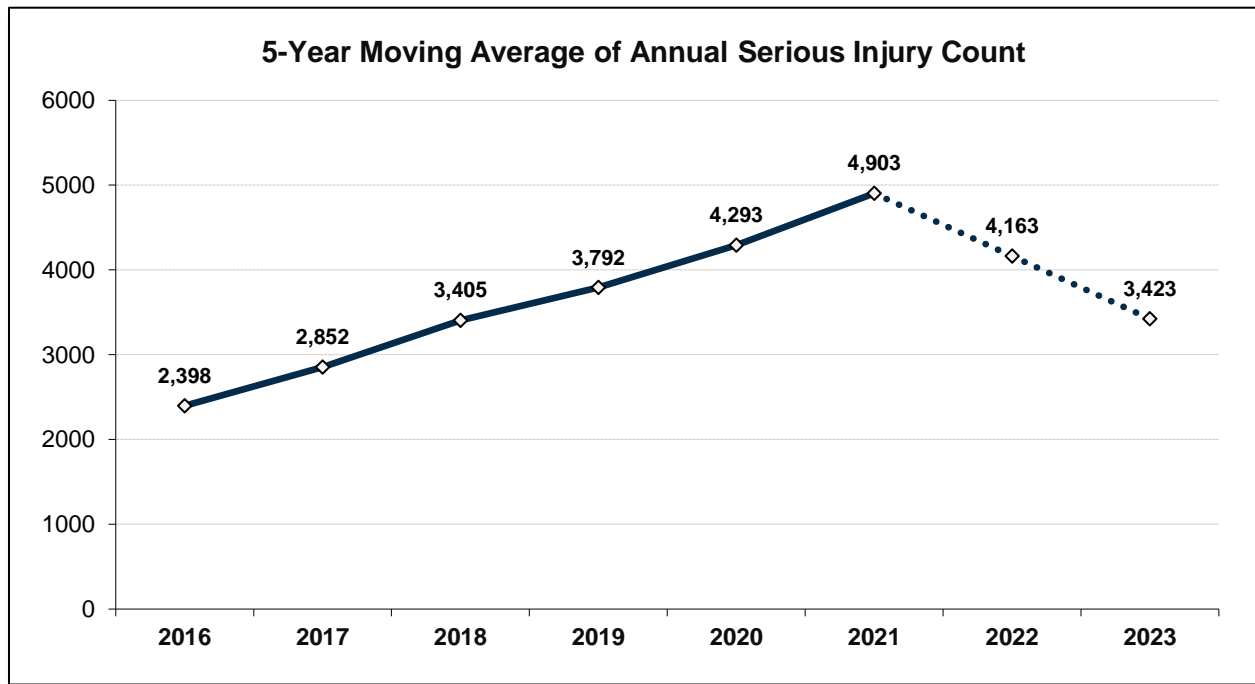
C-2) Number of serious injuries in traffic crashes (State crash data files)

Target Value FY23: 3,423.0

Percent Reduction: 30.19%

Target Period: 5 year

Target Years: 2019-2023



Source: NC State Crash Data, 2016-2021.

Note: The dotted line indicates progress needed to achieve the 2023 target.

Justification: The FY2023 target for the number of serious injuries in traffic crashes was established in coordination with the Strategic Highway Safety Plan (SHSP) developed by the North Carolina Executive Committee for Highway Safety. North Carolina is a Vision Zero state. The working goal of the SHSP plan is to cut serious injuries and fatalities by half by 2035, moving toward zero by 2050. The target for overall traffic fatalities in the FY2023 Highway Safety Plan matches the target in the SHSP.

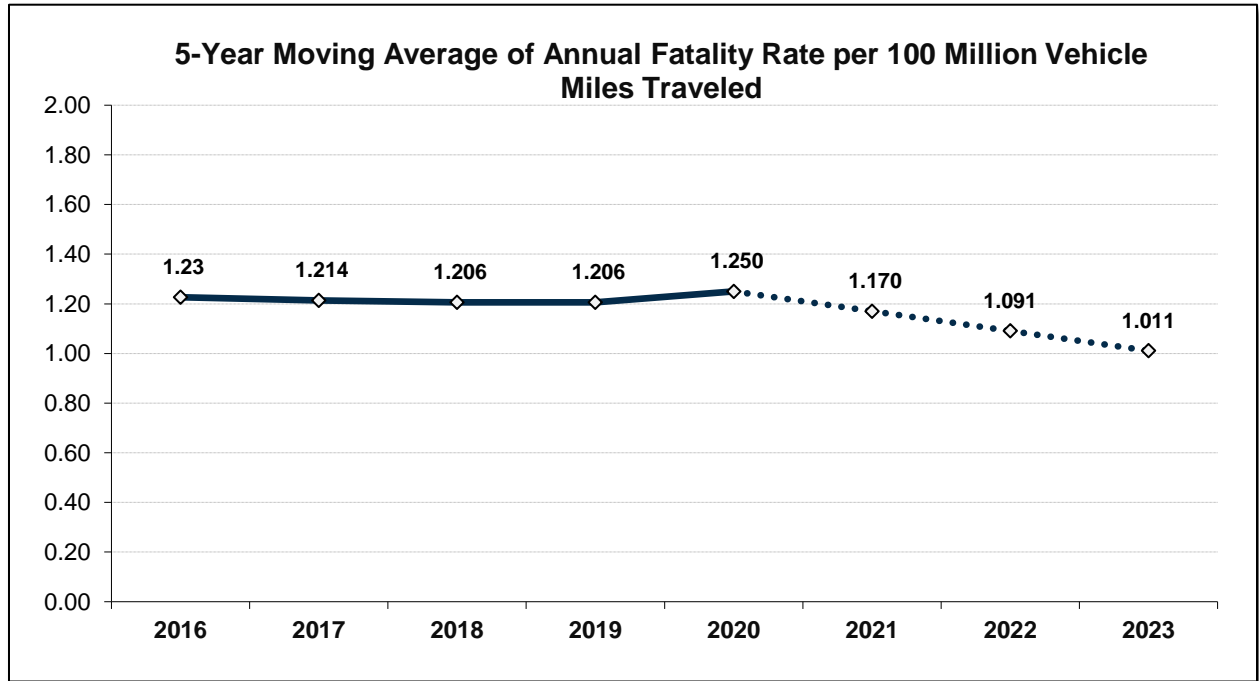
C-3) Fatalities/VMT (FARS/FHWA)

Target Value FY23: 1.011

Percent Reduction: 19.25%

Target Period: 5 year

Target Years: 2019-2023



Source: FARS, 2016-2020.

Note: The dotted line indicates progress needed to achieve the 2023 target.

Justification: The FY2023 target for the fatality rate per 100 million VMT was established in coordination with the Strategic Highway Safety Plan (SHSP) developed by the North Carolina Executive Committee for Highway Safety (ECHS). The ECHS adopted AASHTO’s goal to reduce the statewide fatality rate to 1.0 fatalities per 100 million VMT. The target for the fatality rate in the FY2023 Highway Safety Plan matches the target in the SHSP.

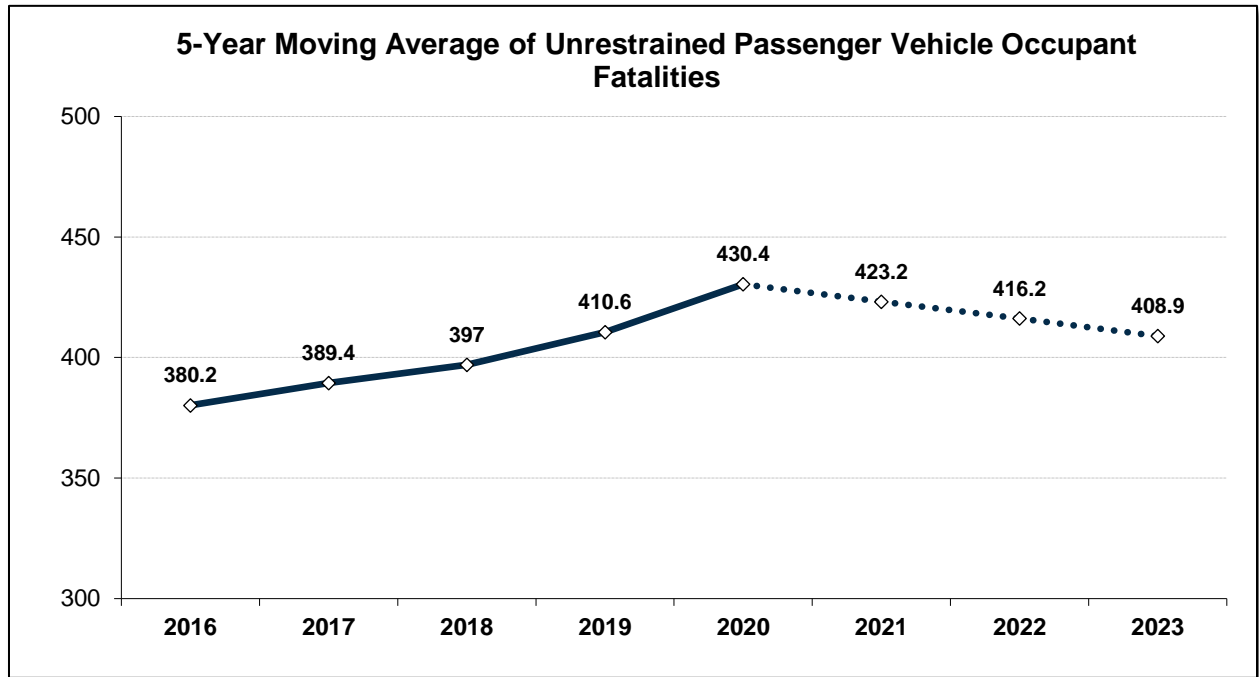
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Target Value FY23: 408.9

Percent Reduction: 5%

Target Period: 5 year

Target Years: 2019-2023



Source: FARS, 2016-2020.

Note: The dotted line indicates progress needed to achieve the 2023 target.

Justification: The FY2023 target for unrestrained passenger vehicle occupant fatalities is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. The current target strives to reverse the trend of rising unrestrained passenger vehicle occupant fatalities in North Carolina. GHSP funds a variety of efforts to educate drivers and to enforce the state’s seat belt and child passenger safety laws.

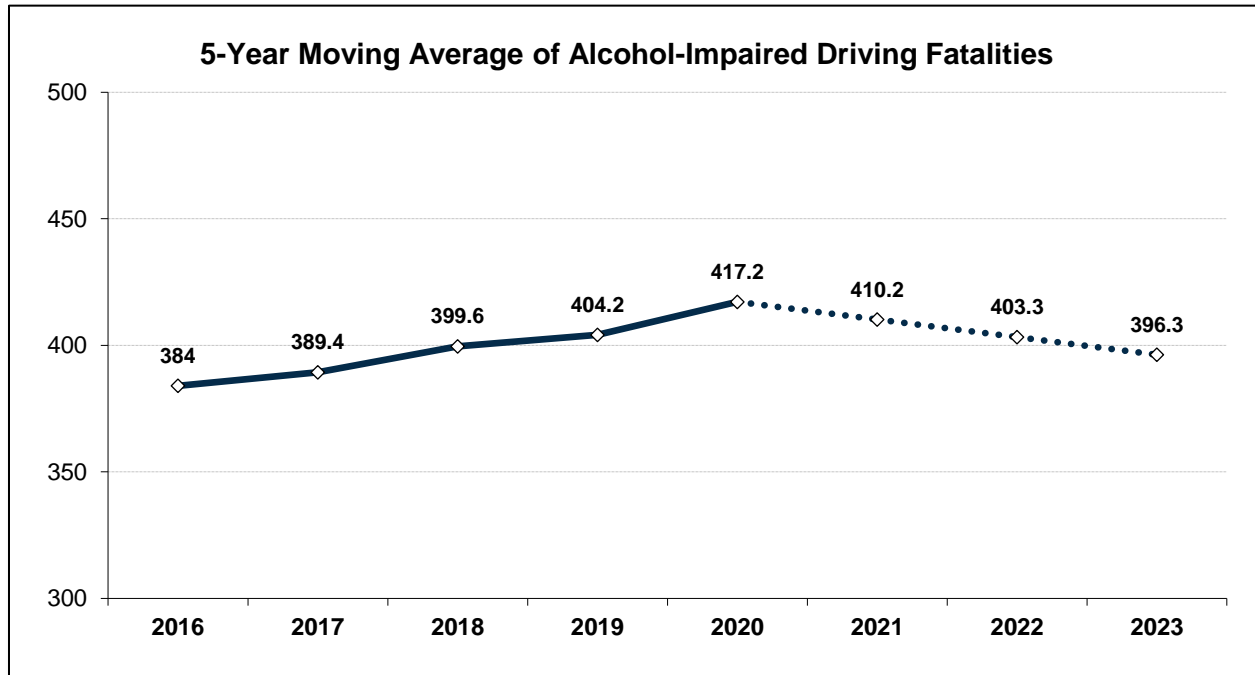
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Target Value FY23: 396.3

Percent Reduction: 5%

Target Period: 5 year

Target Years: 2019-2023



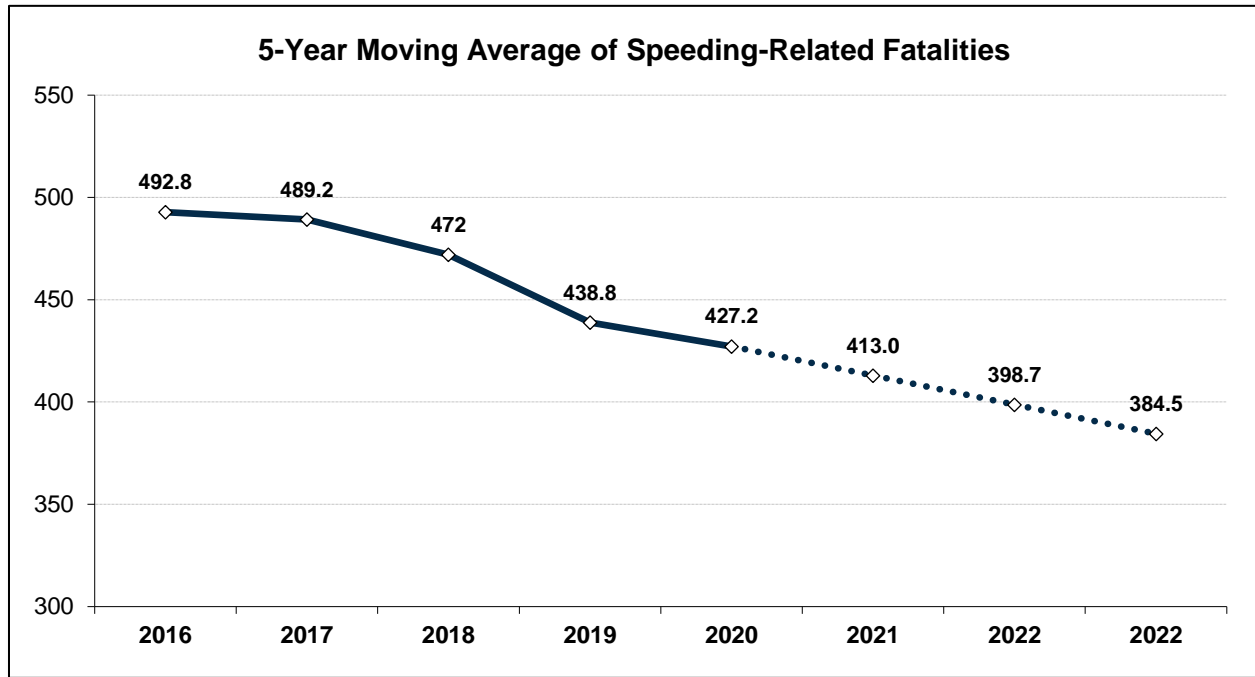
Source: FARS, 2016-2020.

Note: The dotted line indicates progress needed to achieve the 2023 target.

Justification: The FY2023 target for alcohol impaired driving fatalities is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. The current target strives to reverse the trend of rising alcohol-impaired driving fatalities in North Carolina. GHSP funds a variety of efforts to educate drivers and to enforce the state’s impaired driving laws. Countermeasures include high visibility enforcement (e.g., Booze It and Lose It), DWI Enforcement Teams, the Traffic Safety Resource Prosecutor program, DWI treatment courts, community education programs and more.

C-6) Number of speeding-related fatalities (FARS)

Target Value FY23: 384.5
Percent Reduction: 10%
Target Period: 5 year
Target Years: 2019-2023



Source: FARS, 2016-2020.

Note: The dotted line indicates progress needed to achieve the 2023 target.

Justification: The FY2023 target for speed-related fatalities is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. The current target strives to sustain the trend of declining speeding-related fatalities in North Carolina. GHSP is committed to reducing the frequency of speed-related crashes and fatalities. GHSP funds the “Speed a Little. Lose a Lot” statewide awareness campaign and funds traffic safety officers to supplement existing traffic safety teams or to create new teams.

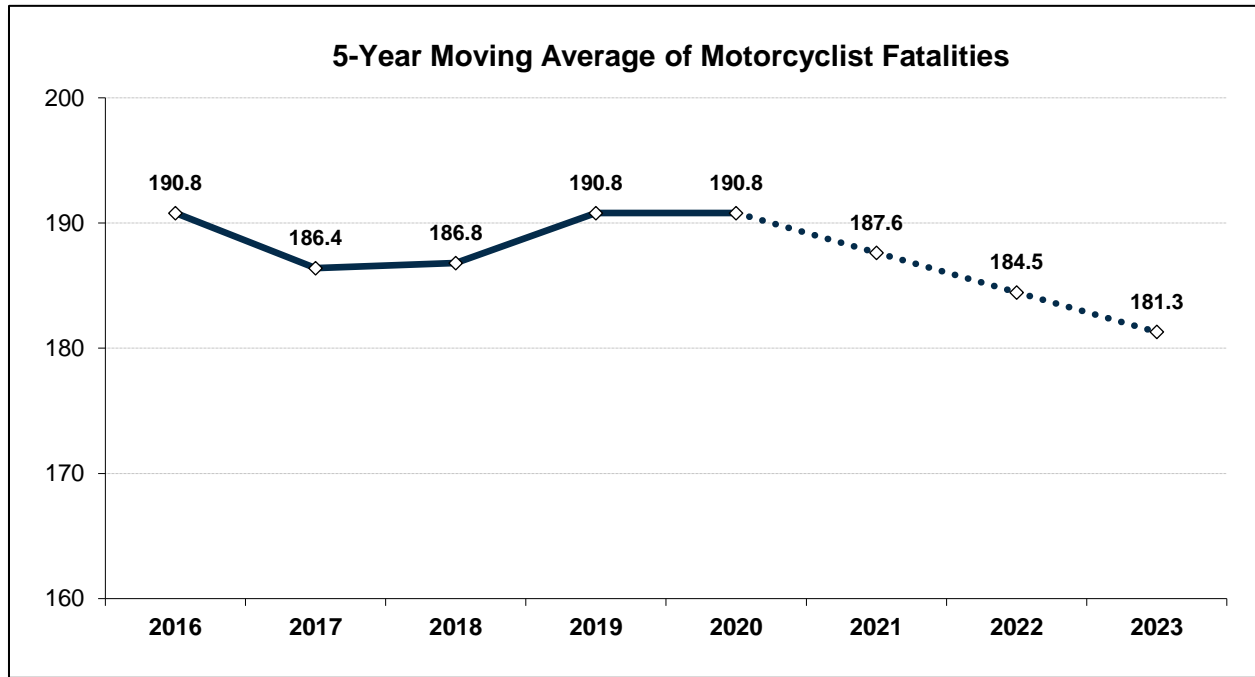
C-7) Number of motorcyclist fatalities (FARS)

Target Value FY23: 181.3

Percent Reduction: 5%

Target Period: 5 year

Target Years: 2019-2023



Source: FARS, 2016-2020.

Note: The dotted line indicates progress needed to achieve the 2023 target.

Justification: The FY2023 target for motorcyclist fatalities is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. GHSP supports efforts to provide training to help motorcyclists become safe riders, including “BikeSafe North Carolina.”

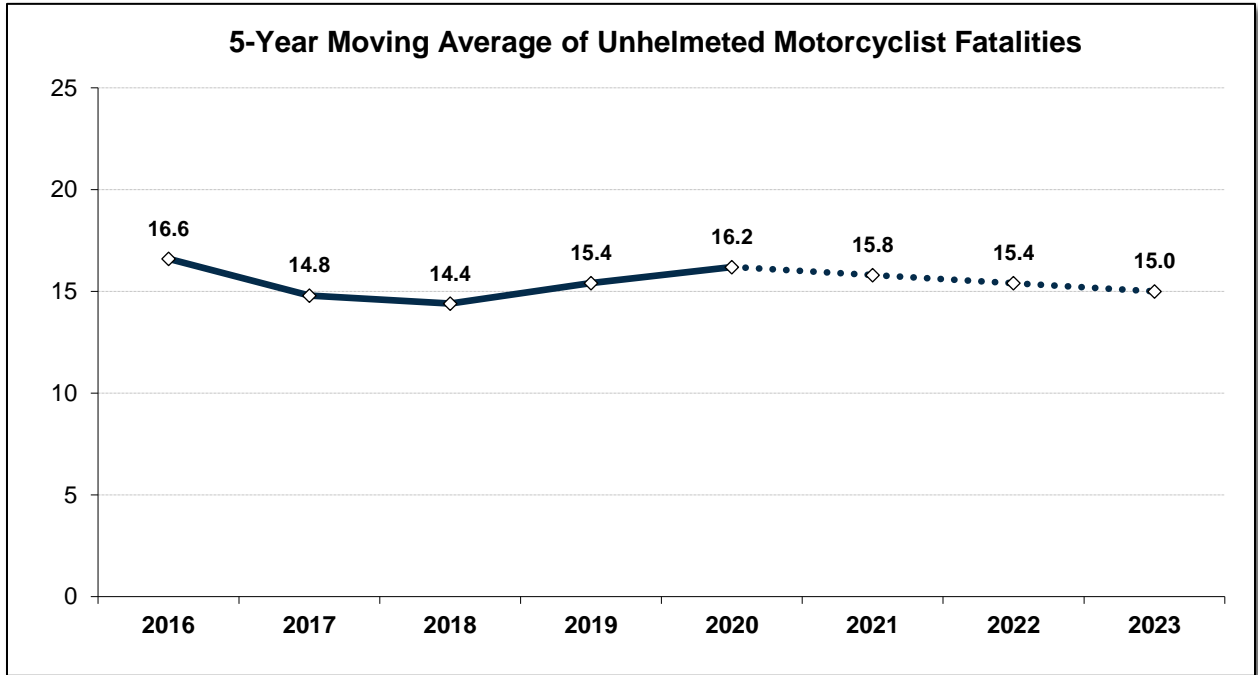
C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Target Value FY23: ≤15

Percent Reduction: 0%

Target Period: 5 year

Target Years: 2019-2023



Source: FARS, 2016-2020.

Note: The dotted line indicates progress needed to achieve the 2023 target.

Justification: The FY2023 target for unhelmeted motorcyclist fatalities is based on 10-year trends in North Carolina. North Carolina has a universal helmet law covering all riders. Because North Carolina has achieved previous targets, the current target is to limit the number of unhelmeted motorcyclist fatalities to the current low number.

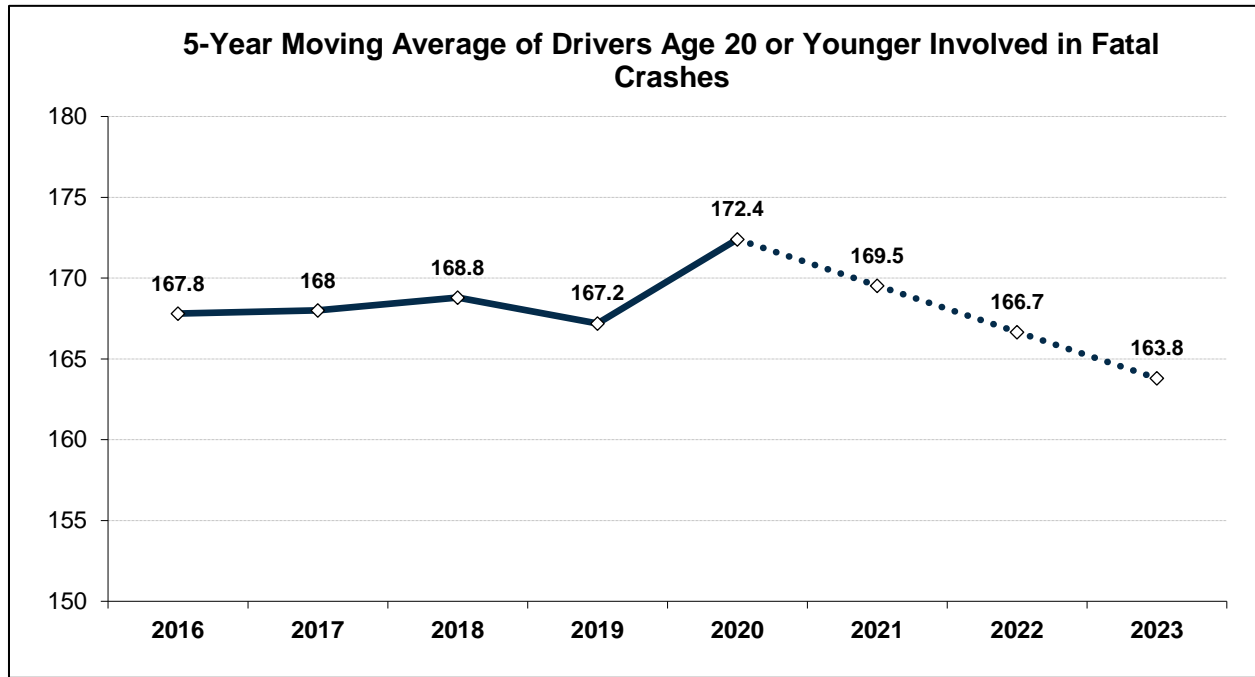
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Target Value FY23: 163.8

Percent Reduction: 5%

Target Period: 5 year

Target Years: 2019-2023



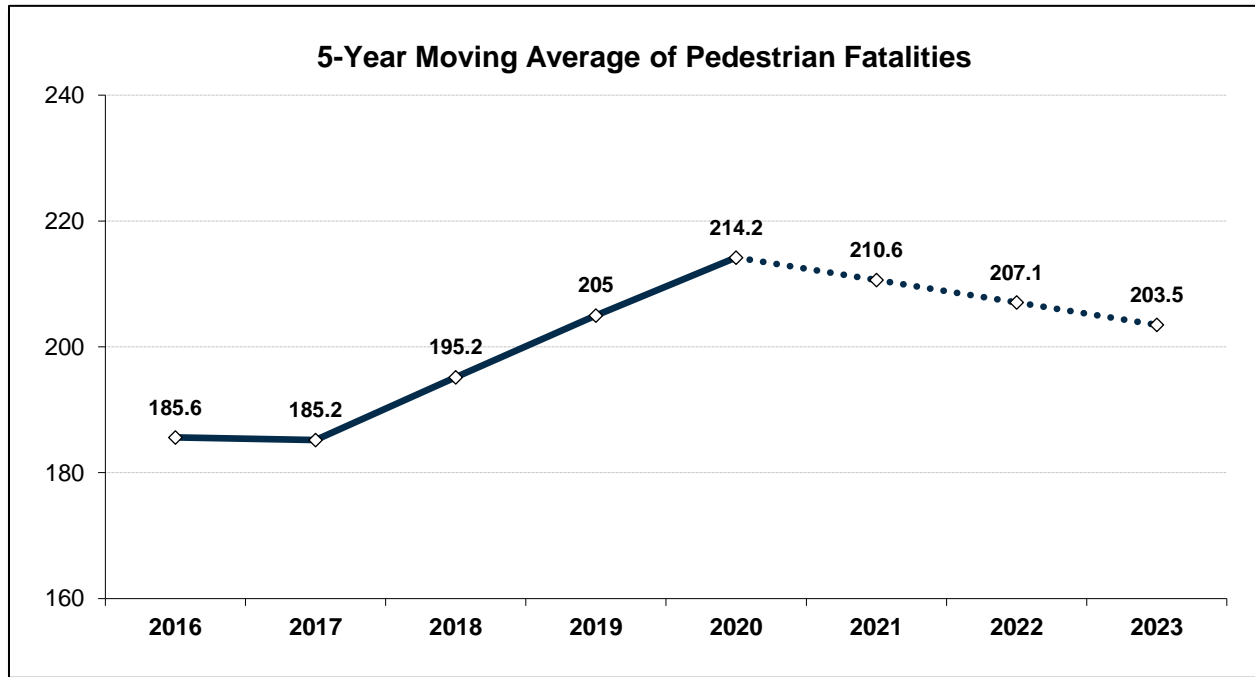
Source: FARS, 2016-2020.

Note: The dotted line indicates progress needed to achieve the 2023 target.

Justification: The FY2023 target for drivers age 20 or younger involved in fatal crashes is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. GHSP supports several innovative approaches to improving young driver safety, including Students Against Destructive Decisions, youth education partnerships, and other programs.

C-10) Number of pedestrian fatalities (FARS)

Target Value FY23: 203.5
Percent Reduction: 5%
Target Period: 5 year
Target Years: 2019-2023



Source: FARS, 2016-2020.

Note: The dotted line indicates progress needed to achieve the 2023 target.

Justification: The FY2023 target for pedestrian fatalities is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. The current target strives to reverse the trend of increasing pedestrian fatalities in North Carolina. GHSP supports several efforts to reduce pedestrian fatalities including, but not limited to, the “Watch For Me” community campaigns, several local Vision Zero campaigns, the WalkSmart NC campaign geared towards state government employees, and local pedestrian safety campaigns in Chapel Hill and other areas of the State.

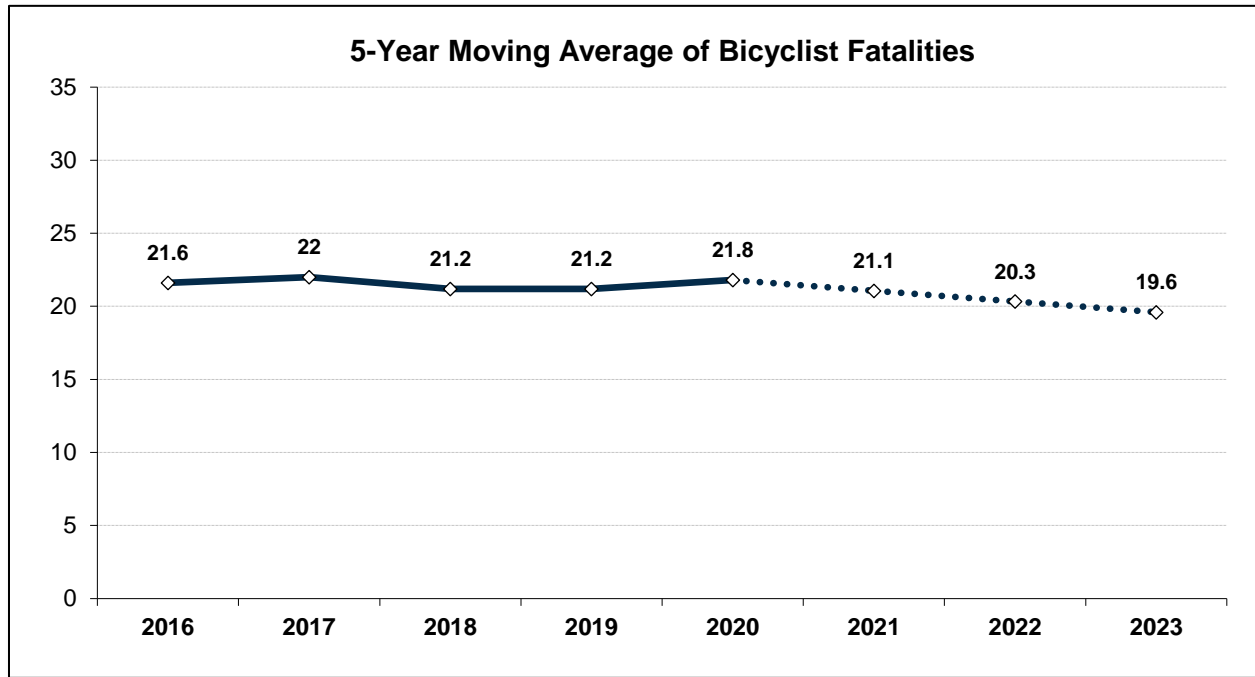
C-11) Number of bicyclist fatalities (FARS)

Target Value FY23: 19.6

Percent Reduction: 10%

Target Period: 5 year

Target Years: 2019-2023



Source: FARS, 2016-2020.

Note: The dotted line indicates progress needed to achieve the 2023 target.

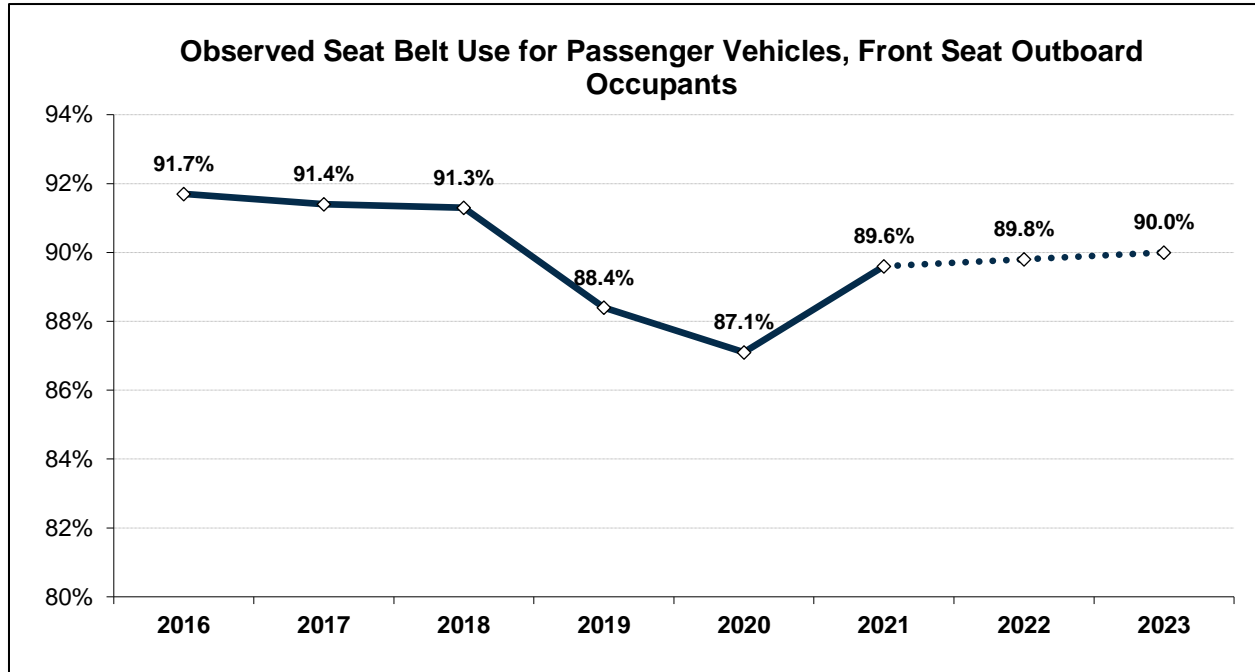
Justification: The FY2023 target for bicyclist fatalities is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. GHSP supports several efforts to reduce bicyclist fatalities, including Bike Wake NC’s education program, local “Watch For Me” outreach campaigns and local “Vision Zero” campaigns.

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Target Value FY23: 90.0%

Target Period: 1 year

Target Years: 2023



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

Note: The dotted line indicates progress needed to achieve the 2023 target.

Justification: The 2023 target for observed seat belt use is based on 5-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to observed trends in seat belt use, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. GHSP funds a variety of efforts to educate drivers and to enforce the state’s seat belt and child passenger safety laws.

Number of core traffic records databases improved (timeliness)

Target Value FY23: 1
Target Period: 5 year
Target Years: 2019-2023

Core traffic records data system to be impacted: **Citation/Adjudication**

Justification: GHSP recognizes the importance of traffic safety records being accessible, accurate, complete, timely, and uniform. Traffic record improvements normally require long-term efforts due to the complexity of enhancing, modifying or replacing a database or database components. Traffic records targets are based upon input from the Traffic Records Coordinating Committee, the current Traffic Records Strategic Plan, and recommendations from the latest Traffic Records Assessment.

Number of core traffic records databases improved (accessibility)

Target Value FY23: 1
Target Period: 5 year
Target Years: 2019-2023

Core traffic records data system to be impacted: **Crash**

Justification: GHSP recognizes the importance of traffic safety records being accessible, accurate, complete, timely, and uniform. Traffic record improvements normally require long-term efforts due to the complexity of enhancing, modifying or replacing a database or database components. Traffic records targets are based upon input from the Traffic Records Coordinating Committee, the current Traffic Records Strategic Plan, and recommendations from the latest Traffic Records Assessment.

Number of core traffic records databases improved (integration)

Target Value FY23: 1
Target Period: 5 year
Target Years: 2019-2023

Core traffic records data system to be impacted: **Emergency Medical Services/Injury Surveillance Systems**

Justification: GHSP recognizes the importance of traffic safety records being accessible, accurate, complete, timely, and uniform. Traffic record improvements normally require long-term efforts due to the complexity of enhancing, modifying or replacing a database or database components. Traffic records targets are based upon input from the Traffic Records Coordinating Committee, the current Traffic Records Strategic Plan, and recommendations from the latest Traffic Records Assessment.

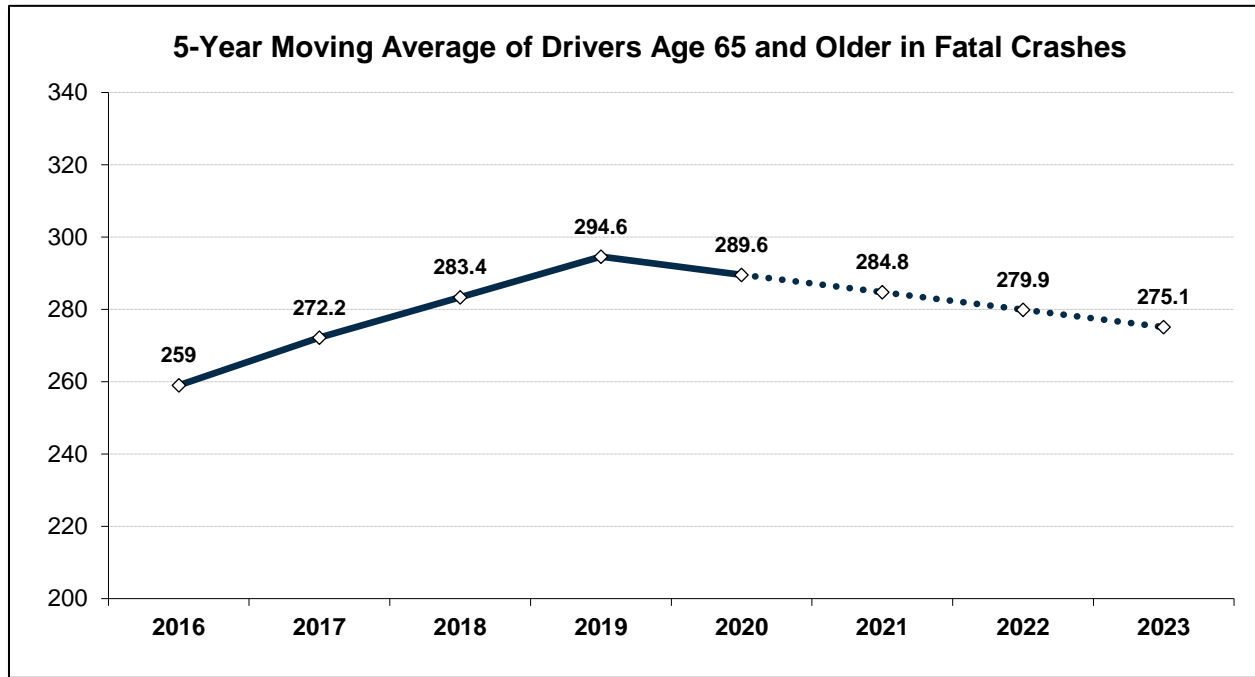
Number of drivers age 65 or older involved in fatal crashes (FARS)

Target Value FY23: 275.1

Percent Reduction: 5%

Target Period: 5 year

Target Years: 2019-2023



Source: FARS, 2016-2020.

Note: The dotted line indicates progress needed to achieve the 2023 target.

Justification: The FY2023 target for older driver fatal crashes is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. The current target strives to reverse the trend of rising older driver fatal crashes in North Carolina.

Grant Program Activity Reporting

In this section, we present FY2021 grant-funded citation data for impaired driving, occupant protection, and speeding. The data was compiled for grantees (law enforcement agencies with either funded positions or overtime grants) and campaign data reported in the STEP system.

Grant Program Activity Reporting	
A-1) Number of seat belt citations issued during grant-funded enforcement activities	
Seat belt citations	32,959
Fiscal Year A-1	2021
A-2) Number of impaired driving arrests made during grant-funded enforcement activities	
Impaired driving arrests	11,425
Fiscal Year A-2	2021
A-3) Number of speeding citations issued during grant-funded enforcement activities	
Speeding citations	141,170
Fiscal Year A-3	2021

The information about citations and arrests was provided to GHSP, as required, by law enforcement agencies participating in enhanced enforcement periods.

Planning and Administration

The North Carolina FY2023 Highway Safety Plan describes the countermeasures and program areas that GHSP will fund during the upcoming year. Problem areas addressed in this HSP include:

- Impaired Driving (Alcohol & Drugs)
- Occupant Protection (Adult & CPS)
- Police Traffic Services
- Young Drivers
- Motorcycle Safety
- Traffic Records
- Non-motorized (Ped & Bike)
- Older Drivers
- School Bus Safety
- Communications (Media)

The large number of program areas (and individual projects) require considerable planning and coordination to meet timelines and targets. Consequently, planned projects are included in this submission of the FY2023 North Carolina Highway Safety Plan to provide funding for GHSP to carry out the administrative and operational tasks necessary for the office to function and administer funds received from NHTSA.

GHSP's staff includes twelve professionals and two support personnel. The Assistant Director of Internal Affairs directly oversees day to day operations of GHSP's Planning, Programming, and Evaluation Section and the Finance and Administration Section. The Director oversees the Communications Section. The Assistant Director for External Operations supervises the Office Manager.

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.

1. Planning, Programs and Evaluation Section

The Planning, Programs and Evaluation section develops, implements, manages, monitors, and evaluates a grants program that effectively addresses highway safety concerns. These concerns are identified through a comprehensive analysis of crash, citation, census, health, and other empirical data. This program oversees creation of the annual Highway Safety Plan. The Planning, Programs and Evaluation section is currently headed by the Planning, Programs and Evaluation Manager and is staffed with five Highway Safety Specialists (HSS) who directly supervise grant funded projects. One specialist coordinates and oversees the law enforcement liaison system. An additional specialist coordinates the Impaired Driving Task Force and Occupant Protection Task Force. Every project is assigned to a specific Highway Safety Specialist who serves as liaison with Project Directors, NHTSA, and other highway safety agencies.

2. Finance and Administration Section

The function of the Finance and Administration section is to manage and coordinate the financial operations and administrative support needs of GHSP. The Finance and Administration section is currently staffed with a Finance Officer and an administrative assistant.

3. Communications

The Communications section works to increase the level of awareness and visibility of GHSP activities and other statewide highway safety issues. This section is responsible for media outreach activities, social media outreach, GHSP public events, the annual Traffic Safety Conference, and coordination with GHSP’s agency, nonprofit and academic partners. This section also works with the NC DOT Communications section, a GHSP grantee which administers the GHSP communications strategy. The Director supervises the Communications section, which currently includes the Communications and Events Coordinator and a part-time program assistant.

FY2023 Planning and Administration Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2023 North Carolina Highway Safety Plan to address planning and administration. 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-23-01-01
Project Title: GHSP In-House Planning and Administration
Project Description: This project provides funds for the Director and Assistant Director-Internal Operations 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 for the office to properly function.

Agency: Governor's Highway Safety Program
Project Number: SA-23-09-01
Project Title: GHSP In-House Programs & Operations Support
Project Description: This project 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 Communication and Events Coordinator position to promote and assist in managing campaigns and initiatives,, and an administrative position. This project also provides funding for other operational expenses and highway safety events throughout the year.

Agency: Governor's Highway Safety Program
Project Number: SA-23-09-02
Project Title: GHSP In-House Media & Events

Project Description: This ongoing project funds advertising and public events to address highway safety issues. These efforts will correspond with the GHSP marketing and communications plan.

Agency: North Carolina State University - Institute of Transportation Research and Education
Project Number: SA-23-09-08
Project Title: Conference and Event Support
Project Description: This continuation grant supports the NC Traffic Safety Conference and Expo (NCTSC). Funding also supports training opportunities for law enforcement officers and traffic safety partners throughout the state.

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: SA-23-09-03
Project Title: Building Capacity for Vision Zero in NC Communities
Project Description: This continuation project strengthens and expands Vision Zero efforts by working with stakeholders in local communities to improve roadways by expanding Safe Systems efforts.

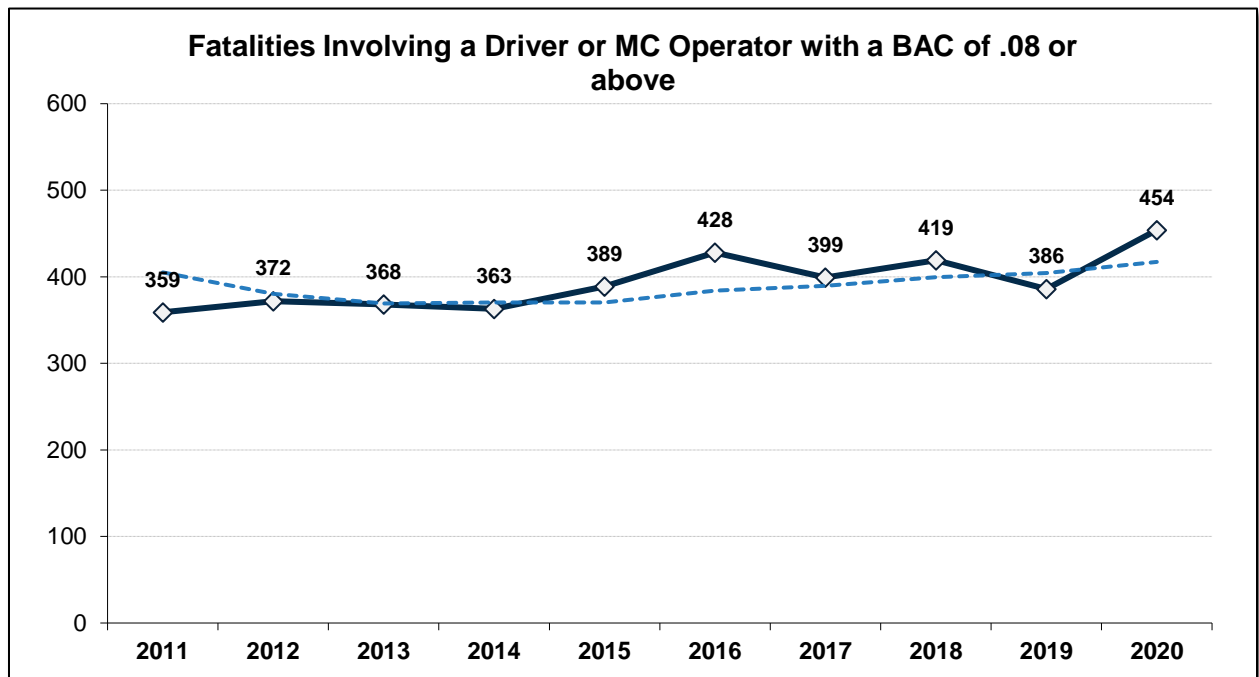
Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: SA-23-09-04
Project Title: GHSP Website and Reporting System
Project Description: This ongoing project will maintain, support and make changes to the STEP system website based on feedback from and collaboration with the GHSP project team and end users.

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: SA-23-09-05
Project Title: Highway Safety Plan and Annual Report
Project Description: This project supports and assists the GHSP in organizing and preparing the NC Highway Safety Plan and Annual Report.

Impaired Driving (Drugs and Alcohol)

Alcohol-impaired Driving: Crashes, Deaths and Injuries

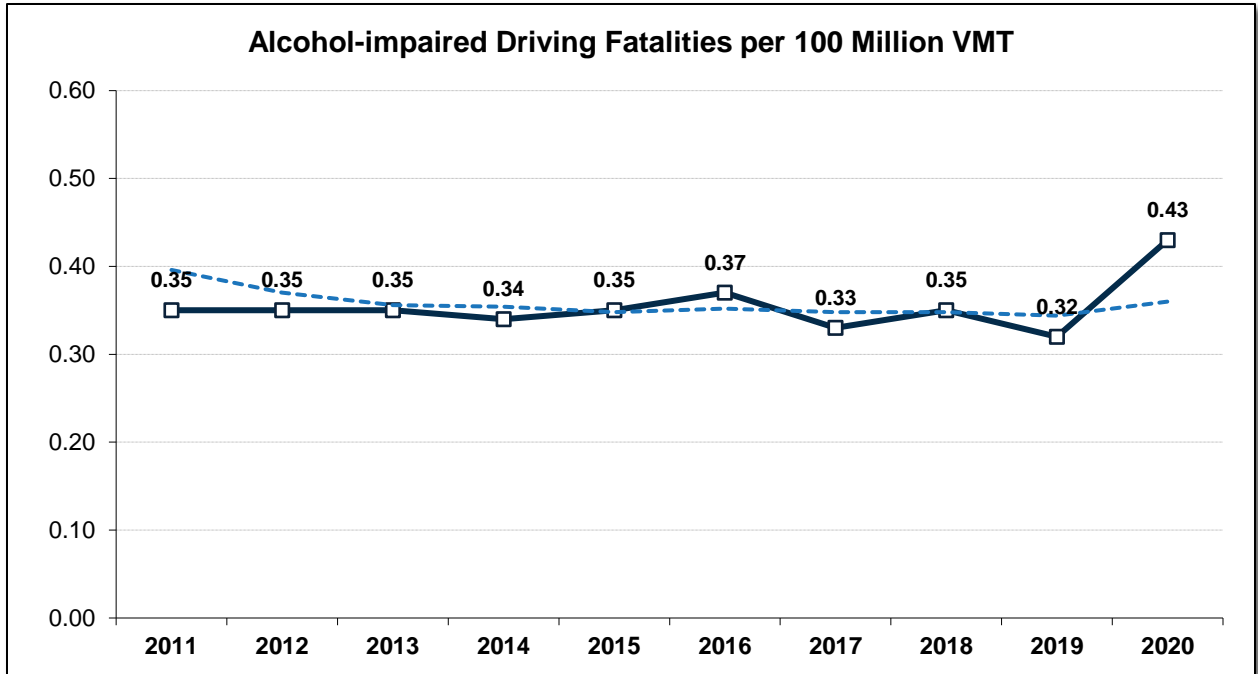
During 2020, 454 persons were killed in crashes in North Carolina involving a driver or motorcycle operator with a BAC of .08 or above. This was an 18 percent increase from the 386 alcohol-involved fatalities in 2019. As shown in the figure below, the 5-year moving average (the dotted line) suggests a steady rise in the number of traffic fatalities involving an impaired driver since 2015.



Source: FARS, 2011–2020.

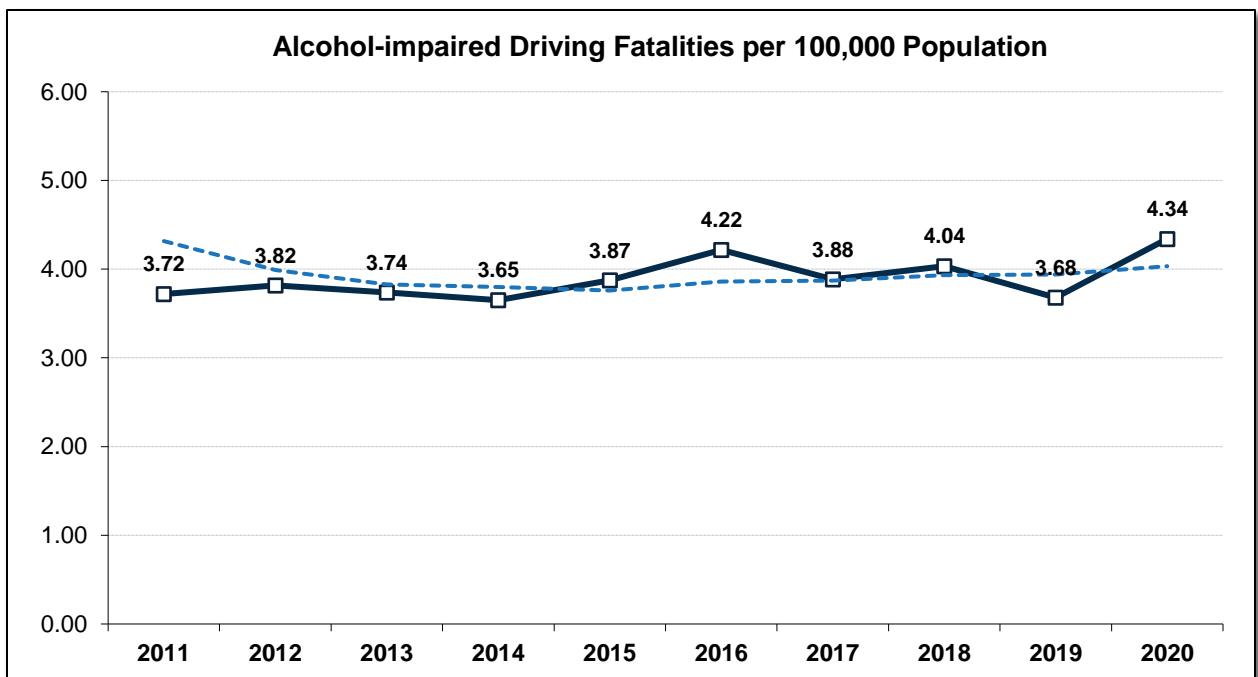
Similar to previous years, 30 percent of traffic fatalities in 2020 involved an alcohol-impaired driver. Over the past decade, approximately 28 to 30 percent of fatalities each year involve a driver with a BAC of .08 or above.

During 2020, there were 0.43 alcohol-impaired driving fatalities per 100 million vehicle miles traveled (VMT) in North Carolina. This was substantially higher than the 0.32 fatalities per 100 million VMT recorded in 2019. Travel was greatly reduced in 2020 due to the COVID-19 pandemic and the statewide shutdown beginning in April. This, coupled with the rise in alcohol-impaired fatalities, resulted in a much higher fatality rate per 100 million VMT. As shown in the figure below, North Carolina usually experiences about 0.35 alcohol-impaired fatalities per 100 million VMT each year.



Source: FARS, 2011–2020 and FHWA.

As mentioned earlier, North Carolina’s population has grown rapidly during the past decade. Consequently, it is important to consider fatality rates per capita. The figure below shows alcohol-impaired driving fatalities per 100,000 population in North Carolina from 2011 through 2020. Alcohol-impaired driving fatalities per capita increased markedly in 2020. Moreover, the 5-year moving average suggests a gradual increase in alcohol-impaired fatalities per capita since 2015. This suggests alcohol-impaired driving fatalities are growing at a faster rate than the State population.

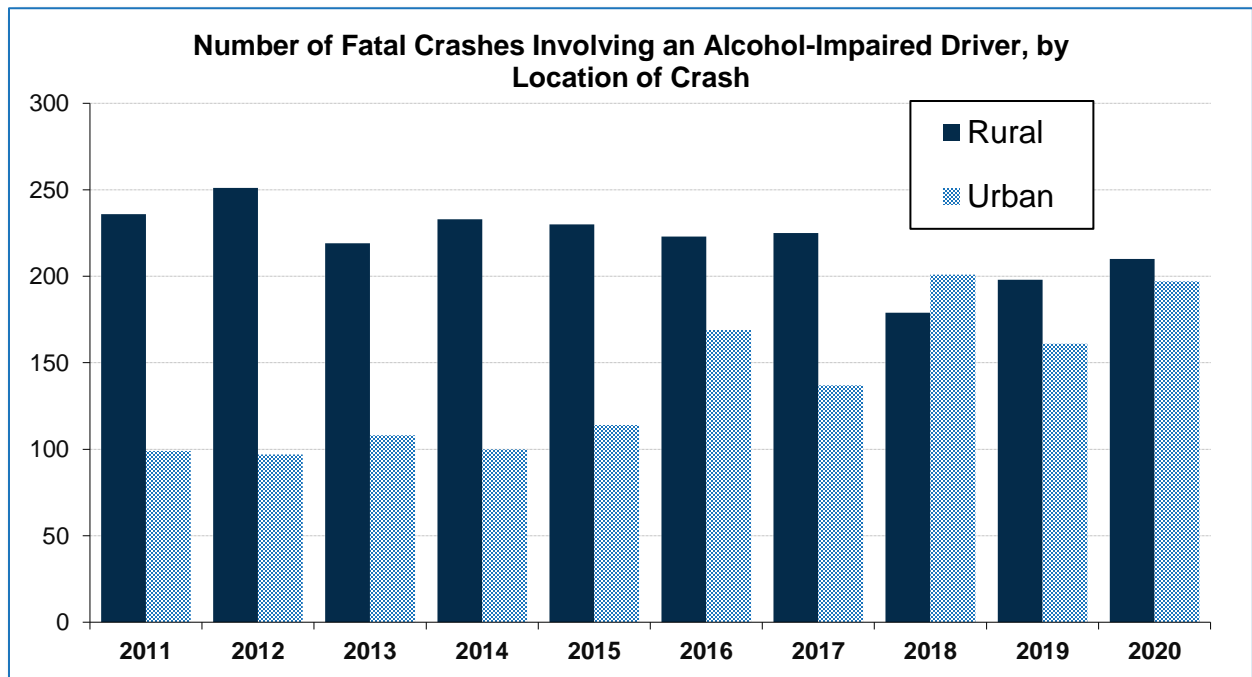


Impaired Driving (Drugs and Alcohol)

Source: FARS, 2011–2020 and U.S. Census.

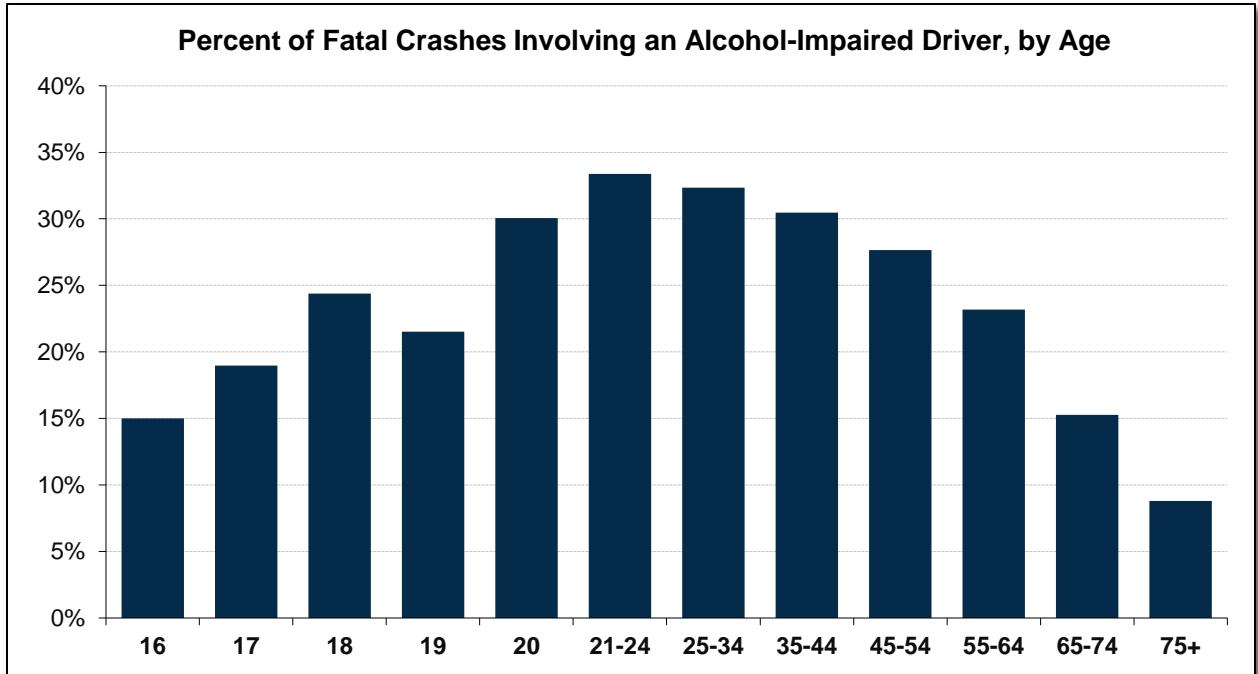
In addition to the 454 alcohol-impaired driving fatalities in 2020, there were 640 serious (“A”) injuries, 4,268 less severe injuries, and 5,776 property damage only crashes. Alcohol is less often involved in non-fatal crashes. Among all drivers in crashes in North Carolina during 2020, only 2.8 percent had been drinking (based on the judgment of the law enforcement officer who completed the crash report form).

Historically, alcohol involvement has been more common in fatal crashes in rural areas than urban areas. Rural roadways are inherently more dangerous than urban roadways, and they can be particularly difficult to handle if a driver has been drinking. However, fatal crashes involving an alcohol-impaired driver have climbed in urban areas in recent years, as shown in the figure below. Alcohol is currently involved in approximately 30 percent of fatal crashes in both urban and rural areas.



Source: FARS, 2011–2020.

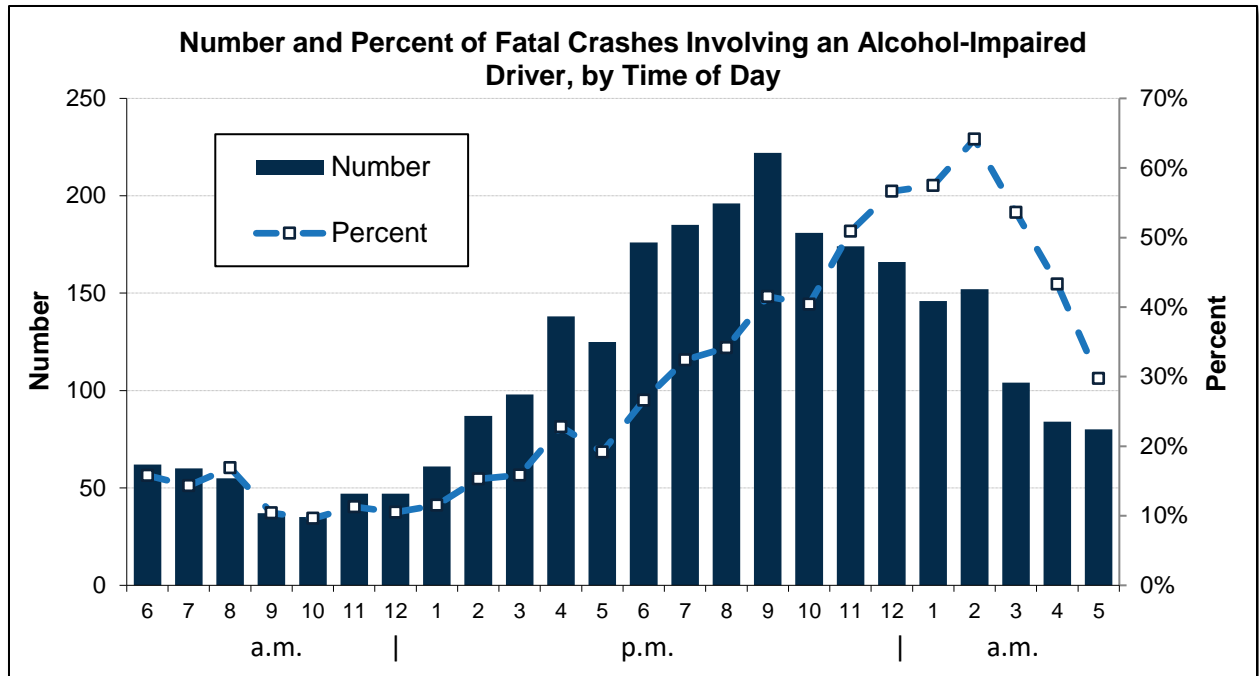
Alcohol-involvement in fatal crashes is higher among males than females. During 2020, 78 percent of drivers in fatal crashes involving alcohol were male. Alcohol-involvement also varies by the age of the driver. The figure below shows the percent of fatal crashes from 2016-2020 involving an alcohol-impaired driver, based on driver age. Alcohol involvement is highest among drivers between the ages of 20 and 54, peaking at ages 21-24. Contrary to popular notion, North Carolina’s youngest drivers seldom drink and drive. The percent of 16- and 17-year-old fatal crashes that involve alcohol is comparable to that for drivers ages 65-74.



Source: FARS, 2016–2020.

Drivers of different vehicle types also vary in their rate of alcohol-involvement in fatal crashes. Between 2016 and 2020, 32 percent of fatal crashes of motorcyclists involved an impaired driver. That was somewhat higher than alcohol involvement in fatal crashes for drivers of passenger cars (29 percent), pickup trucks (26 percent), utility trucks (25 percent), or other types of vehicles.

The figure below shows the number (left axis, blue bars) and percent (right axis, blue line) of fatal crashes from 2016-2020 involving an impaired driver, by time of day. The number of fatal crashes involving an impaired driver peaks at 9 p.m. and is generally elevated from 6:00 p.m. to 2:59 p.m. However, the *percent* of fatal crashes involving an impaired driver peaks at 2 a.m. Nearly two-thirds (64 percent) of fatal crashes between 2:00-2:59 a.m. involved an impaired driver.



Source: FARS, 2016–2020.

North Carolina has 100 counties. The table below shows the 30 counties with the most fatalities in crashes from 2016 to 2020 involving a driver with a BAC of .08 or above. Mecklenburg County had the most alcohol-involved fatalities during this period (190 fatalities) followed by Guilford (106), Wake (104), Robeson (80), Forsyth (70), and Cumberland (67) counties. Altogether, the 30 counties listed in the table accounted for two-thirds (68 percent) of all alcohol-impaired driving fatalities in North Carolina from 2016 to 2020. The table also shows the fatality rate per 10,000 population. Counties with the highest per capita rates of alcohol-impaired fatalities include Northampton (9.86 fatalities per 10,000 population), Robeson (6.90), Warren (6.46), Tyrrell (6.38), Bladen (6.12), Halifax (5.58), Caswell (5.29), Hertford (5.15), Gates (4.81), Granville (4.75), Columbus (4.58), Bertie (4.48), Pender (4.48), Nash (4.31), Madison (4.25), and Anson (4.09). These counties are all well above the statewide average fatality rate of 2.00 fatalities per 10,000 population.

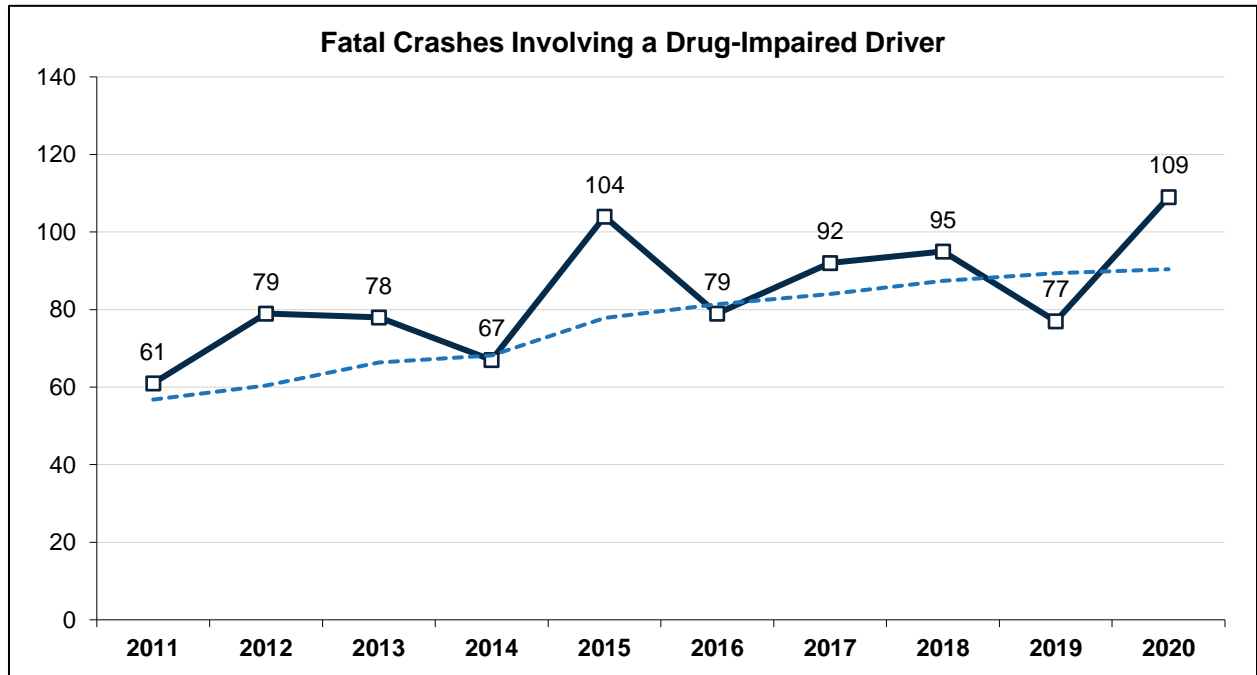
**Fatalities in Crashes Involving a Driver with a BAC of .08 or Above,
2016–2020**

County	Fatalities in alcohol-involved crashes	Fatalities per 10,000 population	% of all alcohol involved fatalities in NC
Mecklenburg	190	1.70	9.07%
Guilford	106	1.95	5.06%
Wake	104	0.92	4.97%
Robeson	80	6.90	3.82%
Forsyth	70	1.83	3.34%
Cumberland	67	2.00	3.20%
Johnston	54	2.48	2.58%
Durham	49	1.50	2.34%
Buncombe	46	1.70	2.20%
Nash	41	4.31	1.96%
Davidson	39	2.31	1.86%
Alamance	36	2.09	1.72%
Brunswick	36	2.62	1.72%
Iredell	36	1.92	1.72%
Gaston	35	1.53	1.67%
Harnett	34	2.54	1.62%
Pitt	32	1.88	1.53%
Union	32	1.34	1.53%
Cabarrus	31	1.36	1.48%
Cleveland	31	3.11	1.48%
Granville	29	4.75	1.38%
Catawba	27	1.68	1.29%
Halifax	27	5.58	1.29%
Moore	27	2.70	1.29%
New Hanover	27	1.20	1.29%
Onslow	27	1.32	1.29%
Pender	27	4.48	1.29%
Randolph	27	1.87	1.29%
Rowan	27	1.83	1.29%
Wilson	27	3.43	1.29%

Source: FARS, 2016–2020 and U.S. Census Bureau.

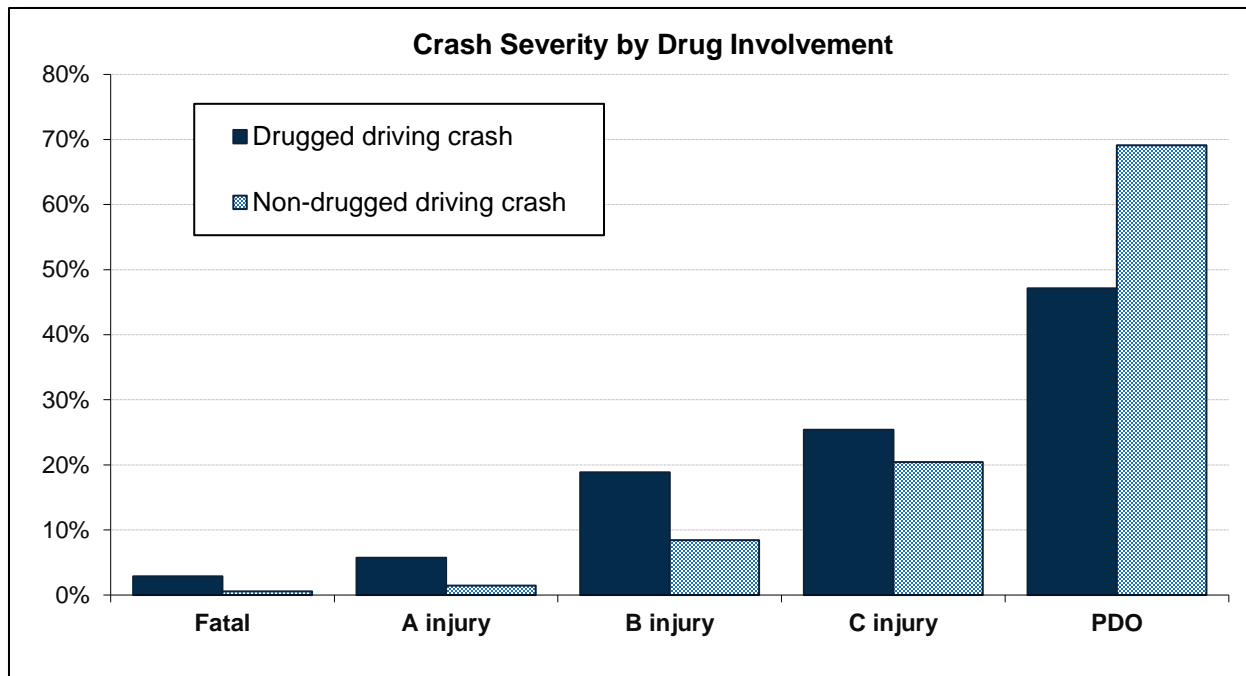
Drugged Driving: Crashes, Deaths and Injuries

During 2020, there were 109 fatal crashes in North Carolina involving a drugged driver. These are instances where an officer suspected that at least one driver in the crash was under the influence of a drug other than alcohol. As shown in the figure below, drugged driving fatal crashes have risen substantially in North Carolina over the past decade, although they are still far less common than fatal crashes involving alcohol.



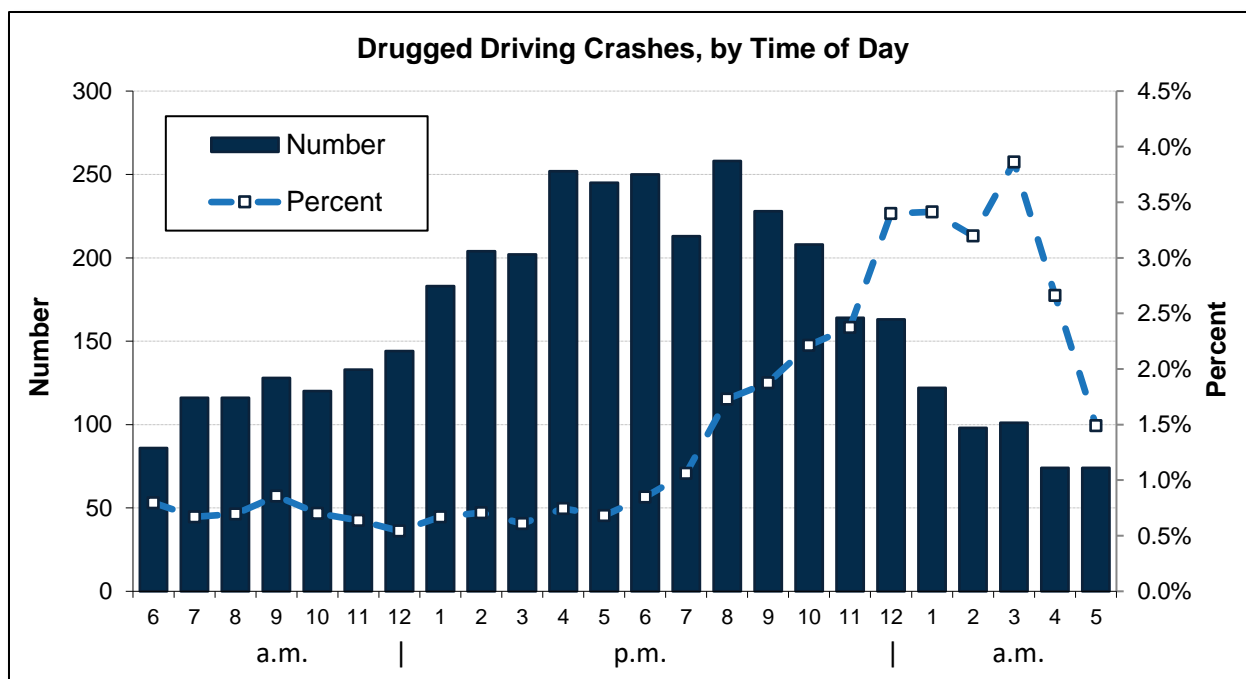
Source: NCDOT Motor Vehicle Crash Data, 2011–2020.

In addition to the 109 fatal crashes involving a drugged driver, there were 219 serious (“A”) injury crashes, 1,690 crashes with less severe injuries, and 1,798 property damage only crashes. Crashes involving drugged drivers are more likely to involve death or injury compared to non-drugged driving crashes. As shown in the figure below, 2.86 percent of drugged driving crashes in 2020 involved a fatality compared to just 0.56 percent of non-drugged driving crashes. Drug involvement was also over-represented in injury crashes of all severities.



Source: NCDOT Motor Vehicle Crash Data, 2020.

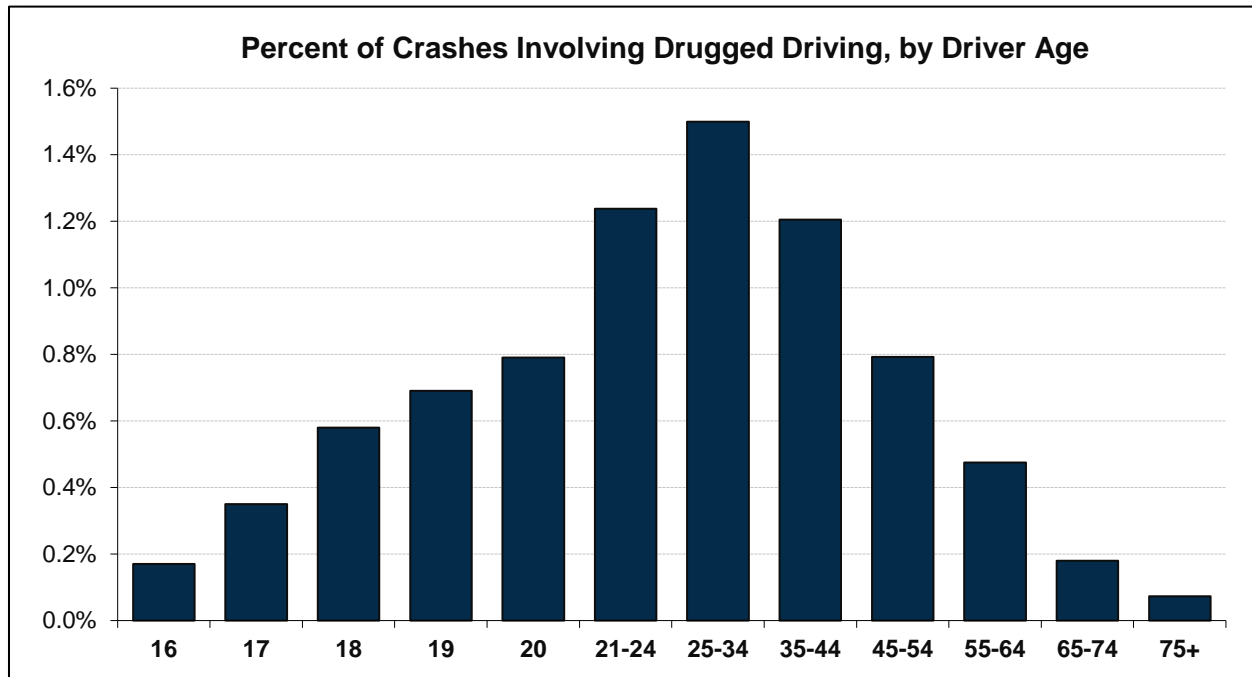
Sixty-nine percent of drugged driving crashes in 2020 involved a male driver. Drugged driving crashes are also over-represented on rural roads. About one third of all crashes in North Carolina occur on rural roads; however, half (51 percent) of drugged driving crashes are on rural roads. Drugged driving crashes also vary by time of day, as shown in the figure below. The number of drugged driving crashes (left axis, blue bars) is highest between 1:00 p.m. and 10:59 p.m. However, the *percent* of crashes involving a drugged driver (right axis, blue line) is highest late at night, especially between midnight and 3:59 a.m.



Impaired Driving (Drugs and Alcohol)

Source: NCDOT Motor Vehicle Crash Data, 2020.

Drugged driving varies by the age of the driver. As shown in the next figure, drugged driving is highest among crash-involved drivers between the ages of 21 and 44. North Carolina's youngest and oldest drivers seldom use drugs and drive.



Source: NCDOT Motor Vehicle Crash Data, 2020.

Summary

During 2020, alcohol-impaired driving fatalities in North Carolina increased 18 percent, from 386 to 454. Similarly, the rate of alcohol-impaired fatalities per capita and per 100 million VMT grew noticeably. As in previous years, certain groups of drivers are at higher risk for fatal crashes involving alcohol including males, drivers age 20 to 54 and motorcycle riders. Alcohol-involved crashes are most common at night, especially between 6 p.m. and 3 a.m. The counties that account for the most alcohol-involved fatalities are Mecklenburg, Guilford, Wake, Robeson, Forsyth, and Cumberland.

Drugged driving appears to be a growing problem in North Carolina. The number of fatal crashes involving a drugged driver has nearly doubled over the past decade. Drugged driving crashes are especially common among males, drivers between the ages of 21 and 44, and those living in rural areas.

GHSP believes alcohol-involved and drugged driving fatalities can be reduced through a combination of enforcement and educational programs designed to deter driving while impaired. Countermeasures planned for FY2023 are described in the next section.

Countermeasures and Funding Priorities

To address the problem areas described above and to meet North Carolina’s targets for 2023, GHSP will focus 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 10th Edition of NHTSA’s Countermeasures that Work (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

Each of these countermeasures and funding priorities are undertaken with a strong commitment to advancing societal equity. As in other states, traditionally underserved communities in North Carolina are often overrepresented in—and disproportionately impacted by—traffic crashes. This includes communities of color, people with disabilities, rural communities and others identified in the January 2021 *Executive Order on Advancing Racial Equity and Support for Underserved Communities Through the Federal Government*. Therefore, GHSP will fund projects that bring effective countermeasures to those communities, and we will continue to expand outreach efforts to ensure representatives of those communities are among the decision makers advancing traffic safety policies. To advance equity efforts, GHSP is applying for Section 1906 funds to strengthen the State Bureau of Investigation (SBI) Traffic Stop Statistics data collection efforts. GHSP was awarded Section 1906 funding during FY2022.

Enforcement Activities

GHSP is committed to supporting enforcement efforts statewide and particularly to those agencies that seek assistance in establishing impaired driving checking stations. Well publicized checking stations have been proven by NHTSA to be highly effective in curbing impaired driving and are supported by an overwhelming percentage of the population.

During 2021, 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 17 – 21)
- *Booze It & Lose It: Operation Firecracker* (June 28 – July 4)
- Labor Day *Booze It & Lose It* (August 30 – September 12)
- Halloween *Booze It & Lose It* (October 25 – 31)
- Holiday *Booze It & Lose It* (December 13, 2021 – January 2, 2022)

Across all five waves, 17,479 checkpoints and saturation patrols were conducted, resulting in a total of 5,590 DWI charges (see the table below). Compared to 2020, 10 percent more checkpoints and saturation patrols were conducted during *Booze It & Lose It* enforcement activities in 2021, and these activities resulted in 11 percent 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 40,881 DWI charges issued during 2021 and 35,291 of these were issued during non-campaign periods throughout the year. Eighty-six percent of DWI charges issued in 2021 were during non-enhanced enforcement campaign times of the year.

It is important to note that despite the COVID-19 pandemic, law enforcement agencies are participating in campaigns such as *Booze It & Lose It* at similar rates as previous years.

Checkpoints and DWI Charges		
	2021	2020
St. Patrick's Day Booze It & Lose It		
Checkpoints and saturation patrols	1,693	1,418
DWI charges	667	568
Booze It & Lose It: Operation Firecracker		
Checkpoints and saturation patrols	2,762	2,074
DWI charges	939	709
Labor Day Booze It & Lose It		
Checkpoints and saturation patrols	4,338	4,374
DWI charges	1,417	1,359
Halloween Booze It & Lose It		
Checkpoints and saturation patrols	1,912	1,852
DWI charges	614	647
Holiday Booze It & Lose It		
Checkpoints and saturation patrols	6,774	6,176
DWI charges	1,953	1,750
Totals - All Enforcement Campaigns		
Checkpoints and saturation patrols	17,479	15,894
DWI charges	5,590	5,033
Total DWI Charges for Year (AOC*)	40,881	37,295
Total - Non-Enforcement Campaign DWI Charges #	35,291	32,262
Total - Non-Enforcement Campaign DWI Charges %	86.3%	86.5%

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 North Carolina State Highway Patrol.

**Calendar year data from Administrative Office of the Courts includes Commercial DWI (DWI>=.04 – 20-138.2(A)(2), DWI Schedule I Controlled Substance – 20-138.2(A)(3), Commercial DWI Under the Influence – 20-138.2(A)(1), DWI Commercial Vehicle – 20-138.2) and DWI (Driving After Consuming <21 – 20-138.3, Driving While Impaired and Aid & Abet Impaired Driving - 20-138.1).*

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

- Halloween *Booze It & Lose It* (October 24 – 31, 2022)
- Holiday *Booze It & Lose It* (December 12, 2022 – January 1, 2023)
- St. Patrick's Day *Booze It & Lose It* (March 13 – 19, 2023)
- *Booze It & Lose It: Operation Firecracker* (June 26 – July 9, 2023)
- Labor Day *Booze It & Lose It* (August 28 – September 10, 2023)

In addition to high visibility enforcement, GHSP will establish DWI Enforcement Teams in counties that were overrepresented in alcohol-related fatalities. GHSP began funding DWI Enforcement Teams 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 FY2023, GHSP will fund activity hours for DWI Enforcement efforts in Buncombe, Davidson, Forsyth, Gaston, Guilford, Iredell, Mecklenburg, Onslow, Union, and Wake counties. Collectively, these ten counties accounted for one-third (33 percent) of the alcohol-involved fatalities in North Carolina during the past five years, and they include eight of the top 15 counties. In addition to funding a number of continuation projects in FY2023 focused primarily on impaired driving, GHSP will also fund activity hours for a DWI officer for the Thomasville Police Department in Davidson County. All agencies whose primary enforcement focus is impaired driving have set goals to reduce the number of alcohol-related crashes and fatalities, increase the number of officers trained to use breath testing equipment and administer field sobriety tests, and educate the public about the dangers of driving while impaired. GHSP also provided access to data and county maps in these communities to communicate the location of impaired driving crashes, injuries and fatalities, as well as the time of day and day of week that these are occurring. To ensure equity in rural communities, GHSP will be funding some smaller law enforcement agencies for overtime enforcement hours to ensure those communities have the services needed to address their traffic safety needs. This is particularly true in Robeson County, a rural community with a high American Indian and Black population. Additional counties where overtime enforcement efforts will take place include Cabarrus, Craven, Currituck, Dare, Franklin, Henderson, Johnston, Onslow, Rowan, and Wake.

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

During FY2023, GHSP also support the state’s Drug Recognition Expert (DRE) program, considered one of the strongest such programs in the country. GHSP will support a DRE coordinator, who will schedule trainings across the state to help officers detect impaired driving suspects under the influence of drugs. The DRE coordinator will also provide training for DRE’s and DRE instructors to ensure state of the art training for all certified DRE personnel in North Carolina. Additionally, GHSP will continue to help the DRE program increase management proficiency by funding the program’s Data Entry and Management System.

Finally, GHSP is partnering with the Insurance Institute for Highway Safety (IIHS), UNC Highway Safety Research Center (HSRC), and other partners to create and test changes to the *Booze It & Lose It* program. These changes will likely include revised messaging and additional law enforcement training in selected areas across North Carolina.

Prosecution, Adjudication and Treatment

GHSP will continue supporting the prosecution of impaired drivers and will fund the North Carolina Conference of District Attorneys’ (CDA) efforts to train more prosecutors and law enforcement officers statewide. GHSP will also continue funding in the Johnston County District Attorney’s Office to provide administrative support to ensure prosecution of risky drivers, including those drivers who are operating

motor vehicles with an operator's license suspended or revoked as a result of an impaired driving conviction.

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

GHSP will also work to address drugged driving issues in NC. GHSP will fund the Forensic Tests for Alcohol (FTA) Branch of the NC Division of Public Health to provide services and training for Drug Recognition Experts (DRE)s across North Carolina.

During FY2023, GHSP will also provide support for dedicated DWI Treatment Courts in Buncombe County and Robeson County, an area with a large American Indian and Black population. DWI Courts deal only with impaired driving cases and are proven to reduce recidivism among offenders. In addition, GHSP will fund efforts at Carolinas Medical Center, the state's largest hospital, to use proven public health methods to get victims of traffic crashes who show significant impairment into substance use disorder treatment. GHSP will also fund other efforts to address equity concerns, including an emphasis on Robeson County, a large rural county with a diverse racial makeup. These efforts include a grassroots Vision Zero Task Force led by local leaders, a seat belt diversion program GHSP funds at Southeastern Regional Medical Center, and a countywide outreach effort to encourage clergy to leverage their role as community opinion leaders to spread traffic safety messages.

Statewide Impaired Driving Task Force

GHSP will continue to expand and rejuvenate the Statewide Impaired Driving Task Force. The Task Force is charged with reducing the number of impaired driving fatalities in the State by developing new strategies and initiatives to address the problem. The Task Force includes over 40 experts, including police chiefs, local sheriffs, emergency room personnel, substance use disorder treatment providers, judicial officials, public health experts, state officials and others. To ensure equity in strategies and initiatives, the Task Force will include Black, American Indian, Hispanic Black, American Indian and Hispanic representatives familiar with the needs of these traditionally underserved communities. The Task Force also includes experts and community members representing older drivers. The Task Force has developed an Impaired Driving Plan for the State of North Carolina. The Plan describes North Carolina's current and future initiatives regarding enforcement, media and outreach, adjudication, and treatment and rehabilitation as described in NHTSA's Highway Safety Program Guideline No. 8 Impaired Driving. During FY2021, the Impaired Driving Plan was revised and updated by the Impaired Driving Task Force. The Task Force has successfully championed policy efforts this General Assembly session to increase use of ignition interlock devices among those charged and/or convicted of impaired driving offenses.

Traffic Safety Conference and Expo

GHSP plans to host the Traffic Safety Conference and Expo during FY2023. Previous conferences have been attended by more than 750 national, state and local traffic safety professionals and law enforcement officers. The FY2023 conference will focus on strategies for reducing traffic-related

fatalities and serious injuries in North Carolina, with the ultimate goal of eliminating roadway deaths. Conference participants will learn from leading experts in the fields of distracted and impaired driving, child passengers, pedestrians and bicycles, motorcycles, teens and older driver safety, adult occupant protection, transportation equity, vehicle technology, law enforcement, and commercial vehicles. The conference will share the latest research, evidence-based strategies, proven countermeasures and promising new approaches for reducing roadway fatalities.

Media Plan

GHSP will support the aforementioned FY2023 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 FY2023 campaigns, seeking earned media attention that will be gained from partnerships with local governments, MADD, NC State Highway Patrol, NC Department of Transportation, community groups, local law enforcement, etc. GHSP will do a mix of in-person and alternative kickoff events to engage communities statewide. In-person kickoff events may feature the GHSP Director, state and/or local law enforcement, community leaders, victims, survivors, or offenders. At times GHSP will change the typical kickoff format, including giving agencies a communications toolkit so they can utilize social media, news releases and press conferences on their own to draw attention to issues and enforcement campaigns in their local areas.

GHSP will use innovative paid media strategies to reach young adult audiences, a key demographic according to market research, and to reach minority communities to ensure equity in outreach. This will include media buys in both English and Spanish on internet radio, digital video, digital displays, microtargeted web sites and some print media. GHSP has partnered with French West Vaughn, a marketing agency, to produce a new, comprehensive advertising campaign that is cohesive, professional, and engaging. GHSP will also leverage social media such as Tik Tok and Instagram through paid influencer campaigns, with a focus on peer-to-peer messaging to spread impaired driving prevention messages, and continue to utilize free social media such as Facebook, Twitter and Instagram to promote 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.

GHSP will continue partnerships with schools and universities in the state. GHSP will promote *Booze It & Lose It* throughout the school year on campuses through media campaigns. GHSP will also continue to field test social norms messaging as a way of reducing impaired driving behavior.

FY2023 Alcohol- and Drug-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 FY2023 North Carolina Highway Safety Plan to address alcohol- and drug-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: North Carolina Department of Health and Human Services (Forensic Testing for Alcohol Branch)

Impaired Driving (Drugs and Alcohol)

Project Number: M5BAC-23-15-02
Project Title: Breath Alcohol Testing Mobile Unit Program
Project Description: This project supports mobile Blood Alcohol Testing (BAT) Units stationed regionally across the state. The BAT Program provides resources to law enforcement agencies in North Carolina for assistance in detection, apprehension, and prosecution of impaired drivers. More specifically, the BAT Program assists law enforcement in their efforts to conduct DWI checking stations. This grant will fund seven full-time BAT Coordinators.
CMTW: Chapter 1, Section 2.1

Agency: North Carolina Department of Health and Human Services (Forensic Testing for Alcohol Branch)
Project Number: M5TR-23-15-01
Project Title: Drug Recognition Expert Program
Project Description: This ongoing project funds the Drug Recognition Expert (DRE) Training Coordinator and DRE Program Coordinator position. The Training Coordinator schedules statewide trainings to teach officers to detect impaired suspects under the influence of drugs. The coordinator also provides instruction for DREs and DRE instructors to ensure state of the art training. The Program Coordinator oversees all of the DRE programs and helps develop effective education programs and strategies for all DREs in North Carolina.
CMTW: Chapter 1, Section 7.1

Agency: North Carolina Department of Health and Human Services (Forensic Testing for Alcohol Branch)
Project Number: M5BAC-23-15-03
Project Title: Science Program
Project Description: This ongoing project provides for and maintains the breath alcohol testing instruments statewide. The project also trains law enforcement officers to effectively use these instruments.
CTMW: Chapter 1, Section 2.3

Agency: North Carolina Department of Health and Human Services (Forensic Testing for Alcohol Branch)
Project Number: M5TR-23-15-02
Project Title: SFST Program
Project Description: This ongoing project provides training to law enforcement officers for Standardized Field Sobriety Testing Program (SFST) and Advanced Roadside Impaired Driving Enforcement (ARIDE) across the state.
CMTW: Chapter 1, Sections 2.1, 2.2 and 2.5

Agency: Governor's Highway Safety Program
Project Number: AL-23-00-00

Impaired Driving (Drugs and Alcohol)

Project Title: GHSP In-House Impaired Driving Future Projects
Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.

Agency: Governor's Highway Safety Program
Project Number: M5X-23-00-00
Project Title: GHSP In-House Impaired Driving Future Projects
Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.

Agency: Kernersville Police Department
Project Number: M5HVE-23-15-01
Project Title: Forsyth County DWI Taskforce Expansion
Project Description: This new project expands the Forsyth County DWI Task Force. Forsyth County is ranked 6th in overall fatalities and 6th in alcohol-related fatalities. This Task Force is a multi-agency effort between the police departments of Kernersville and Winston-Salem and the Forsyth County Sheriff's Office.
CMTW: Chapter 1, Section 2.1 and 2.2

Agency: New Hanover County Sheriff's Office
Project Number: M5BAC-23-15-01
Project Title: New Hanover Sheriff's Office Forensic Laboratory Grant
Project Description: This continuation grant funds activity hours for a Laboratory Technician, along with supplies and training. The New Hanover County Sheriff's Office Forensic Lab provides analysis for casework submitted by partner agencies to ensure effective investigation and prosecution of crimes.
CMTW: Chapter 1, Section 2.1 and 2.2

Agency: Onslow County Sheriff's Office
Project Number: M5HVE-23-15-02
Project Title: Onslow County DWI Task Force
Project Description: This continuation grant funds activity hours for four deputies to conduct traffic safety enforcement. Onslow County is ranked 26th in overall fatalities, 22nd in alcohol-related fatalities, and 13th in speed-related fatalities.
CMTW: Chapter 1, Sections 2.1, 2.2 and 2.5

Agency: Lumberton Police Department
Project Number: AL-23-02-02
Project Title: Lumberton DWI Enforcement Team Expansion

Impaired Driving (Drugs and Alcohol)

Project Description: This continuation project funds activity hours for two traffic officers. Robeson County is ranked 5th for alcohol-related fatalities and 4th for unrestrained fatalities. The officers will collaborate with other agencies and municipalities within Robeson County. In addition to enforcement efforts, the officers will educate students by giving seminars at local high schools and attending driver education classes around the county.

CMTW: Chapter 1, Sections 2.1, 2.2, 2.5 and 6.4

Agency: North Carolina Department of Justice (State Bureau of Investigation)
Project Number: M5BAC-23-15-04
Project Title: 2023 North Carolina State Crime Lab Toxicology Enhancement
Project Description: This continuation project funds 3 one-year preventative maintenance or service contracts for the three Liquid Chromatograph/Quadrupole-Time-of-Flight (LC/Q-TOF) instruments. These instruments allow for the screening of blood sample extracts for compounds with known molecular formulas, which includes over a thousand drugs and metabolites. These agreements are needed to keep the instrumentation running at optimal conditions.

CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: North Carolina Department of Public Safety (Alcohol Law Enforcement)
Project Number: AL-23-02-07
Project Title: ALE Mobile Enforcement Grant 2023
Project Description: This project funds North Carolina Alcohol Law Enforcement (NC ALE) Agents to conduct their Keys to Life Program and Mobile Enforcement Operations while focusing on the top 25 counties for young driver alcohol-related crashes.

CMTW: Chapter 1, Section 6.4

Agency: North Carolina Department of Public Safety (NC State Highway Patrol)
Project Number: M5HVE-23-15-03
Project Title: Booze It & Lose It 2023
Project Description: This continuation project funds the NC State Highway Patrol for overtime enforcement of impaired driving offenses. The NCSHP will accomplish this by strategically placing Troopers in the top 25 counties for impaired driving fatalities during the “Booze It and Lose It” sponsored campaigns in FY2023. They will do this by focusing on impaired driving suspects during peak nighttime hours and on weekends.

CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: NC Judicial Department
Project Number: SA-23-09-10
Project Title: Johnston County DA-High Risk Traffic Offender Initiative
Project Description: This project funds salary and fringe costs for a dedicated legal assistant in the Johnston County District Attorney’s Office. This dedicated legal assistant reviews

Johnston County court calendars to identify high-risk driving offenses, to include excessive speeding (>100 mph), driving with a revoked license due to impaired driving, careless and reckless driving, and misdemeanor death by motor vehicle. The dedicated administrative assistant records high-risk offenders on a spreadsheet and reviews driving records prior to adjudication. This review will include a review of any pending charges in other counties. The information will be used by prosecutors to better assess risk and suitability for charge reductions or deferred prosecutions pending Safestreet training.

CMTW: Chapter 1, Section 3.2

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

CMTW: Chapter 1, Section 3.1

Agency: Guilford County Sheriff's Office
Project Number: M5HVE-23-15-04
Project Title: Guilford County DWI Task Force Expansion
Project Description: This continuation grant funds two additional Task Force members. Guilford County ranks third in overall fatalities, third in alcohol-related fatalities and second in unrestrained fatalities.

CMTW: Chapter 1, Sections 2.1, 2.2 and 2.5

Agency: Guilford County Sheriff's Office
Project Number: M5HVE-23-15-05
Project Title: Guilford County DWI Task Force
Project Description: This continuation grant funds a multi-agency DWI Task Force (Guilford County Sheriff's Office and High Point Police Department). Guilford County ranks third in overall fatalities, third in alcohol-related fatalities and second in unrestrained fatalities. The grant also funds a DWI Educator, who educates the public on impaired driving.

CMTW: Chapter 1, Sections 2.1, 2.2 and 2.5

Agency: North Carolina Judicial Department-Conference of District Attorneys
Project Number: M5CS-23-15-01, OP-23-04-03
Project Title: North Carolina Conference of District Attorneys Traffic Safety Program FY2023
Project Description: This continuation grant funds efforts to educate law enforcement personnel, prosecutors, magistrates and judges on basic and advanced traffic safety topics

Impaired Driving (Drugs and Alcohol)

and their daily job duties/responsibilities. This grant also funds Traffic Safety Resource Prosecutors (TSRP) to alleviate increased caseloads, provide technical assistance, train prosecutors, law enforcement, judicial officials, and other allied officials in the counties with DWI Task Forces.

Agency: Apex Police Department
Project Number: M5HVE-23-15-06
Project Title: Apex DWI Personnel Year 4
Project Description: This continuation grant funds activity hours for one DWI officer. Wake County is ranked second in the state in alcohol-related fatalities.
CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: Union County Sheriff's Office
Project Number: AL-23-02-05
Project Title: Union County Toxicology Lab
Project Description: In an effort to better combat impaired driving in Union County, the Union County Sheriff's Office is creating a crime lab with a chemistry/toxicology section for the sole purpose of testing blood for DWI cases. The creation of this regional laboratory will greatly reduce turnaround times associated with blood evidence. This project will fund the purchase of a Gas Chromatograph with Mass Spectrometer, a Gas Chromatograph with Flame Ionization Detection, and related equipment to conduct testing for alcohol and drugs in blood.
CMTW: Chapter 1, Section 2.3

Agency: Carolinas Medical Center
Project Number: AL-23-02-06
Project Title: Carolinas Medical TSBIRT
Project Description: This continuation project with Carolinas Medical Center will fund a social worker to serve the road-based injured trauma population. The social worker will screen patients, counsel them toward treatment and safe driving interventions, and then contact treatment centers to facilitate treatment options.
CMTW: Chapter 1, Sections 4.1 and 5.1

Agency: MADD
Project Number: M5X-23-15-01
Project Title: Impaired Driving and Underage Drinking Prevention
Project Description: This ongoing project funds the MADD Program Specialist and Court Monitor Specialist positions and provides materials and support for public education and awareness events.
CMTW: Chapter 1, Section 3.3

Agency: Belmont Police Department

Impaired Driving (Drugs and Alcohol)

Project Number: AL-23-02-08
Project Title: Belmont DWI Enforcement Officer
Project Description: This new grant funds activity hours for a police officer to conduct impaired driving enforcement in Belmont. Gaston County is ranked 9th for overall traffic fatalities and 13th for alcohol-related fatalities.
CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: Winston-Salem Police Department
Project Number: M5HVE-23-15-07
Project Title: Forsyth County DWI Task Force Project Year 13
Project Description: This continuation project funds the Forsyth County DWI Task Force. Forsyth County ranked sixth in overall fatalities and sixth in impaired driving-related fatalities. This Task Force is a multi-agency effort between the police departments of Kernersville, Winston-Salem and the Forsyth County Sheriff's Office. The goal of the project is to reduce the number of alcohol-related crashes and fatalities.
CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: Charlotte-Mecklenburg Police Department
Project Number: AL-23-02-09
Project Title: Charlotte-Mecklenburg Police Department DWI Task Force
Project Description: This project funds a DWI Task Force consisting of seven DWI Task Force officers. In addition to enforcement activities, 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, Sections 2.1, 2.2 and 6.4

Agency: Buncombe County
Project Number: M5CS-23-15-02
Project Title: Buncombe County DWI Treatment Court
Project Description: This continuation project funds the Buncombe County DWI Treatment Court's Treatment Court Coordinator position.
CMTW: Chapter 1, Section 3.1

Agency: Statesville Police Department
Project Number: AL-23-02-10
Project Title: Statesville DWI Task Force
Project Description: This new grant funds activity hours for two officers to conduct impaired driving enforcement in Statesville. Iredell County is ranked 20th for alcohol-related fatalities and 12th for overall fatalities. The DWI Officers will work nights and weekends apprehending impaired driving suspects with the goal of reducing alcohol-related serious injuries and fatalities in Iredell County.
CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: Buncombe County Sheriff's Office
Project Number: M5HVE-23-15-08
Project Title: Buncombe County DWI Task Force
Project Description: This new grant funds activity hours for two deputies and a supervisor to conduct impaired driving enforcement in Buncombe County. Buncombe County ranks 11th for overall fatalities and 7th for alcohol-related fatalities statewide.
CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: North Carolina Judicial Department-Buncombe County DWI Treatment Court
Project Number: M5CS-23-15-03
Project Title: Buncombe County DWI Treatment & Prevention Court
Project Description: This continuation project funds a Legal Assistant to work in conjunction with the Buncombe County DWI Treatment Court Coordinator.
CMTW: Chapter 1, Section 3.1

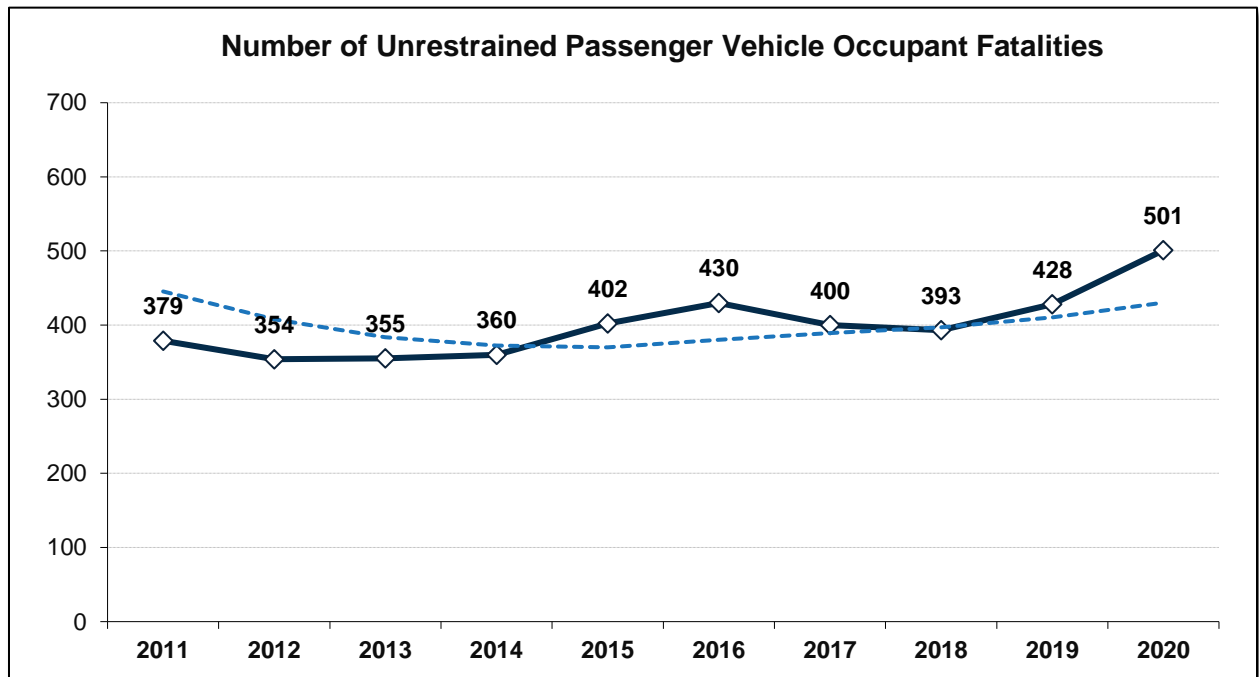
Agency: Thomasville Police Department
Project Number: AL-23-02-03
Project Title: Thomasville DWI Task Force
Project Description: This project will fund activity hours for one officer to work high visibility enforcement with a focus on impaired driving. Davidson County is ranked 10th in overall fatalities and 19th in alcohol-related fatalities.
CMTW: Chapter 1, Sections 2.1 and 2.2

Occupant Protection (Adult & CPS)

Passenger Vehicle Driver and Occupant Deaths and Injuries

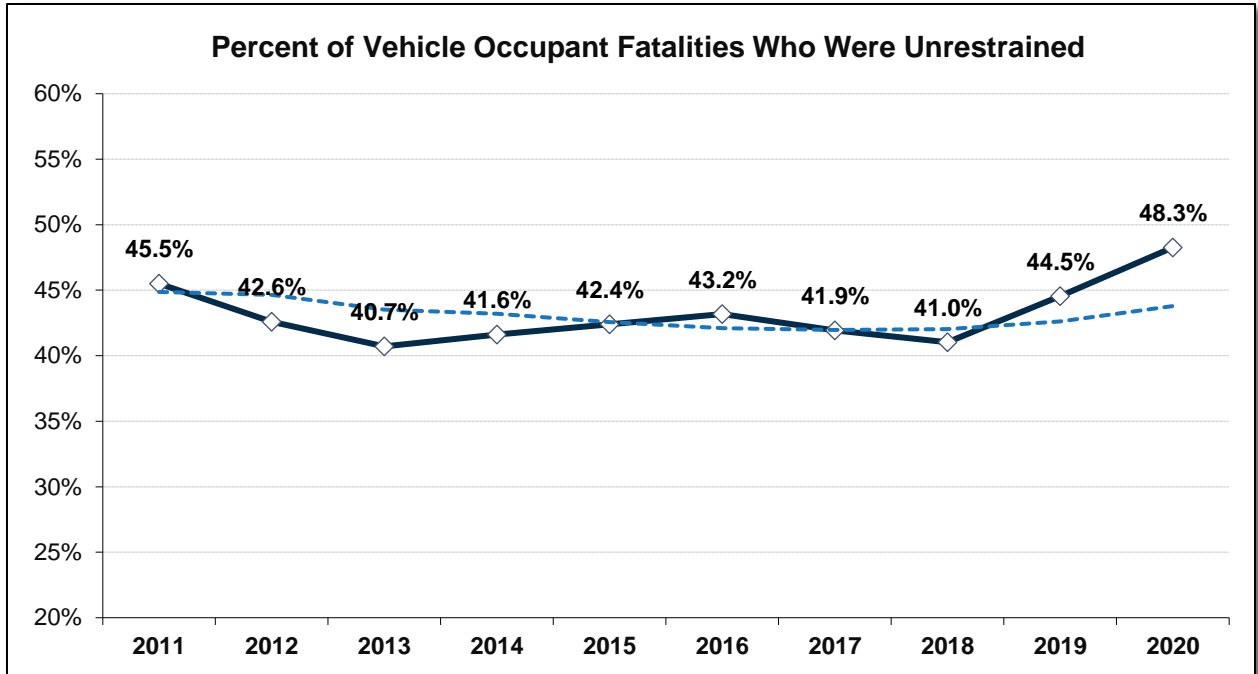
The goal of the North Carolina occupant protection program is to reduce fatalities by increasing the number of drivers and passengers wearing their seat belt and by ensuring young children are properly secured in age and size appropriate car seats and booster seats. As restraint use increases, the number of unrestrained occupant fatalities should decline.

In 2020, there were 501 fatalities in North Carolina involving an unrestrained passenger vehicle driver or occupant. This was an increase of 73 fatalities (17 percent) from 2019. This is similar to national trends. Nationwide, unrestrained passenger vehicle occupant fatalities rose 14 percent during 2020. Based on the 5-year moving average, unrestrained fatalities have gradually increased in North Carolina since 2015, as shown in the figure below.



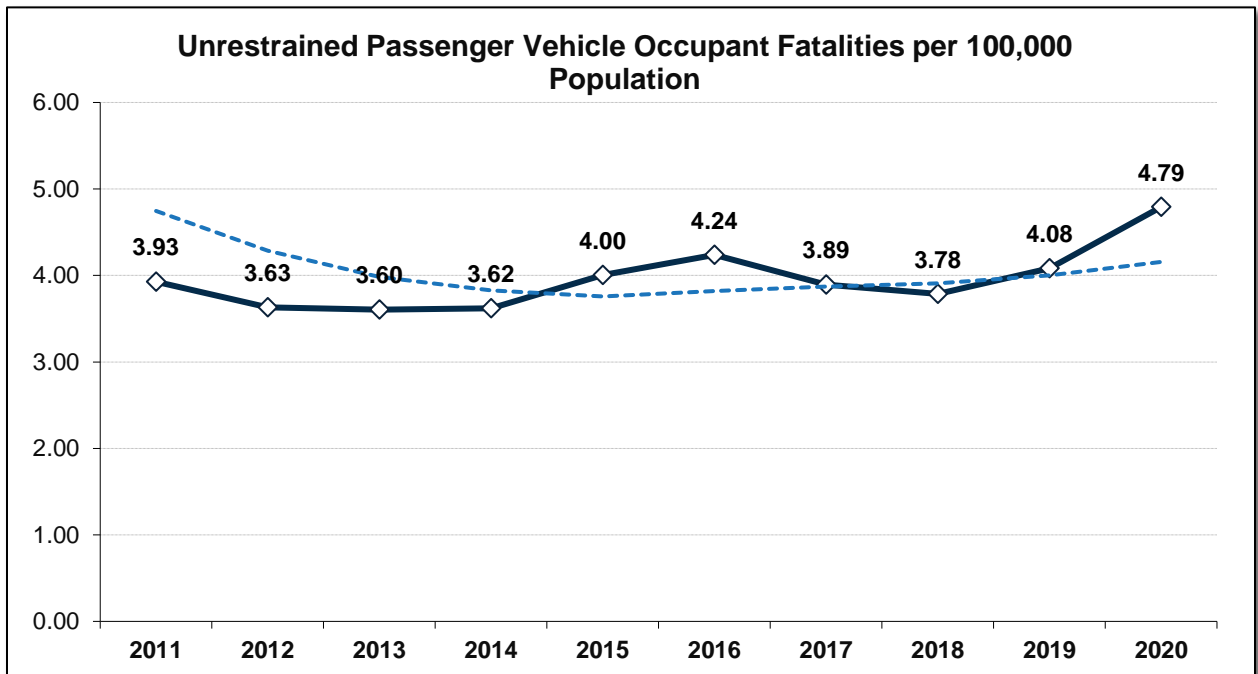
Source: FARS, 2011–2020.

The next figure shows the percent of passenger vehicle occupant fatalities who were unrestrained at the time of the crash. In 2020, 48.3 percent of fatally injured passenger vehicle drivers and occupants were unrestrained, up from 44.5 percent in 2019. The percent of unrestrained fatalities has increased noticeably each of the last two years for which FARS data is available.



Source: FARS, 2011–2020.

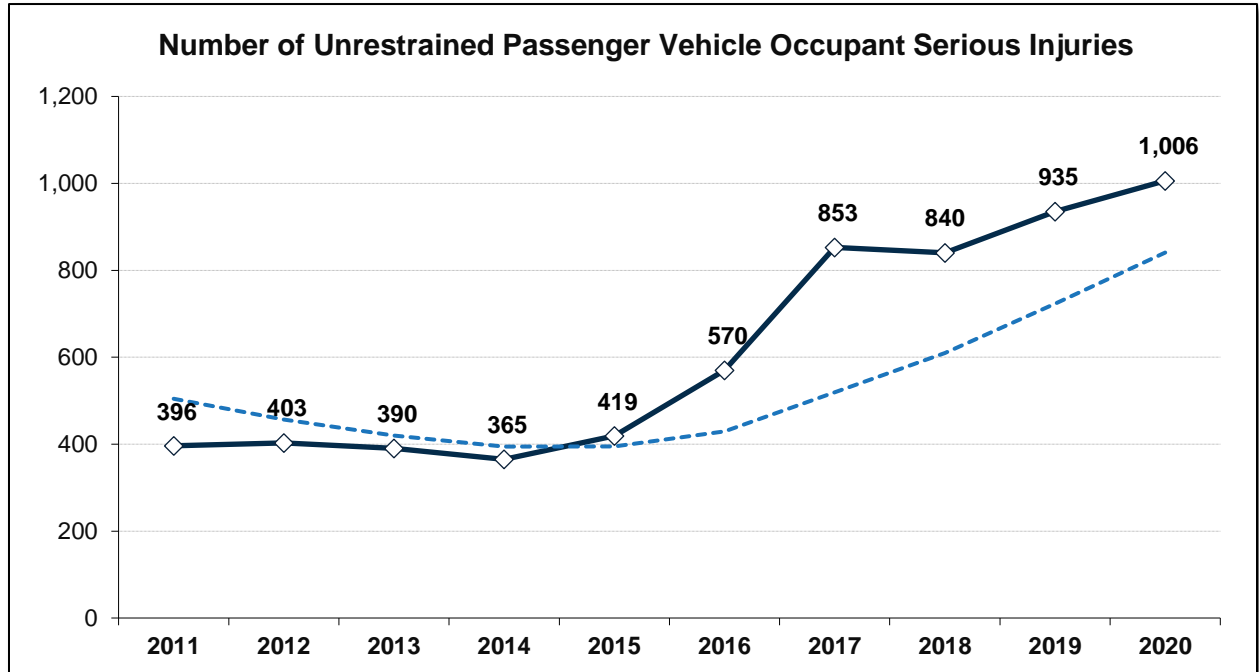
Because North Carolina’s population has grown considerably during the last decade, fatality rates per capita is an important measure of progress. The figure below shows unrestrained fatalities per 100,000 population from 2011 through 2020. Unrestrained fatalities per capita increased sharply during 2020. The 5-year moving average shows a gradual rise in unrestrained fatalities per capita since 2015.



Source: FARS, 2011–2020 and U.S. Census.

Occupant Protection (Adult & CPS)

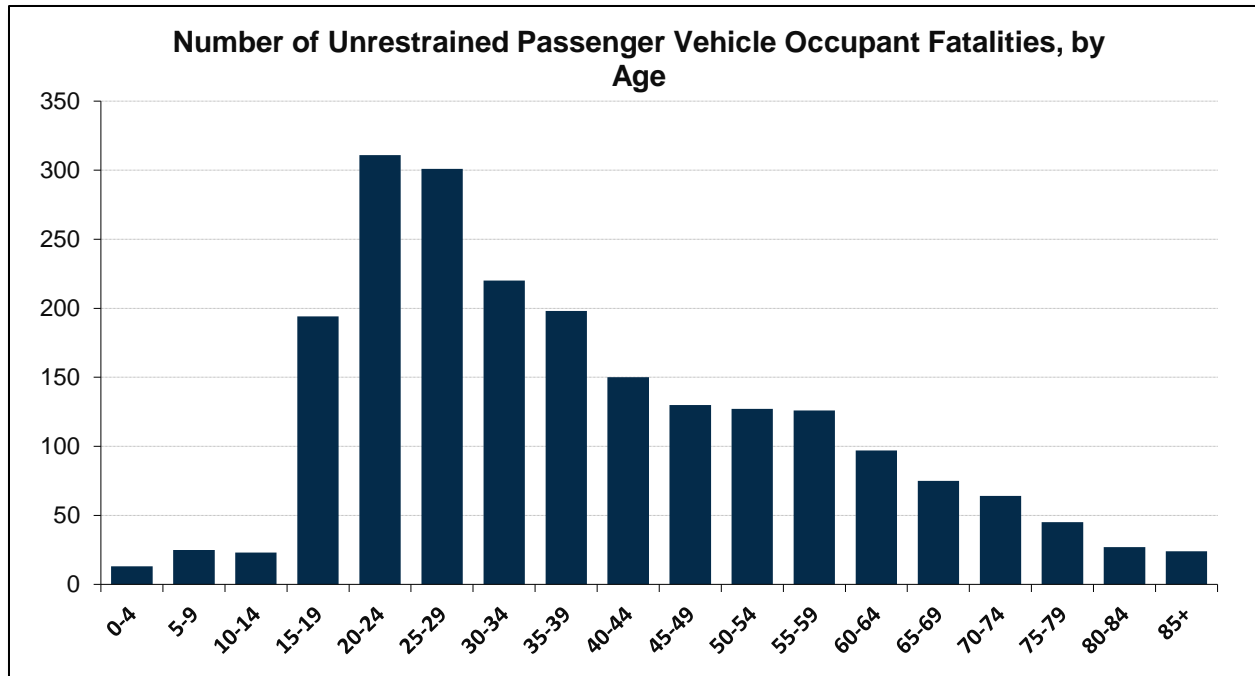
In 2020, there were 1,006 serious (“A”) injuries among unrestrained vehicle occupants. This was an increase of 71 serious injuries compared to 2019. The definition of “serious injury” was changed in late 2016. Nonetheless, the 5-year moving average shows a steady rise in unrestrained serious injuries since 2015.



Source: NCDOT Motor Vehicle Crash Data, 2011–2020.

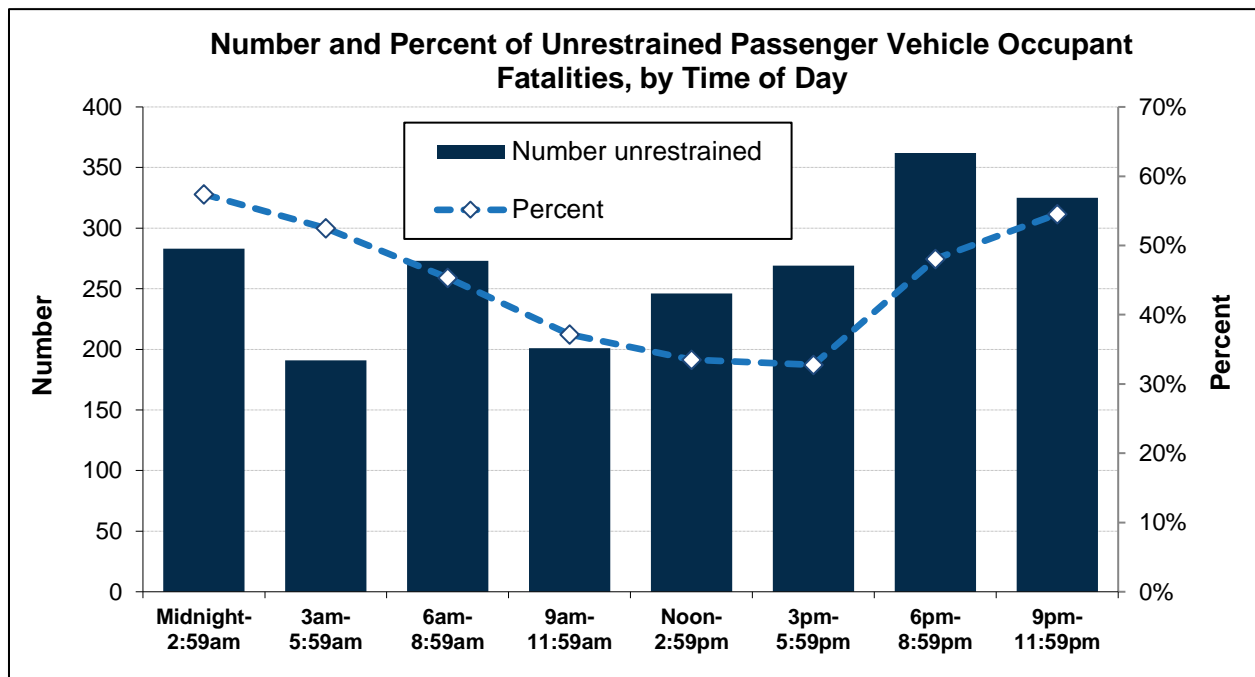
Note: The definition of “serious injury” was changed in late 2016, contributing to the rise in reported injuries.

Between 2016 and 2020, males accounted for nearly three-fourths (72 percent) of unrestrained fatalities. Additionally, 62 percent of all unrestrained fatalities occurred in rural areas. As shown in the figure below, the number of unrestrained fatalities in North Carolina is highest among passenger vehicle occupants ages 20 to 29, and lowest among those under 15 and those 80+.



Source: FARS, 2016-2020.

The next figure shows the number (left axis, blue bars) and percent (right axis, blue line) of unrestrained passenger vehicle occupant fatalities and the time of day those crashes occurred. The number of unrestrained fatalities peaks between 6:00 pm and 8:59 p.m. The percent of fatalities who were unrestrained is highest late at night, from 9:00 p.m. to 5:59 a.m.



Source: FARS, 2016-2020.

The table below shows the 42 counties with the most unrestrained fatalities from 2016 to 2020. Mecklenburg County had the most unrestrained fatalities, followed by Wake, Guilford, Forsyth, and Robeson counties. The 42 counties listed in the table account for 75 percent of the state’s unrestrained fatalities from 2016 to 2020. The table also shows the percent of fatalities in each county who were unrestrained. Caldwell (73.7 percent), Wilkes (70.0), Catawba (69.1), Craven (68.4), Lincoln (64.4), and Rutherford (63.4) counties had a particularly high percentage of unrestrained fatalities, well above the statewide average of 51.8 percent.

Unrestrained Passenger Vehicle Occupant Fatalities, 2016–2020			
County	Total Unrestrained Fatalities	Percent of Total County Fatalities Who Were Unrestrained	Percent of Total NC Unrestrained Fatalities
Mecklenburg	147	48.7%	5.8%
Wake	103	53.9%	4.1%
Guilford	99	48.8%	3.9%
Forsyth	77	58.3%	3.0%
Robeson	67	40.9%	2.6%
Cumberland	63	47.0%	2.5%
Johnston	58	48.3%	2.3%
Davidson	57	58.2%	2.2%
Harnett	56	52.3%	2.2%
Buncombe	54	56.3%	2.1%
Nash	53	50.5%	2.1%
Iredell	48	56.5%	1.9%
Gaston	47	54.0%	1.9%
Randolph	46	57.5%	1.8%
Union	44	53.0%	1.7%
Columbus	42	51.9%	1.7%
Cabarrus	41	58.6%	1.6%
Moore	40	58.8%	1.6%
Pitt	40	52.6%	1.6%
Cleveland	40	50.6%	1.6%
Catawba	38	69.1%	1.5%
Sampson	38	55.9%	1.5%
Wayne	38	47.5%	1.5%
Pender	37	52.1%	1.5%
Brunswick	37	46.8%	1.5%
Granville	34	55.7%	1.3%
Burke	32	59.3%	1.3%
Alamance	32	46.4%	1.3%
Chatham	31	56.4%	1.2%
Lincoln	29	64.4%	1.1%
Hoke	29	56.9%	1.1%
Rockingham	29	54.7%	1.1%
Rowan	29	46.0%	1.1%
Caldwell	28	73.7%	1.1%

Unrestrained Passenger Vehicle Occupant Fatalities, 2016–2020

County	Total Unrestrained Fatalities	Percent of Total County Fatalities Who Were Unrestrained	Percent of Total NC Unrestrained Fatalities
Wilkes	28	70.0%	1.1%
Surry	27	50.0%	1.1%
Durham	27	33.3%	1.1%
Craven	26	68.4%	1.0%
Rutherford	26	63.4%	1.0%
Onslow	26	51.0%	1.0%
Franklin	26	46.4%	1.0%
New Hanover	25	53.2%	1.0%

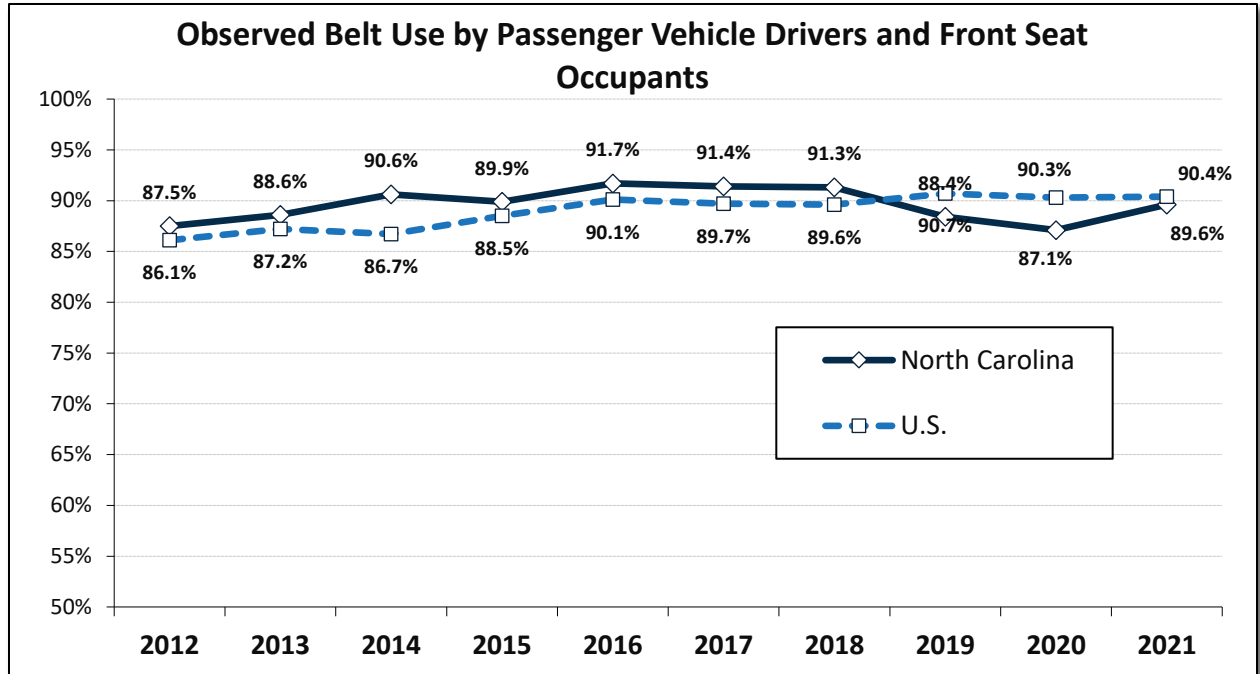
Source: FARS, 2016–2020.

Behaviors

Every year, North Carolina conducts a seat belt use survey in accordance with the NHTSA-certified plan. The survey is normally conducted in June of each year. Due to unprecedented impacts from the COVID-19 pandemic, including restrictions related to travel and work across the state and the need to ensure the safety of personnel and the public, the 2020 survey was conducted in September.

For the 2021 survey, observations were collected in 15 counties stratified by three regions (Mountains, Piedmont, and Coastal). Eight observation sites were visited in each county for a total of 120 sites. 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.). In total, data collectors observed seat belt use for 25,355 drivers and 6,513 front seat passengers, for a total of 31,868 observations.

The 2021 combined seat belt use rate was 89.6 percent, up from 87.1 percent in 2020. For drivers, the observed belt use rate increased from 86.8 percent to 90.1 percent. For right front seat passengers, the observed belt use rate decreased slightly from 88.3 percent to 87.8 percent. North Carolina’s observed belt use rate has remained close to 90 percent for the past decade. However, the state has dipped below the national observed belt use rate for each of the past three years, as shown in the figure below.



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

Historically, observed seat belt use in North Carolina is relatively low among males, young drivers, those driving in rural areas, and occupants of pickup trucks. Belt use is also lower among those living in the coastal region of the state than those living elsewhere. As shown in the next table, observed belt use in 2021 differed across the 15 counties included in the survey, from a low of 73.9 percent in Columbus County, to a high of 94.4 percent in Wilkes County. Observed seat belt use rose in 9 of the 15 counties from 2020 to 2021. The largest increases in belt use occurred in Robeson (+8.0 percentage points), Mecklenburg (+5.7), Guilford (+4.3), and Durham (+4.0) counties.

Observed Seat Belt Use Rates by County			
County	2021 Observed Belt Use %	2020 Observed Belt Use %	2021-2020 change
Alamance	91.4	88.2	+3.2
Buncombe	87.3	90.2	-2.9
Catawba	91.6	92.7	-1.1
Cleveland	88.7	85.2	+2.5
Columbus	73.9	74.7	-0.8
Durham	91.6	87.6	+4.0
Forsyth	89.8	90.1	-0.3
Guilford	91.4	87.1	+4.3
Mecklenburg	89.1	83.4	+5.7
Nash	87.0	84.7	+2.3
Pender	77.6	85.4	-7.8
Robeson	86.3	78.3	+8.0
Sampson	88.3	86.1	+2.2
Wake	92.6	89.8	+2.8
Wilkes	94.4	94.4	---

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

Summary

Similar to national trends, unrestrained fatalities rose noticeably in North Carolina during 2020. The percent of passenger vehicle occupant fatalities who were unrestrained also increased. Unrestrained fatalities are highest among males, in rural areas, and among passenger vehicle occupants ages 20 to 29. Mecklenburg County had the most unrestrained fatalities, followed by Wake, Guilford, Forsyth and Robeson counties.

During 2021, North Carolina's combined belt use rate for passenger vehicle drivers and front seat passengers was 89.6 percent, up from 87.1 percent in 2020. North Carolina's observed belt use rate has remained close to 90 percent for the past decade. However, the state has dipped below the national observed belt use rate for each of the past three years.

Statewide Campaigns/Programs

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 North Carolina 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 younger than age 8 and weighing less than 80 pounds. Additionally, children younger than age 5 and weighing less than 40 pounds must be in the rear seat in vehicles with active front passenger airbags.

During calendar year 2021, law enforcement agencies in North Carolina conducted two statewide waves of the "Click It or Ticket" campaign, plus a special enforcement campaign held during Child Passenger Safety Week:

- Child Passenger Safety Week (September 19 – 25, 2021)
- Spring *Click or Ticket* (May 24 – June 6, 2021)
- Thanksgiving *Click It or Ticket* (November 22 – 28, 2021)

During these campaigns, 12,070 occupant restraint citations were issued: 10,755 citations for violations of the seat belt law and 1,315 citations for violations of the child passenger safety law. By comparison, 5,931 total occupant restraint citations were issued during the previous year's campaigns.

As shown in the table below, an additional 14,519 seat belt violations and 5,053 child passenger safety law violations were issued in 2021 during other enhanced enforcement periods (e.g., *Booze It & Lose It*). An additional 81,366 seat belt and CPS citations were issued in 2021 during non-campaign periods throughout the year.

North Carolina *Click It or Ticket* and Child Passenger Safety Law Campaigns

Campaign / Violations	2020	2021
Spring Click It or Ticket Campaign		
Seat belt violations	2,148	7,062
Child passenger safety law violations	195	762
Total	2,343	7,824
Child Passenger Safety Week Campaign		
Seat belt violations	1,485	1,361
Child passenger safety law violations	188	242
Total	1,673	1,603
Thanksgiving Click It or Ticket Campaign		
Seat belt violations	1,684	2,332
Child passenger safety law violations	231	311
Total	1,915	2,643
Click It or Ticket/CPS Week Overall Totals		
Seat belt violations	5,317	10,755
Child passenger safety law violations	614	1,315
Total	5,931	12,070
Other Campaign Totals (e.g., Booze It & Lose It)		
Seat belt violations	12,149	14,519
Child passenger safety law violations	1,552	5,053
Total	13,701	19,572
Totals - All Enforcement Campaigns		
Seat belt violations	17,466	25,274
Child passenger safety law violations	2,166	6,368
Total	19,632	31,642
Totals Citations for Year (AOC*)		
Seat belt violations	69,810	97,866
Child passenger safety law violations	12,662	15,142
Total	82,472	113,008
Totals - Non-Enforcement Campaign Citation #		
Seat belt violations	52,344	72,592
Child passenger safety law violations	10,496	8,774
Total	62,840	81,366
Totals - Non-Enforcement Campaign Citation % (AOC*)		
Seat belt violations	75%	74.2%
Child passenger safety law violations	82.9%	57.9%
Total	76.2%	72%

*Sources: GHSP Online Reporting system and *North Carolina Administrative Office of the Courts (AOC) - Calendar year data from Administrative Office of the Courts includes Child Passenger Safety (Child Not in Rear Seat – 20-137.1(A1), Fail to Secure Passenger Under 16 – 20-137.1, No Child Restraint System – 20-137.1) and Seat Belt (Fail to Wear Seat Belt-Driver – 20-135.2A, Fail to Wear Seat Belt-Front Seat – 20-135.2A, Fail to Wear Seat Belt-Rear Seat – 20-135.2A€, License/Permit Seat Belt Violation <18 – 20-11(L)).*

During FY2023, North Carolina law enforcement agencies will conduct three occupant protection campaigns:

- Thanksgiving *Click it or Ticket* (November 21 – 27, 2022)
- Spring *Click it or Ticket* (May 22 – June 4, 2023)
- Child Passenger Safety Week (September 19 – 25, 2023)

GHSP will continue to promote and support efforts to reach underserved and rural communities like Robeson County through a grassroots Vision Zero Task Force led by local leaders, a seat belt diversion program, and a countywide outreach effort to encourage clergy to leverage their role as community opinion leaders to spread traffic safety messages.

Child Passenger Safety Programs

The North Carolina Child Passenger Safety (CPS) Program is managed collaboratively by GHSP, the University of North Carolina Highway Safety Research Center, and the Department of Insurance, Office of State Fire Marshal/Safe Kids North Carolina. This collaboration unites the research and field perspectives to create a comprehensive approach to child passenger safety. In addition, the NC Occupant Protection Task Force provides input and feedback. By pooling resources and perspectives, North Carolina can coordinate a large array of child passenger safety efforts.

North Carolina has a large child passenger safety program. As of May 2022, North Carolina had 3,187 certified Child Passenger Safety Technicians and Instructors. Of these, 3,139 were Technicians (including 104 Technician Proxies and 1 Instructor Candidate) and 48 were Technician Instructors. North Carolina had at least one Technician in 97 of 100 counties. More than half (62%) of these Technicians are in the fire services (e.g., fire fighters). Law enforcement is the second largest profession represented (10%).

In addition to being large, North Carolina's CPS Technician population is also relatively stable, with a recertification rate consistently higher than the national average. At the end of 2021, 63.7% of eligible North Carolina Technicians recertified, compared with a recertification rate of 49.6% nationally.

North Carolina has an extensive network of Permanent Checking Stations (PCS) where certified CPS Technicians provide hands on child passenger safety education to ensure caregivers can correctly and confidently use their restraints. As of May 2022, there were 209 PCS programs operating 268 locations to serve families in 88 counties. The majority (147) are in historically underserved areas, especially rural counties—that is, counties with an average population density of 250 people per square mile or less. Additionally, 150 locations are in counties where the percent of children ages 0-17 living in poverty is higher than the State average. Many of these programs also serve neighboring counties without a PCS. Parents and other caregivers can search the buckleupnc.org website for programs that offer child passenger safety assistance in their communities. During FY2021, NC PCSs checked 4,246 car seats. While this represents an increase over FY2020, it continues to be significantly less than pre-pandemic levels as many stations have continued to pause services or reduce their hours due to the COVID-19 pandemic. Half (51.6%) of the seat checks completed in FY2021 were for children less than age one. Another 38.6 percent were for children 1-5 years old.

The NC criteria for permanent checking stations clearly meets and exceeds NHTSA's Inspection Station criteria. Criteria for recognition as a PCS in North Carolina include:

- The sponsoring agency must provide one or more permanent locations where parents/caregivers can receive car seat installation assistance and education.
- The primary contact for the PCS must be a current Nationally Certified Child Passenger Safety Technician or Technician Instructor (CPST).
- A current CPST must be available, on site, for scheduled appointments and walk-in hours.
- All persons educating caregivers on the installation and proper use of occupant restraints must be currently certified CPSTs.
- Individuals who are not current CPSTs may assist by filling out inspection forms and/or providing general safety information in the form of handouts or referrals to websites and other resources.
- The sponsoring agency must develop and implement protocols to make sure that:
 - All education provided is within the scope of the national CPST curriculum.
 - All aspects of correct restraint use and installation are evaluated based on the car seat and vehicle manufacturer’s instructions and are documented using a CPS checklist form.
 - Caregivers are educated on the use and installation of their car seat, have a “hands-on” role in this process, and make the final decision on how to use and install their car seat.
- If personnel are subject to emergency response calls, the sponsoring agency must develop and implement protocols to make sure that:
 - Certified CPSTs involved in seat checks are designated as the last to be called.
 - A back-up plan is in place to complete seat checks in the event all involved personnel are called to respond to an emergency.
 - Prior to beginning a seat check, caregivers are informed about the possibility of emergency responses and the back-up plan for completing the check.
- Appropriate documentation must be made for each seat checked, distributed, and/or installed. Documentation must be kept on file for at least three years and must be made available to appropriate State agencies upon request.
- The sponsoring agency must post a fixed checking station sign on site.

The counties with PCS programs represent the majority (98%) of North Carolina’s total 2020 population. As part of ongoing efforts to ensure equity in PCS program, the table below breaks down PCS presence by population and race. The table shows PCS programs are in counties that include 98.9% of the state’s Hispanic population, 98.4% of the state’s Black/African American population, and 98.2% of the state’s American Indian population.

Permanent Checking Station (PCS) Presence in North Carolina Counties, by Population and Race

County & Presence of PCS	2020 Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
PCS Present in County					
Alamance	171980	1.6%	2.2%	1.6%	1.5%
Alexander	36372	0.3%	0.2%	0.1%	0.1%
Alleghany	10867	0.1%	0.1%	0.0%	0.0%
Anson	22030	0.2%	0.1%	0.4%	0.1%
Ashe	26533	0.3%	0.1%	0.0%	0.1%
Avery	17807	0.2%	0.1%	0.0%	0.1%

Permanent Checking Station (PCS) Presence in North Carolina Counties, by Population and Race

County & Presence of PCS	2020 Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
Beaufort	44529	0.4%	0.3%	0.5%	0.2%
Bertie	17865	0.2%	0.0%	0.5%	0.0%
Bladen	29405	0.3%	0.2%	0.4%	0.5%
Brunswick	137530	1.3%	0.7%	0.5%	0.7%
Buncombe	270224	2.6%	2.0%	0.7%	1.2%
Burke	87349	0.8%	0.6%	0.2%	0.9%
Cabarrus	227304	2.2%	2.4%	2.0%	1.2%
Caldwell	80526	0.8%	0.4%	0.2%	0.3%
Camden	10379	0.1%	0.0%	0.0%	0.0%
Carteret	67571	0.6%	0.3%	0.2%	0.2%
Caswell	22680	0.2%	0.1%	0.3%	0.1%
Catawba	160924	1.5%	1.6%	0.6%	1.0%
Chatham	76597	0.7%	0.9%	0.4%	0.5%
Chowan	13689	0.1%	0.0%	0.2%	0.0%
Clay	11049	0.1%	0.0%	0.0%	0.0%
Cleveland	99779	1.0%	0.4%	0.9%	0.2%
Columbus	50240	0.5%	0.2%	0.7%	1.1%
Craven	100534	1.0%	0.6%	0.9%	0.4%
Cumberland	334776	3.2%	3.5%	5.9%	3.9%
Currituck	28342	0.3%	0.1%	0.1%	0.1%
Dare	37002	0.4%	0.2%	0.0%	0.2%
Davidson	169180	1.6%	1.2%	0.8%	0.9%
Davie	42822	0.4%	0.3%	0.1%	0.2%
Duplin	48280	0.5%	1.0%	0.5%	0.6%
Durham	325751	3.1%	4.5%	5.2%	2.8%
Edgecombe	48728	0.5%	0.2%	1.2%	0.2%
Forsyth	383274	3.7%	4.9%	4.5%	2.8%
Franklin	68908	0.7%	0.6%	0.7%	0.5%
Gaston	228618	2.2%	1.8%	1.9%	1.1%
Gates	10388	0.1%	0.0%	0.1%	0.0%
Granville	61023	0.6%	0.6%	0.9%	0.4%
Greene	20423	0.2%	0.3%	0.3%	0.2%
Guilford	542255	5.2%	4.7%	8.4%	3.0%
Halifax	48401	0.5%	0.1%	1.1%	1.0%
Harnett	133834	1.3%	1.7%	1.3%	1.2%
Haywood	62114	0.6%	0.3%	0.0%	0.3%
Henderson	116495	1.1%	1.3%	0.2%	0.6%
Hertford	21357	0.2%	0.1%	0.6%	0.1%
Hoke	52007	0.5%	0.7%	0.8%	2.5%
Iredell	187694	1.8%	1.4%	1.0%	0.7%
Jackson	43109	0.4%	0.3%	0.0%	2.4%
Johnston	217723	2.1%	3.1%	1.6%	1.7%
Jones	9114	0.1%	0.0%	0.1%	0.0%

Permanent Checking Station (PCS) Presence in North Carolina Counties, by Population and Race

County & Presence of PCS	2020 Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
Lee	63576	0.6%	1.2%	0.5%	0.6%
Lenoir	55046	0.5%	0.4%	1.0%	0.2%
Lincoln	87155	0.8%	0.6%	0.2%	0.3%
Macon	37102	0.4%	0.3%	0.0%	0.2%
Madison	21173	0.2%	0.1%	0.0%	0.1%
Martin	21933	0.2%	0.1%	0.4%	0.1%
Mecklenburg	1118182	10.7%	15.2%	15.5%	7.8%
Moore	100126	1.0%	0.7%	0.5%	0.6%
Nash	95027	0.9%	0.7%	1.7%	0.6%
New Hanover	225730	2.2%	1.5%	1.3%	0.9%
Onslow	204842	2.0%	2.5%	1.3%	1.2%
Orange	149013	1.4%	1.4%	0.8%	0.8%
Pasquotank	40611	0.4%	0.2%	0.7%	0.2%
Pender	60325	0.6%	0.4%	0.4%	0.3%
Perquimans	12966	0.1%	0.0%	0.1%	0.0%
Person	39082	0.4%	0.2%	0.5%	0.2%
Pitt	170059	1.6%	1.2%	2.8%	0.7%
Polk	19219	0.2%	0.1%	0.0%	0.1%
Randolph	144359	1.4%	1.7%	0.4%	1.1%
Richmond	42740	0.4%	0.3%	0.6%	0.7%
Robeson	115863	1.1%	1.0%	1.2%	26.0%
Rockingham	91157	0.9%	0.5%	0.8%	0.4%
Rowan	147281	1.4%	1.4%	1.1%	0.8%
Rutherford	64286	0.6%	0.3%	0.3%	0.2%
Sampson	58838	0.6%	1.1%	0.7%	1.1%
Scotland	34039	0.3%	0.1%	0.6%	2.2%
Stanly	62524	0.6%	0.3%	0.3%	0.2%
Stokes	44464	0.4%	0.1%	0.1%	0.1%
Surry	71345	0.7%	0.8%	0.1%	0.4%
Swain	14082	0.1%	0.1%	0.0%	2.4%
Transylvania	32908	0.3%	0.2%	0.0%	0.1%
Union	239266	2.3%	2.7%	1.3%	1.4%
Vance	42433	0.4%	0.3%	1.0%	0.2%
Wake	1134824	10.9%	11.5%	9.8%	6.1%
Watauga	53909	0.5%	0.3%	0.1%	0.2%
Wayne	116989	1.1%	1.3%	1.7%	0.8%
Wilkes	65827	0.6%	0.4%	0.1%	0.2%
Wilson	78648	0.8%	0.8%	1.4%	0.6%
Yadkin	37187	0.4%	0.4%	0.1%	0.2%
TOTAL POP SERVED BY PCS	10,249,517	98.0%	98.9%	98.4%	98.2%
<i>No PCS Present in County</i>					
Cherokee	28708	0.3%	0.1%	0.0%	0.3%

Permanent Checking Station (PCS) Presence in North Carolina Counties, by Population and Race					
County & Presence of PCS	2020 Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
Graham	8013	0.1%	0.0%	0.0%	0.3%
Hyde	4565	0.0%	0.0%	0.1%	0.0%
McDowell	44511	0.4%	0.3%	0.1%	0.2%
Mitchell	14902	0.1%	0.1%	0.0%	0.0%
Montgomery	25730	0.2%	0.3%	0.2%	0.2%
Northampton	17248	0.2%	0.0%	0.4%	0.0%
Pamlico	12250	0.1%	0.0%	0.1%	0.0%
Tyrrell	3134	0.0%	0.0%	0.0%	0.0%
Warren	18590	0.2%	0.1%	0.4%	0.6%
Washington	10934	0.1%	0.0%	0.2%	0.0%
Yancey	18491	0.2%	0.1%	0.0%	0.1%
TOTAL POP NOT SERVED BY PCS					
	207,076	2.0%	1.1%	1.6%	1.8%
NC TOTAL	10,456,593	100.0%	100.0%	100.0%	100.0%

North Carolina anticipates the number of PCS locations will increase 5 percent in FY2023 to a total of 281 locations. A particular focus will be on PCS locations within the 12 counties currently without a program. This will increase the total number of locations serving both rural and at-risk populations.

The NC Department of Insurance (DOI) Office of State Fire Marshal (OSFM) coordinates car seat distribution in collaboration with local Safe Kids Coalitions and Permanent Checking Stations. Through these collaborations, these programs provide NHTSA/GHSP funded no-cost car seats, along with education on their correct use, to qualifying families when available. Using these programs as car seat distribution sites helps to ensure that trained, qualified personnel provide education and harnessing/installation assistance to parents and caregivers who receive seats purchased with GHSP funding. **No more than five percent (5%) of 405(b) funds will be used to purchase child passenger safety seats.**

The NC DOI OSFM also coordinates North Carolina’s Child Passenger Safety classes. Classes are held based on need, requests from local agencies and programs, ability of a location to fill a class of 20-25 students (when COVID-19 restrictions are not in place), and availability of a suitable training location. Classes are held in both urban and rural areas throughout the state.

Child Passenger Safety Classes in FY2021 continued to be impacted by COVID-19. However, even with these challenges, 26 Certification Courses were held resulting in the certification of 386 new Technicians. Additionally, three Certification Renewal courses were held for Technicians whose certifications had expired but who wanted to remain active in the field. In total, 409 individuals were certified or recertified, as shown in the table below.

Summary of NC CPS Certification and Renewal Classes by Type and Region, FY2021				
Class Type & Region	No. Classes	# Certified/ Recertified	Average No. Students	Anticipated FY2023 Classes
Certification Classes				
Southwest (Region 1)	7	107	15	6
Northwest (Region 2)	6	87	15	6
Northeast (Region 3)	6	87	15	6
Southeast (Region 4)	7	105	15	6
Certification Total	26	386	15	24
Renewal Classes				
Southwest (Region 1)	2	13	7	1
Northwest (Region 2)	1	10	10	1
Northeast (Region 3)	0	0	0	1
Southeast (Region 4)	0	0	0	1
Renewal Total	3	23	8	4
Total	29	409	--	28

In response to COVID-19, class sizes in FY2021 were reduced, limiting the total number of students certified. We anticipate the distribution and location of classes in FY2023 will be similar. Assuming there are no further public health impacts from COVID-19, North Carolina plans to hold approximately 28 classes with a total of 520 – 650 students in FY2023.

Countermeasures & Funding Priorities

To address the problem areas described above and to meet North Carolina's targets, 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 10th 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 implementing a comprehensive occupant protection program through a strategic plan developed by a statewide Occupant Protection Task Force in 2020. This strategic plan was informed in part by recommendations from the April 2016 NHTSA-facilitated occupant protection program assessment. A subsequent occupant protection assessment was conducted in February 2021 and provided updated recommendations. The Occupant Protection Task Force will revise the strategic plan, as appropriate, to incorporate the 2021 recommendations. The statewide campaigns, programs, and countermeasures that follow may be updated to reflect the 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. GHSP will work to maintain a large CPS Technician (and therefore Permanent Checking Station) program

through CPS Certification and Renewal classes held across the state and by supporting opportunities for CPS Technicians to earn continuing education credits needed for recertification. GHSP is also working with partners to expand the child passenger safety diversion program. Currently, 43 counties in North Carolina have diversion programs. In these counties, drivers who receive a ticket for violating the child passenger safety law are given the option to visit a designated permanent car seat checking station to receive education and installation help by a CPS Technician. Once the Technician is comfortable with the driver's understanding on how to properly use their car seat, they give the driver a form to take to the District Attorney's office to have the ticket dismissed. This program encourages law enforcement officers to be proactive in enforcing child passenger safety violations and provides education and installation assistance to drivers charged with these violations.

GHSP will strive to increase occupant restraint use by working with law enforcement, media, local partners and others to educate the public about occupant protection and to enforce North Carolina's occupant protection laws with a focus on addressing equity concerns through partnerships in regions with diverse racial makeups. GHSP law enforcement grantees will be required to conduct a minimum of one nighttime seat belt enforcement effort each month. GHSP will also encourage nighttime seat belt enforcement in counties that are overrepresented in unbelted fatalities. Through support and refinement of the Vision Zero Analytics project, GHSP will continue to facilitate the collection and sharing of data and county maps with agencies in these counties. In addition, GHSP will partner with the North Carolina State Highway Patrol to conduct Special Operation Projects in designated high-risk counties. Selected enforcement days and times will correspond with data showing when unrestrained fatalities are occurring.

The FY2022 Observational Seat Belt survey conducted by North Carolina State University's Institute of Transportation Research and Education (ITRE) included several new counties as approved by NHTSA. In addition, ITRE's survey observers were able to utilize tablets to input data more quickly and accurately.

GHSP has expanded the annual observational seat belt use survey to cover all 100 counties over a three-year period. During FY2023, the survey will return to counties in the central (Piedmont) part of the state. This approach will ensure that seat belt usage rates are available for every county at least once every three years.

Media Plan

GHSP will support all FY2023 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. Media will concentrate on counties and demographic groups which demonstrate low seat belt usage.

Media campaigns are planned for all FY2023 enforcement 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 campaigns have included kickoff events featuring the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. GHSP plans in FY2023 to augment this format with social media campaigns, virtual kickoffs and other media tools to draw public attention to occupant protection issues.

Advertising and targeted marketing opportunities will be done through GHSP's agency of record. Marketing and advertising efforts are becoming more precise 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. GHSP also plans to host special events at football games at seven Historically Black Colleges and Universities (HBCUs) during the fall of 2022 and early months of 2023. Paid media will be utilized during enforcement periods and certain months when increased unbelted fatalities occur. GHSP is creating new video ads to appeal to young adults, a key demographic with traditionally lower occupant protection use rates than others. In-house social media will also be used throughout the entire year with messaging targeting key demographics and areas.

FY2023 Occupant Protection Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2023 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: Governor's Highway Safety Program
Project Number: M1X-23-00-00
Project Title: GHSP In-House Occupant Protection Future Projects
Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.

Agency: Governor's Highway Safety Program
Project Number: M2X-23-00-00
Project Title: GHSP In-House Occupant Protection Future Projects
Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.

Agency: North Carolina State University - Institute of Transportation Research and Education
Project Number: M2X-23-13-02
Project Title: Seat Belt Use Observational Study 2023
Project Description: This project conducts the state's Annual Seat Belt Survey in accordance with National Highway Traffic Safety Administration (NHTSA) requirements to qualify for seat belt incentive grant program funds , and in accordance with the Uniform Criteria for State Observational Surveys of Seat Belt Use. The survey is conducted in select counties and results will produce the statewide seatbelt use rate.

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: M2PE-23-13-01
Project Title: BuckleUpNC Occupant Protection Program

Project Description: This continuation project maintains and updates the BuckleUpNC website (www.buckleupnc.org), which provides consumer information to the public through a toll free number, website, brochures and flyers. The project also provides program and technical assistance to child passenger safety advocates and administrators. The Highway Safety Research Center will continue to support the North Carolina Occupant Protection Task Force and will continue to collaborate with GHSP and the Office of the State Fire Marshal on Occupant Protection issues throughout the year.

CMTW: Chapter 2, Section 6.2 and 7.2

Agency: North Carolina Department of Public Safety (NC State Highway Patrol)
Project Number: OP-23-04-05
Project Title: Click It or Ticket 2023
Project Description: This continuation project funds overtime enforcement for occupant restraint violations. The project will provide increased and sustained enforcement efforts in the top 25 counties for unrestrained fatalities during the "Click It or Ticket" campaigns in FY2023. Select waves of overtime enforcement will be conducted during the May Click It or Ticket campaign and at other times throughout the year.

CMTW: Chapter 2, Sections 2.1, 2.2 and 2.3

Agency: Mountain Area Health Education Center, Inc.
Project Number: M2CPS-23-13-01
Project Title: Safe Kids Western North Carolina FY2023
Project Description: This continuation project funds Safe Kids Western North Carolina (Safe Kids WNC) to increase and maintain the base of Child Passenger Safety (CPS) Technicians trained in Special Needs Transportation. Safe Kids WNC is the referral resource for families of children with special health care needs and offers the "Transporting Children with Special Needs" CPS enrichment course twice a year in different regions of the state. Safe Kids WNC will develop and grow partnerships with law enforcement while participating in local Click It or Ticket enforcement activities and the CPS Diversion Program. The project will educate preteens and teens to become a safe passenger now and safe drivers in the future.

CMTW: Chapter 2, Sections 6.1, 6.2 and 7.2

Agency: Southeastern Regional Medical
Project Number: OP-23-04-04
Project Title: Robeson County Saved by the Belt OP Program
Project Description: This ongoing project funds activity hours for a coordinator overseeing a seat belt diversion program, a partnership with the Robeson County District Attorney's Office, local law enforcement agencies, and the court system. The program allows first time seat belt use offenders to have their first offense dismissed if

they participate in the Trauma NursesTalk Tough (TNNT) seat belt education program.

CMTW: Chapter 2, Section 3.2

Agency: North Carolina Department of Insurance

Project Number: OP-23-04-06

Project Title: Child Passenger Safety Program for North Carolina

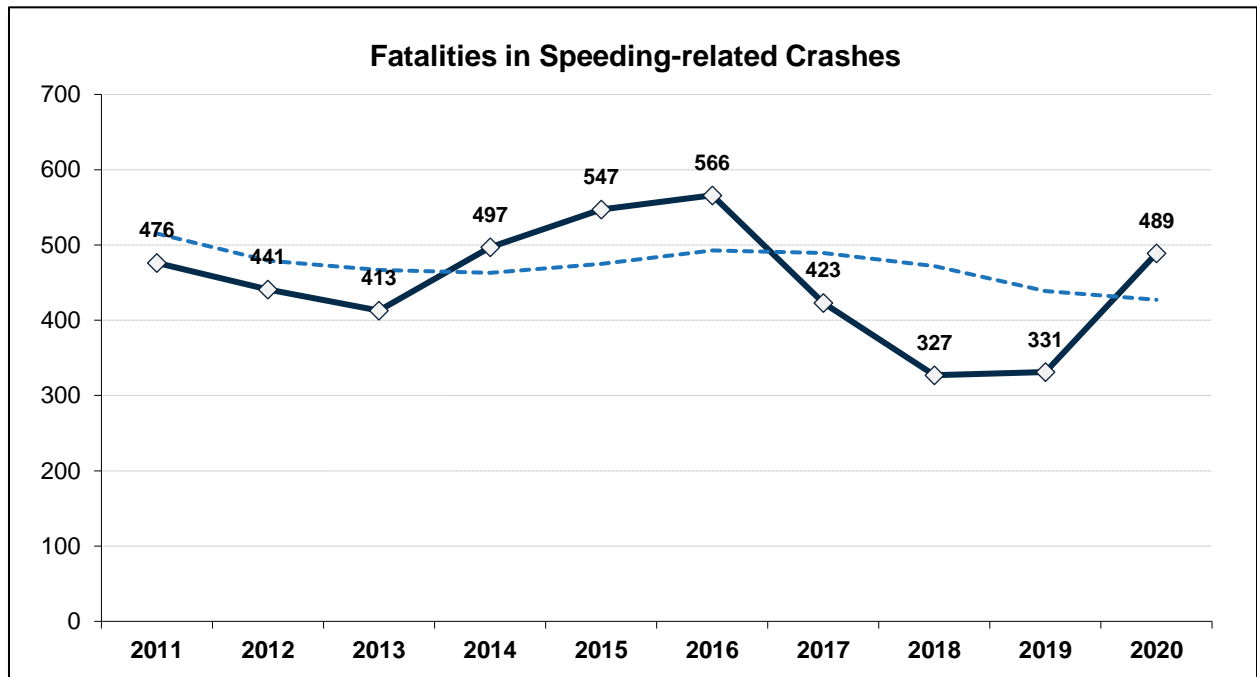
Project Description: This ongoing project funds the Office of State Fire Marshal (OSFM)/Safe Kids NC to continue child passenger safety efforts.

CMTW: Chapter 2, Sections 6.1, 6.2 and 7.2

Police Traffic Services

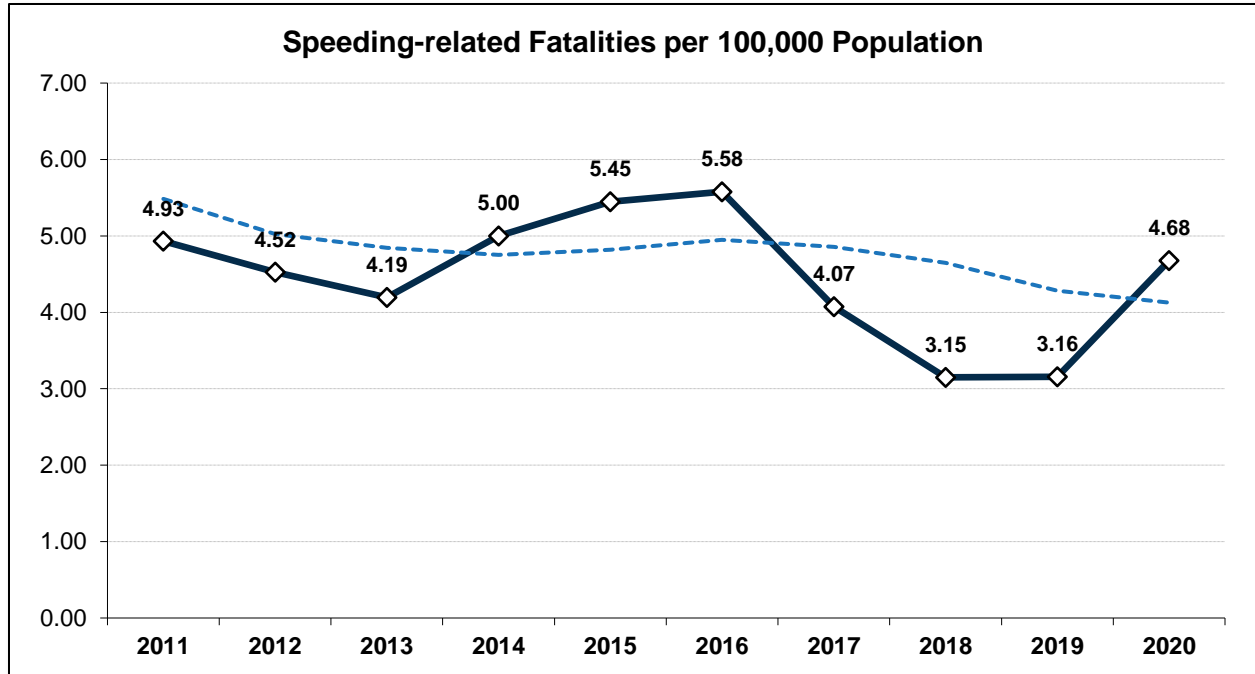
Crashes, Deaths and Injuries

According to FARS 2020 data, 489 persons were killed in crashes in North Carolina involving a driver who was speeding. This was an increase of 158 fatalities (48 percent) compared to 2019. One third (32 percent) of traffic fatalities in 2020 involved a driver who was speeding—the highest percentage since 2016. Speeding-related fatalities have fluctuated over the past 10 years in North Carolina, as shown in the figure below.



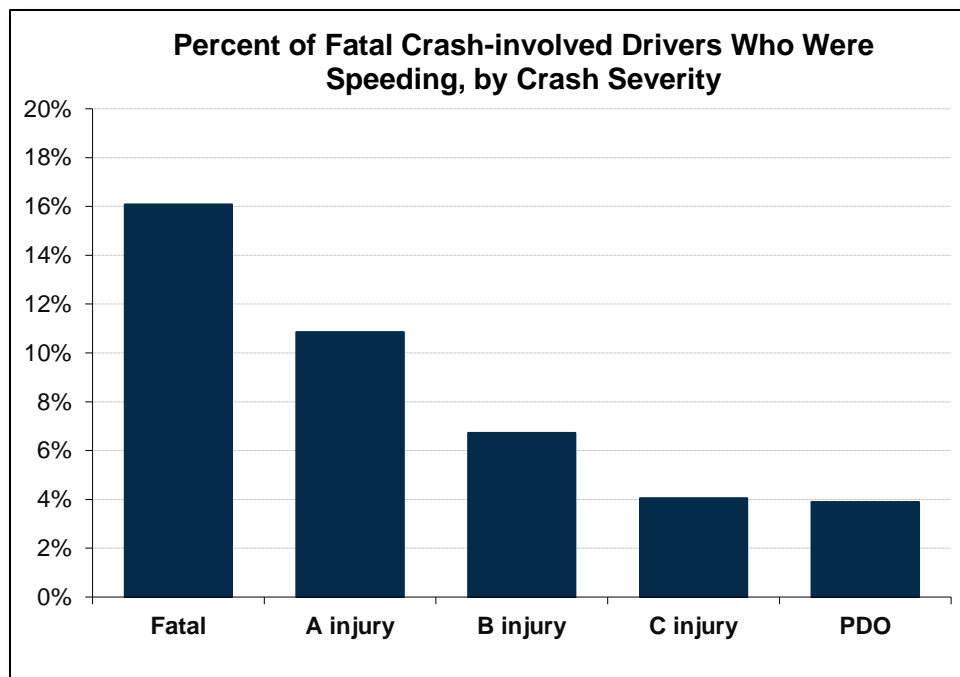
Source: FARS, 2011–2020

As mentioned previously, North Carolina’s population has grown rapidly during the last decade. Consequently, it is important to consider fatality rates per capita. The figure below shows speeding-related driving fatalities per 100,000 population in North Carolina from 2011 through 2020. Speeding-related fatalities per capita increased noticeably in 2020. Nonetheless, the 5-year moving average (the dotted line) suggests an overall decrease in speeding-related fatalities per capita.



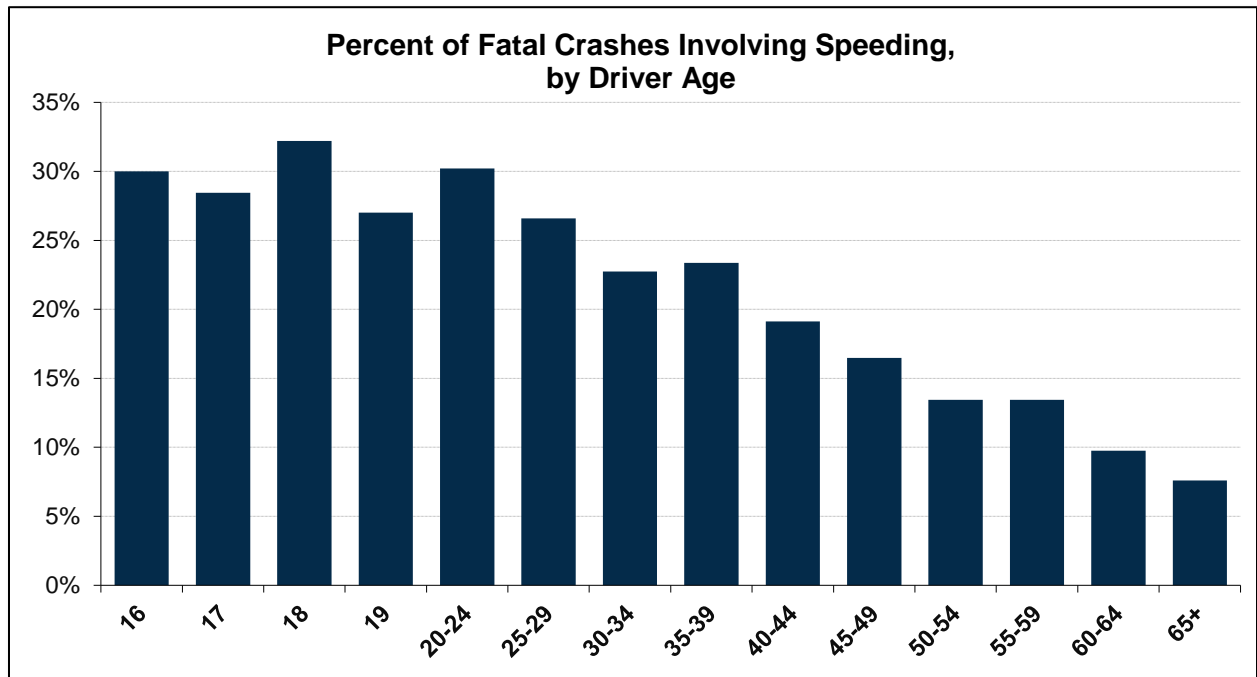
Source: FARS, 2011–2020 and U.S. Census.

In addition to the 489 speeding-related fatalities in 2020, there were 641 serious (“A”) injuries, 5,541 less severe injuries, and 10,577 property damage only crashes. Crashes involving speeding drivers are more likely to involve death or injury compared to non-speeding-related crashes. As shown in the figure below, 16 percent of fatal crashes in 2020 involved a driver who was speeding, compared to just 4 percent of property damage only crashes. Crashes at higher speeds involve a greater transfer of forces, which increases the likelihood of serious injury or death.



Source: NCDOT Motor Vehicle Crash Data, 2020.

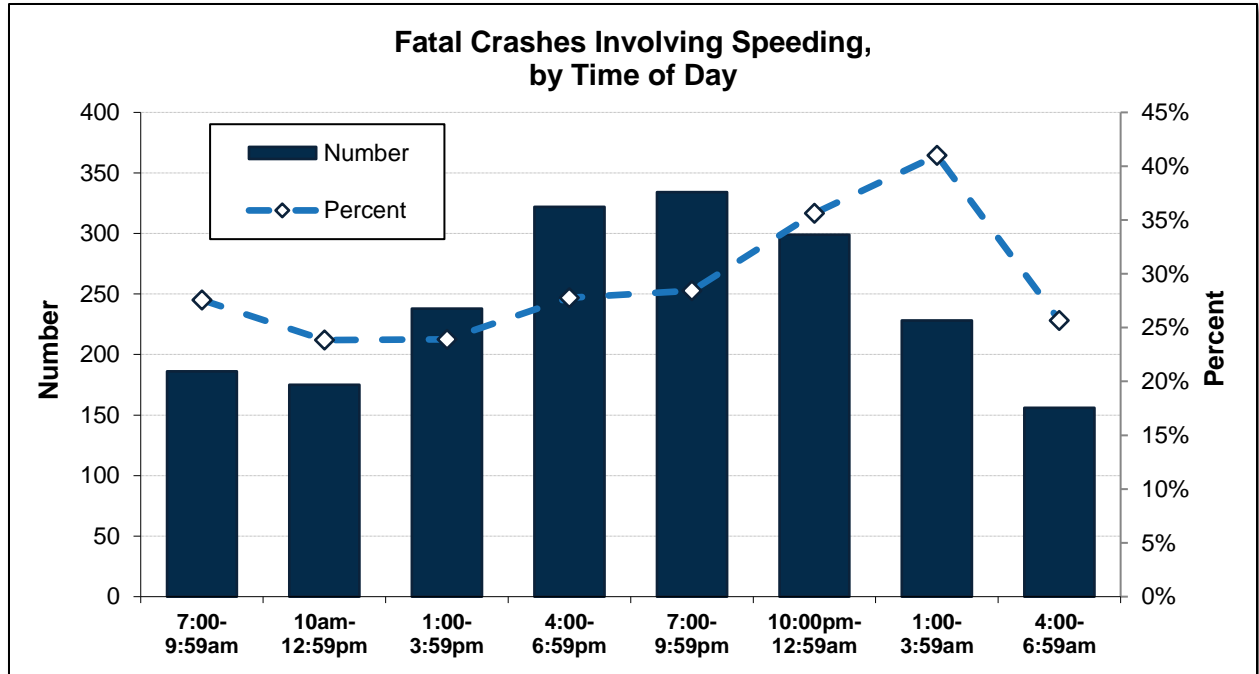
Male drivers are more likely to be involved in speeding-related fatal crashes than female drivers. Between 2016 and 2020, 22 percent of fatal crashes among male drivers involving speeding, compared to 13 percent for female drivers. Speeding also varies by the age of the driver. Speeding in fatal crashes tends to be highest among the youngest drivers and gradually decreases with age, as shown in the figure below.



Source: FARS, 2016-2020.

Speeding is equally common in fatal crashes in urban and rural areas. Between 2016 and 2020, 29 percent of both urban and rural fatal crashes involved speeding. Speeding varies somewhat by vehicle type. Speeding is more common in fatal crashes involving motorcycles (30 percent) in comparison to passenger cars (22 percent), pickup trucks (17 percent), large trucks (6 percent), or other types of vehicles.

The next figure shows the number (blue bars, left axis) and percent (blue line, right axis) of fatal crashes involving speeding, by time of day. The number of fatal crashes involving speeding is highest during the afternoon and early evening hours, especially between 4:00 and 9:59 p.m. However, the *percent* of fatal crashes involving speeding is highest late at night, peaking between 1:00 and 3:59 a.m. In other words, speeding-related fatal crashes are most common during the afternoon rush hour when more drivers are on the road, but fatal crashes occurring late at night are quite likely to involve speeding.



Source: FARS, 2016-2020.

North Carolina has 100 counties. The table below shows the 37 counties with the most fatalities in crashes from 2016 to 2020 involving a driver who was speeding. Mecklenburg County had the highest number of speeding-involved fatalities during this period (219 fatalities), followed by Guilford (103), Wake (100), Cumberland (78), and Robeson (74). These five counties are among the largest in North Carolina and include many of the most populous cities. Together, the 37 counties listed in the table accounted for three-fourths (74 percent) of all speeding-related fatalities in North Carolina from 2016 to 2020.

The table also shows fatalities per 10,000 population. When looking at speeding-related fatalities per capita, the counties that stand out include Northampton (1.51), Montgomery (1.32), Robeson (1.28), Bladen (1.22), Hertford (1.12), Jones (1.10), Madison (1.04), Bertie (1.01), Martin (1.00), and Graham (1.00). These counties are well above the overall North Carolina per capita rate of 0.41. Many of these counties are in rural areas.

Fatalities in Crashes Involving a Driver Who Was Speeding, 2016–2020

County	Fatalities in speeding-related crashes	Fatalities per 10,000 population	% of all speeding-related fatalities
Mecklenburg	219	0.39	10.25%
Guilford	103	0.38	4.82%
Wake	100	0.18	4.68%
Cumberland	78	0.47	3.65%
Robeson	74	1.28	3.46%
Forsyth	64	0.33	3.00%
Durham	56	0.34	2.62%
Gaston	53	0.46	2.48%
Harnett	53	0.79	2.48%
Johnston	50	0.46	2.34%
Davidson	43	0.51	2.01%
Nash	43	0.91	2.01%
Pitt	38	0.45	1.78%
Buncombe	35	0.26	1.64%
Randolph	34	0.47	1.59%
Cleveland	31	0.62	1.45%
Union	30	0.25	1.40%
New Hanover	29	0.26	1.36%
Rowan	29	0.39	1.36%
Alamance	28	0.33	1.31%
Cabarrus	28	0.25	1.31%
Onslow	28	0.27	1.31%
Brunswick	26	0.38	1.22%
Wayne	26	0.44	1.22%
Catawba	24	0.30	1.12%
Franklin	24	0.70	1.12%
Hoke	24	0.92	1.12%
Granville	23	0.75	1.08%
Columbus	22	0.88	1.03%
Lincoln	22	0.50	1.03%
Rockingham	22	0.48	1.03%
Edgecombe	21	0.86	0.98%
Chatham	20	0.52	0.94%
Halifax	20	0.83	0.94%
Iredell	20	0.21	0.94%
Moore	20	0.40	0.94%
Orange	20	0.27	0.94%

Source: FARS, 2016–2020.

Summary

North Carolina experienced a sizeable increase in speeding-related fatalities during 2020. Fatalities in speeding-related crashes were up 48 percent over the previous year. This dramatic increase mirrored a national trend during the height of the COVID-19 epidemic. Speeding was a factor in one-third of all traffic fatalities during 2020. Speeding in fatal crashes is highest among males, younger drivers, and motorcycle riders. Speeding also plays a role in a large percentage of nighttime fatal crashes. Mecklenburg, Guilford, Wake, Cumberland, and Robeson counties account for a significant share of speeding-related fatalities in North Carolina.

GHSP believes the number of speeding-related fatalities in North Carolina can be reduced through a combination of enforcement and educational programs. These countermeasures are described in the sections that follow.

Countermeasures and Funding Priorities

To address the problem areas described above and to meet North Carolina's goals for 2023, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities. To assist in this process, GHSP uses the 10th Edition of NHTSA's Countermeasures that Work (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas. According to CMTW, evidence-based high visibility enforcement is one of the most effective strategies.

For many years, GHSP has supported a statewide campaign called "Speed a Little. Lose a Lot." The campaign reminds drivers of the dangers of speeding and the potential consequences: the loss of a life. Law enforcement agencies in North Carolina conducted the *Speed a Little. Lose a Lot* campaign from March 29 – April 4, 2021. The campaign included 2,104 checkpoints and patrols and resulted in 10,308 citations for speeding. Additionally, the 2021 campaign resulted in 664 DWI charges, 2,172 occupant restraint charges, and 1,307 citations for reckless driving.

GHSP also partnered with the North Carolina State Highway Patrol (NCSHP) and local law enforcement agencies to conduct the high-visibility *Survive the Drive* campaign. The campaign focuses on speeding, seatbelt nonuse, and distracted driving in counties with high fatality rates on rural roads. Although only about 20 percent of the U.S. population lives in rural areas, rural roads account for more than half of all traffic fatalities. According to U.S. DOT, the fatality rate in rural areas is 2.4 times higher than in urban areas.

During FY2023, GHSP will continue to support the national campaign with the *Speed a Little. Lose a Lot* campaign. The latter campaign is planned for April 3-9, 2023. The strategy is to hold this campaign annually and to look for continued growth in future years. In addition, GHSP will focus law enforcement and media attention on the enforcing speed laws at night. GHSP will also continue to share data with all agencies, particularly in counties overrepresented in speeding fatalities. This data will include the locations of speed related crashes, day of the week and the time of day, and other enforcement data. The analytical and mapping tools of the GHSP funded Vision Zero efforts will provide this information in a timely manner. GHSP will work with agencies to address the problem locations and GHSP will consider funding as needed to enhance the enforcement efforts. The Statewide Traffic Enforcement Program mainly focuses on speed enforcement and thus will provide additional enforcement efforts to address the overall speeding problem.

In FY2023, GHSP will continue to support a highly successful Law Enforcement Liaison program through a network of eleven Regional Law Enforcement Liaisons to coordinate and organize GHSP highway safety efforts and activities throughout the state. Through the guidance and coordination efforts of these Regional LEL's, planning, preparation, and reporting activities are accomplished. In addition, GHSP will continue to fund enforcement activity hours for traffic safety officers in counties with increased speeding and unrestrained fatalities. In FY2023, GHSP plans to fund enforcement activity hours in Brunswick, Buncombe, Columbus, Davidson, Durham, Edgecombe, Forsyth, Gaston, Guilford, Harnett, Iredell, Johnston, Mecklenburg, Nash, Onslow, Pender, Robeson, Union, and Wake counties. These efforts include new enforcement projects and activity hours in the Columbus County Sheriff's Office, Thomasville Police Department (Davidson County), Davidson Police Department (Davidson County), Pineville Police Department (Mecklenburg County), and the Zebulon Police Department (Wake County). Additional enforcement efforts will take place through the administration of overtime grants to the Craven County Sheriff's Office, Dare County Sheriff's Office, Onslow County Sheriff's Office, Hendersonville Police Department (Henderson County), Franklinton Police Department (Franklin County), Franklin County Sheriff's Office, Raleigh Police Department (Wake County), Salisbury Police Department (Rowan County), Wilson Mills Police Department (Johnston County), the Concord Police Department (Cabarrus County), Currituck County Sheriff's Office, and the North Carolina State Highway Patrol. GHSP has focused on providing funding for enforcement, education, and outreach efforts to address equity concerns in rural counties with diverse racial makeups. In many instances, such efforts by law enforcement could not be made were it not for funding provided through GHSP.

Media Plan

GHSP will support the statewide "Speed a Little, Lose a Lot." campaign through both paid and earned media. Campaign kickoff events are planned for all FY2023 campaigns, seeking earned media attention that will be gained from partnerships with local governments, MADD, NC State Highway Patrol, NC Department of Transportation, community groups, local law enforcement, etc. GHSP will do a mix of in-person and alternative kickoff events to engage communities statewide. In-person kickoff events may feature the GHSP Director, state and/or local law enforcement, community leaders, victims, survivors, or offenders. At times GHSP will change the typical kickoff format, including giving agencies a communications toolkit so they can utilize social media, news releases and press conferences on their own to draw attention to issues and enforcement campaigns in their local areas.

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, Instagram and Twitter, to spread the word on the enforcement crackdown. GHSP will rely on the NC DOT Communications Office to assist in this effort.

FY2023 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 FY2023 North Carolina Highway Safety Plan to address speeding, aggressive driving, and other unsafe driving behaviors. 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-23-06-01
Project Title: Statewide Traffic Enforcement Program (STEP)
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 are evaluated at the end of the year for their participation and reporting. Based on a demonstrated need, agencies may then request specific equipment to assist GHSP in achieving their goals in the reduction of alcohol, speed, or unrestrained fatalities. This project funds the cost of the equipment.
CMTW: Chapter 1, Section 2.1; Chapter 2, Section 2.1; Chapter 3, Section 2.2

Agency: Charlotte-Mecklenburg Police Department
Project Number: PT-23-06-08
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 GHSP.

Agency: Brunswick County Sheriff's Office
Project Number: PT-23-06-03
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 GHSP.

Agency: Guilford County Sheriff's Office
Project Number: PT-23-06-07
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 GHSP.

Agency: Dare County Sheriff's Office
Project Number: PT-23-06-12
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 GHSP.

Agency: Rockingham Police Department
Project Number: PT-23-06-06
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 GHSP.

Agency: Orange County Sheriff's Office
Project Number: PT-23-06-05
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 GHSP.

Agency: New Bern Police Department
Project Number: PT-23-06-02
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 GHSP.

Agency: Columbus Police Department
Project Number: PT-23-06-10
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 GHSP.

Agency: Marion Police Department
Project Number: PT-23-06-09
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 GHSP.

Agency: Tarboro Police Department
Project Number: PT-23-06-04
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 GHSP.

Agency: Jackson County Sheriff's Office
Project Number: PT-23-06-11
Project Title: Region 11 LEL
Project Description: This is an ongoing project for the Region 11 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 11 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP.

Agency: Robeson County Sheriff's Office
Project Number: PT-23-06-13
Project Title: Robeson County Traffic Enforcement Team FY2023
Project Description: This continuation project funds activity hours for a three-man traffic team to work in high crash areas and to deliver safety education programs.
CMTW: Chapter 3, Section 2.2

Agency: Dare County Sheriff's Office
Project Number: PT-23-06-14
Project Title: Traffic Safety Enforcement Overtime Activity
Project Description: This project funds overtime for traffic enforcement, with a focus on seatbelt and speeding enforcement and pedestrian/bicycle safety in an effort to reduce related fatalities. Officers will be required to work 4-6 hour shifts focusing on saturation patrols and high visibility enforcement.
CMTW: Chapter 2, Section 2.1; Chapter 3, Section 2.2; Chapter 8, Section 4.4; Chapter 9, Section, 3.3

Agency: Durham County Sheriff's Office
Project Number: PT-23-06-16
Project Title: Durham County Sheriff's Traffic Enforcement Grant
Project Description: This continuation grant will fund activity hours for three deputies dedicated solely to traffic enforcement. The Durham County Sheriff's Office will focus on major corridors in Durham County where elevated crash risks exist. The Durham County Sheriff's Office will also increase nighttime weekend enforcement efforts in busy commercial corridors to target unrestrained drivers and speeding.
CMTW: Chapter 2, Sections 2.1 and 2.2; Chapter 3, Section 2.2

Agency: Salisbury Police Department
Project Number: PT-23-06-17
Project Title: Salisbury Traffic Safety Overtime Enforcement

Project Description: This grant will once again fund overtime for officers to work high visibility enforcement. Efforts will focus on seatbelt and speeding enforcement in an effort to reduce related fatalities. Rowan County is ranked 22nd for overall fatalities, 26th for alcohol-related fatalities, 20th for unrestrained fatalities, and 20th for speed-related fatal crashes.

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

Agency: North Carolina Department of Justice (N.C. Justice Academy)
Project Number: PT-23-06-18
Project Title: Spreading the Belief in Vision Zero
Project Description: This grant funds approved Speed Measuring Instruments (SMIs) in North Carolina for training purposes. The grant also funds the NC Justice Academy (NCJA) to conduct Driving Instructor training (EVOC) to help reduce emergency vehicle crashes and the Traffic Crash Investigation and Reconstruction program that provides a thorough reconstruction of highway incidents.

CMTW: Chapter 3, Section 2.3

Agency: Wake County Sheriff's Office
Project Number: PT-23-06-19
Project Title: Wake County Sheriff's Office Crash Reduction Unit
Project Description: This continuation project funds activity hours for three traffic safety officers working to reduce alcohol-related collisions, unrestrained serious injuries and young driver fatal crashes in Wake County.

CMTW: Chapter 1, Section 2.1; Chapter 2, Section 2.1; Chapter 6, Section 4.1

Agency: Pender County Sheriff's Office
Project Number: PT-23-06-20
Project Title: Pender County Sheriff's Office Traffic and Safety Team
Project Description: This continuation grant funds activity hours for two deputies to conduct traffic safety enforcement. Pender County is ranked 28th in overall fatalities, 24th in alcohol-related fatalities, and 25th in unrestrained fatalities.

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

Agency: Edgecombe County Sheriff's Office
Project Number: PT-23-06-21
Project Title: Edgecombe County Traffic Enforcement Deputy
Project Description: This is the second year of a project to fund a Traffic Enforcement Officer to reduce vehicle collisions in high risk areas and deliver highway safety education programs. Edgecombe County is ranked 30th in unrestrained fatalities and 23rd in speed-related fatalities.

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

Agency: Smithfield Police Department
Project Number: PT-23-06-22
Project Title: Smithfield Crash Reduction and Education Initiative
Project Description: This project funds activity hours for two traffic officers to help increase traffic safety through education and enforcement. Johnston County is ranked 7th in overall fatalities, 7th in unrestrained fatalities, and 12th in speed-related fatalities.
CMTW: Chapter 2, Section 2.1; Chapter 3, Section 2.2

Agency: North Carolina Department of Transportation (NC Division of Motor Vehicles)
Project Number: PT-23-06-23
Project Title: Customer Compliance Training
Project Description: This continuation project trains officers to conduct professional and thorough hearings that balance an individual's privilege to drive with highway safety concerns. The hearing officers are educated on case law and statute updates to ensure that they conduct and hold hearings in accordance with all applicable laws. The project will also bring the National Judicial College (NJC) to North Carolina to conduct training for the hearing officers.

Agency: Concord Police Department
Project Number: PT-23-06-24
Project Title: Concord Overtime for Traffic Enforcement
Project Description: This project funds overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Cabarrus County is ranked 21st for overall fatalities, 21st for alcohol-related fatalities, and 27th for unrestrained fatalities.
CMTW: Chapter 2, Section 2.1; Chapter 3, Section 2.2

Agency: Nashville Police Department
Project Number: PT-23-06-25
Project Title: Nashville Police Department Traffic Unit
Project Description: This is the second year of a project funding a traffic safety officer in Nashville. Nash County is ranked in the 14th in overall fatalities, 12th in alcohol-related fatalities, 11th in unrestrained fatalities, and 11th in speed-related fatalities.
CMTW: Chapter 1, Section 2.1; Chapter 2, Section 2.1; Chapter 3, Section 2.2

Agency: Matthews Police Department
Project Number: PT-23-06-26
Project Title: Matthews Police Department Traffic Unit
Project Description: This continuation grant funds activity hours for two officers to conduct traffic safety enforcement. Mecklenburg County is ranked 1st for overall fatalities 1st for alcohol-related fatalities, 1st for unrestrained fatalities and 1st for young

driver fatal crashes. The goal of the project is to reduce alcohol-related and unrestrained traffic crashes and injuries through enforcement and education efforts.

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

Agency: Columbus County Sheriff's Office
Project Number: PT-23-06-27
Project Title: Columbus County Traffic Team
Project Description: This continuation grant funds activity hours for two deputies to conduct traffic safety enforcement. Columbus County is ranked 20th in overall fatalities and 21st in unrestrained fatalities.

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

Agency: Union County Sheriff's Office
Project Number: PT-23-06-28
Project Title: Union County Traffic Enforcement Unit
Project Description: This continuation grant funds activity hours for two officers to conduct traffic safety enforcement with a primary focus in the Town of Indian Trail. Indian Trail has continued to grow and is currently the largest and fastest growing municipality in Union County. Union County is ranked 16th in the state of North Carolina for overall fatalities, 18th for speed-related fatal crashes, 25th for alcohol-related fatalities, and 18th in the state for unrestrained fatalities.

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

Agency: Dunn Police Department
Project Number: PT-23-06-29
Project Title: Dunn PD FY2023 Traffic Unit Grant
Project Description: This continuation project funds activity hours for two officers to work traffic enforcement. Harnett County is ranked 9th in overall fatalities, 9th in unrestrained fatalities, and 7th in speed-related fatalities.

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

Agency: Craven County Sheriff's Office
Project Number: PT-23-06-30
Project Title: Craven County Overtime Enforcement
Project Description: This project funds overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Cabarrus County is ranked 44th in overall fatalities, 56th in unrestrained fatalities, and 59th in speed-related fatalities.

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

Agency: Onslow County Sheriff's Office

Project Number: PT-23-06-15
Project Title: Onslow County Overtime Enforcement
Project Description: This project funds overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Onslow County is ranked 26th in overall fatalities, 39th in unrestrained fatalities, and 13th in speed-related fatalities.
CMTW: Chapter 2, Section 2.1; Chapter 3, Section 2.2

Agency: Hendersonville Police Department
Project Number: PT-23-06-32
Project Title: Hendersonville Overtime Enforcement
Project Description: This project funds overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Henderson County is ranked 40th in overall fatalities, 55th in unrestrained fatalities, and 66th in speed-related fatalities.
CMTW: Chapter 2, Section 2.1; Chapter 3, Section 2.2

Agency: Franklinton Police Department
Project Number: PT-23-06-41
Project Title: Franklinton Overtime Enforcement
Project Description: This project funds overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Franklin County is ranked 37th in overall fatalities, 35th in unrestrained fatalities, and 24th in speed-related fatalities.
CMTW: Chapter 2, Section 2.1; Chapter 3, Section 2.2

Agency: Davidson Police Department
Project Number: PT-23-06-33
Project Title: Davidson Steps to Vision Zero - Traffic Officer
Project Description: This project will fund activity hours for one officer to work high visibility enforcement with a focus on impaired driving. Davidson County is ranked 10th in overall fatalities and 19th in alcohol-related fatalities.
CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: Raleigh Police Department
Project Number: PT-23-06-34
Project Title: Raleigh Overtime for Traffic Enforcement
Project Description: This project funds overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Wake County is ranked 2nd in overall fatalities, 3rd in unrestrained fatalities, and 3rd in speed-related fatalities.
CMTW: Chapter 2, Section 2.1; Chapter 3, Section 2.2

Agency: Brunswick County Sheriff's Office
Project Number: PT-23-06-35
Project Title: Brunswick County Traffic Safety Personnel
Project Description: This project will fund activity hours for three deputies to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Brunswick County is ranked 18th in overall fatalities, 10th in unrestrained fatalities, and 31st in speed-related fatalities.
CMTW: Chapter 2, Section 2.1; Chapter 3, Section 2.2

Agency: Zebulon Police Department
Project Number: PT-23-06-36
Project Title: Zebulon Traffic Unit
Project Description: This project funds activity hours for two officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Wake County is ranked 2nd in overall fatalities, 3rd in unrestrained fatalities, and 3rd in speed-related fatalities.
CMTW: Chapter 2, Section 2.1; Chapter 3, Section 2.2

Agency: Wilson Mills Police Department
Project Number: PT-23-06-37
Project Title: Wilson Mills Overtime Enforcement
Project Description: This project fund overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Johnston County is ranked 7th in overall fatalities, 7th in unrestrained fatalities, and 12th in speed-related fatalities.
CMTW: Chapter 2, Section 2.1; Chapter 3, Section 2.2

Agency: Pineville Police Department
Project Number: PT-23-06-38
Project Title: Pineville Traffic Safety Officer
Project Description: This project will fund activity hours for one officer to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Mecklenburg County is ranked 1st in overall fatalities, 1st in unrestrained fatalities, and 1st in speed-related fatalities.
CMTW: Chapter 2, Section 2.1; Chapter 3, Section 2.2

Agency: Cabarrus County Sheriff's Office
Project Number: PT-23-06-39
Project Title: Cabarrus County Traffic Enforcement and Education Unit
Project Description: This project will fund activity hours for two deputies to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Cabarrus

County is ranked 21st in overall fatalities, 27th in unrestrained fatalities, and 41st in speed-related fatalities.

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

Agency: Holly Springs Police Department

Project Number: PT-23-06-31

Project Title: Holly Springs Police Department Overtime Enforcement

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

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

Agency: Mooresville Police Department

Project Number: PT-23-06-40

Project Title: Mooresville Traffic Unit Expansion

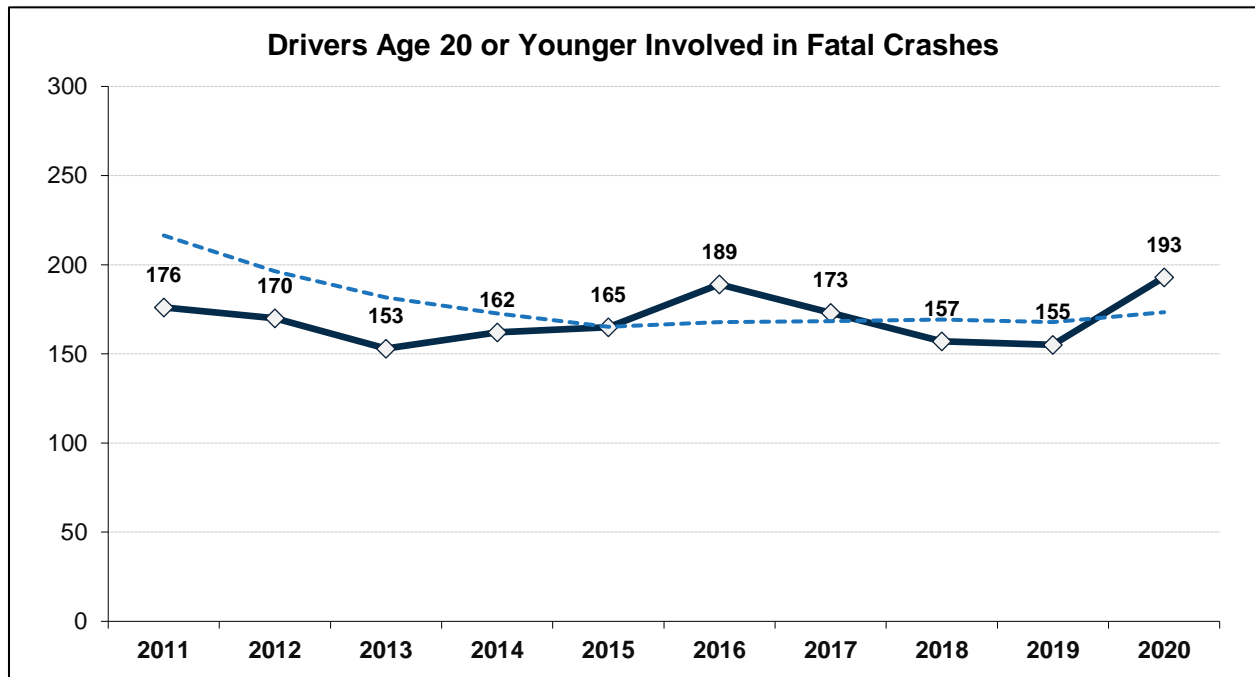
Project Description: This project will fund activity hours for two officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Iredell County is ranked 12th in overall fatalities, 23rd in unrestrained fatalities, and 35th in speed-related fatalities.

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

Young Drivers

Crashes, Deaths and Injuries

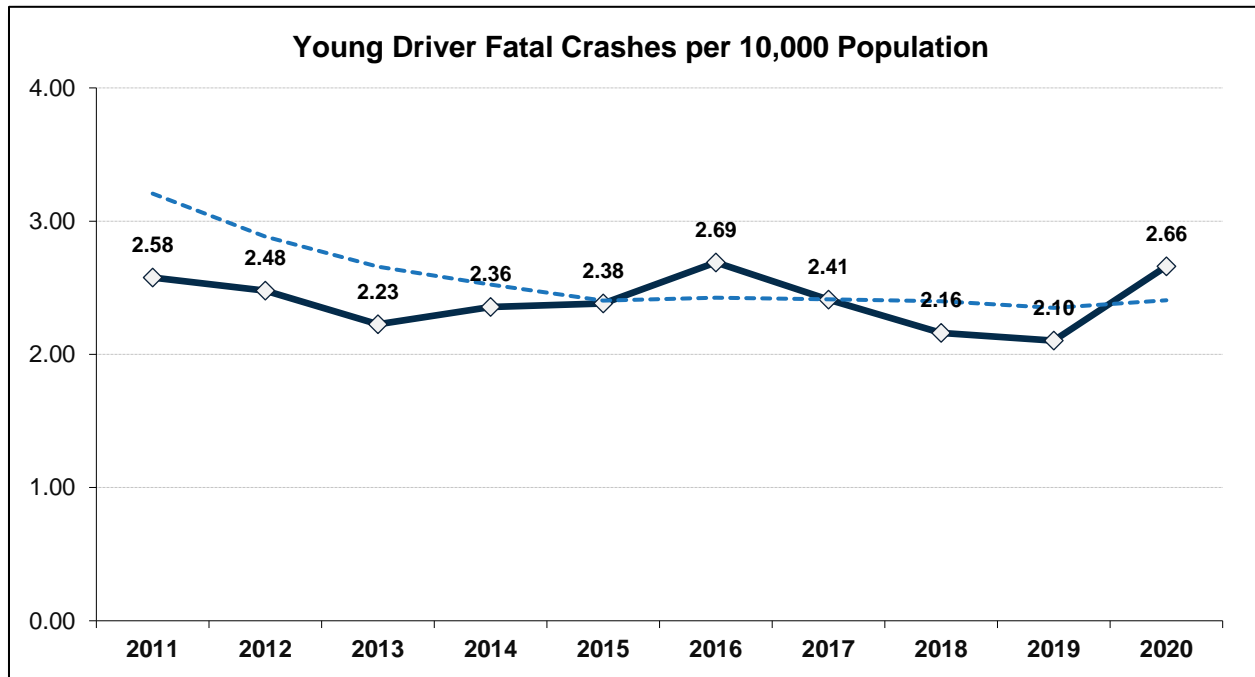
Motor vehicle crashes are a leading cause of death among young people in North Carolina. According to FARS data for 2020, 193 drivers age 20 or younger were involved in a fatal crash, an increase of 38 fatal crashes (25 percent) from 2019. Prior to 2020, young driver fatal crashes had dropped for three consecutive years. Overall, the 5-year moving average (the dotted line in the figure below) suggests little change in young driver fatal crash involvement in North Carolina since 2015.



Source: FARS, 2011–2020.

In response to the COVID-19 pandemic, several legislation actions were taken that impacted young drivers. Beginning in July 2020, the road test was waived for young drivers seeking an intermediate (provisional) license in the graduated driver licensing (GDL) system. This was intended to reduce health risks for both license applicants and licensing examiners. Road tests were reinstated in February 2021. Additionally, the 12-month mandatory learner period in GDL was reduced to 6 months. This was intended to reduce delays in the licensing process created by COVID-19. Although the 6-month learner period was set to expire before the end of 2021, legislators extended this into 2022. The effect of these actions on young driver safety is unknown.

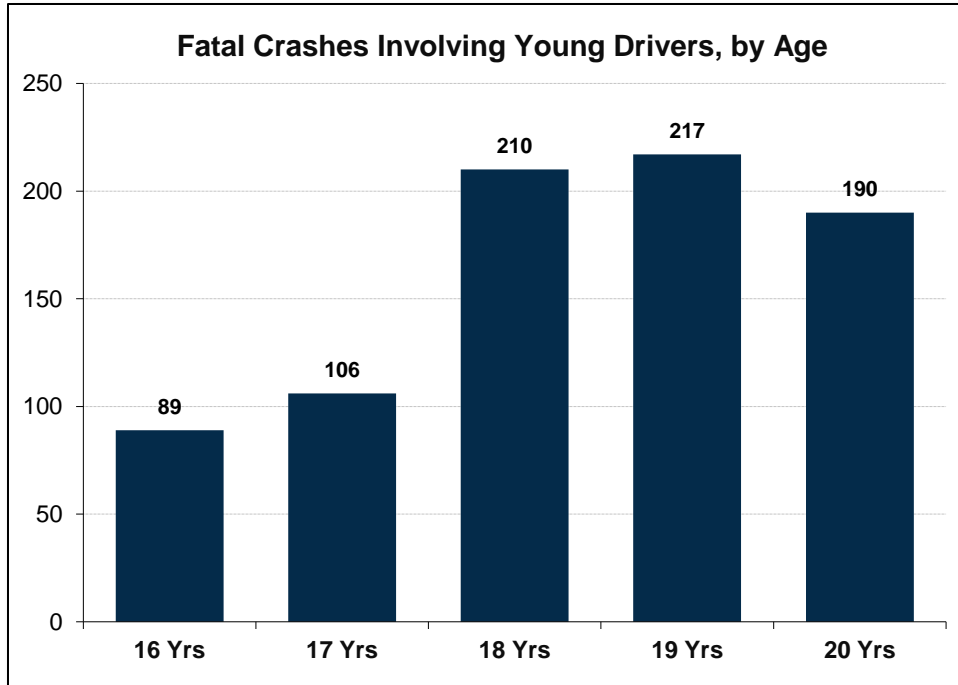
North Carolina’s population has grown rapidly during the past decade. Consequently, it is important to examine crash involvements per capita. The figure below shows fatal crash rates per 10,000 population for drivers ages 16 to 20. In 2020, the fatal crash rate increased from 2.10 to 2.66. Once again, the 5-year moving average shows little change in fatal crashes per capita since 2015.



Source: FARS, 2011–2020, and U.S. Census Bureau.

Compared to adults, young drivers are somewhat over-represented in fatal crashes. Persons 16 to 20 years old comprised 6.9 percent of the population in North Carolina in 2020, but they accounted for 9.0 percent of all fatal crashes. In addition to fatal crashes, drivers 16 to 20 years old were involved in 607 serious (“A”) injury crashes, 13,310 less severe injury crashes, and 32,604 property damage only crashes.

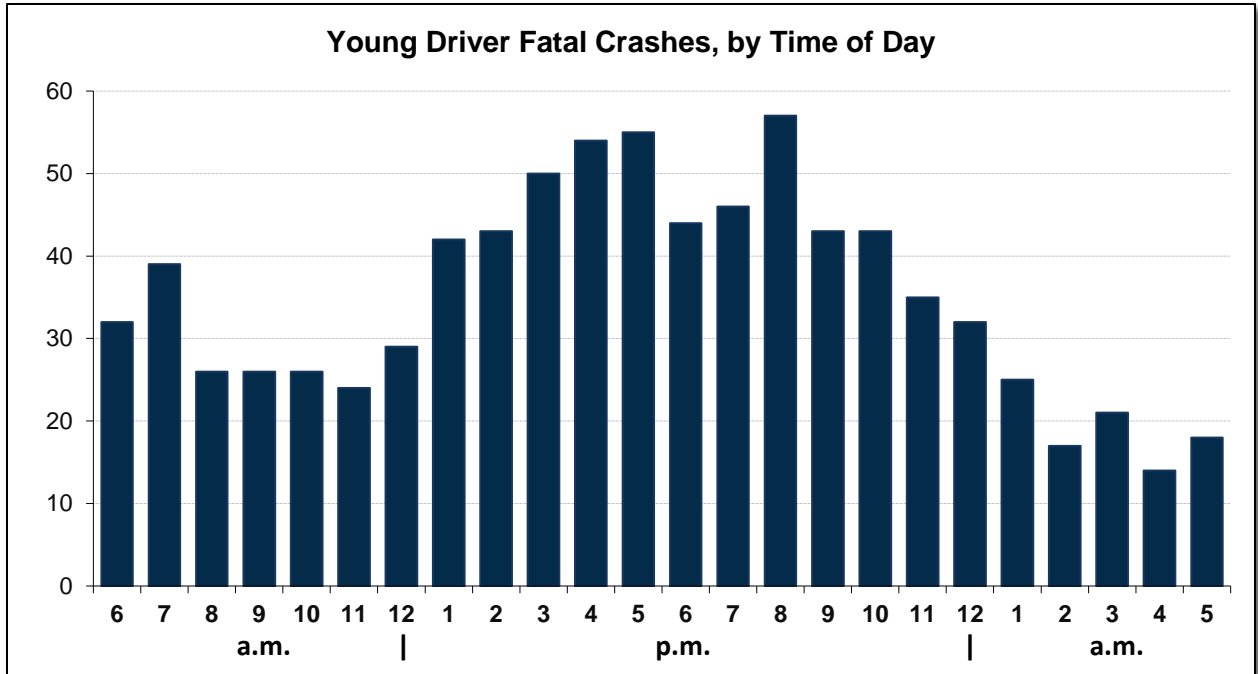
The figure below shows young driver fatal crashes by single year of age. As age increases, fatal crashes also increase. Sixteen- and 17-year-olds are less likely to have a license than their older counterparts, and they tend to drive fewer miles. Also, there is growing evidence that young people are waiting until age 18 or older to obtain their first license. North Carolina’s GDL system, a significant factor in decreasing young driver crash rates, only applies to those under the age of 18. Consequently, these “older novices” may be missing the protective benefits of GDL.



Source: FARS, 2016-2020.

Between 2016 and 2020, young male drivers accounted for a greater proportion of fatal crashes than young female drivers (70 percent versus 30 percent). In addition, young driver fatal crashes were more likely to occur on rural roads than urban roads (59 percent versus 41 percent). Fifty-six percent of young drivers in fatal crashes were driving passenger cars. Fewer were driving pickup trucks (18 percent), motorcycles (4 percent) or other types of vehicles.

The figure below shows the time of day of young driver fatal crashes between 2016 and 2020. Fatal crashes peak in the mid- to late-afternoon, coinciding with the time when teenagers are leaving school. A second peak occurs from 8:00-8:59 p.m., and fatal crashes are generally high during the evening hours. Nighttime is more dangerous for drivers of all ages because of darkness, fatigue, alcohol, and other factors, but it is especially dangerous for young drivers who are less experienced in this setting. North Carolina currently restricts unsupervised driving after 9 p.m. for teens with a provisional GDL license.



Source: FARS, 2016-2020.

The table below lists the 31 counties with the highest numbers of young drivers involved in fatal crashes from 2016 to 2020. Mecklenburg County had the highest number of young drivers in fatal crashes (59), followed by Wake (40), Guilford (36), Harnett (27), Davidson (24), Johnston (22), and Robeson (21) counties. In total, the 31 counties listed in the table account for two-thirds (68 percent) of all young drivers involved in fatal crashes in North Carolina from 2016 to 2020. The counties near the top of the table are generally those with large populations. The rate of young driver involvement in fatal crashes per 10,000 population is especially notable in Northampton (13.26), Bladen (9.94), Martin (9.92), Columbus (8.74), Caswell (8.01), Sampson (7.87), Franklin (6.97), Pender (6.36), and Vance (6.17) counties. These counties are well above the statewide average per capita rate of 2.32.

Young drivers (ages 16-20) involved in fatal crashes, 2016–2020

County	Young drivers involved in fatal crashes	Rate per 10,000 population	% of all 16-20 involved in fatal crashes
Mecklenburg	59	1.77	7.02%
Wake	40	1.00	4.76%
Guilford	36	1.72	4.28%
Harnett	27	5.23	3.21%
Davidson	24	4.52	2.85%
Johnston	22	2.74	2.62%
Robeson	21	4.07	2.50%
Forsyth	19	1.42	2.26%
Rowan	19	3.74	2.26%
Cumberland	18	1.53	2.14%
Pitt	18	1.92	2.14%
Randolph	17	3.44	2.02%
Sampson	17	7.87	2.02%
Cabarrus	16	1.88	1.90%
Franklin	16	6.97	1.90%
Cleveland	15	4.36	1.78%
Columbus	15	8.74	1.78%
Durham	15	1.39	1.78%
Nash	15	4.99	1.78%
Wayne	15	3.72	1.78%
Buncombe	14	1.84	1.66%
Iredell	14	2.11	1.66%
Onslow	13	1.49	1.55%
Rockingham	13	4.71	1.55%
Alamance	12	1.78	1.43%
Pender	12	6.36	1.43%
Brunswick	11	3.57	1.31%
Gaston	11	1.45	1.31%
Union	11	1.10	1.31%
Duplin	10	5.85	1.19%
Pasquotank	10	5.82	1.19%

Source: FARS, 2016–2020 and U.S. Census.

Summary

According to FARS data, fatal crashes involving young drivers in North Carolina rose 25 percent during 2020. This was notable given that fatal crashes had dropped during the previous three years. Young driver fatal crashes were most common among males, on rural roads, and in the afternoon or early evening. Mecklenburg, Wake, Guilford, Harnett, and Davidson counties accounted for the largest number of young driver fatal crashes.

Several legislation actions related to young drivers were taken during 2020 in response to the COVID-19 pandemic. The effect of these actions on teen driver safety is unknown.

Countermeasures and Funding Priorities

GHSP is committed to exploring and evaluating innovative approaches to improving young driver safety. GHSP will continue to fund programs that include educational presentation activities and hands on driver training. During FY2023, GHSP is funding teen driver safety initiatives led by University Health Systems of Eastern North Carolina, the University of North Carolina Highway Safety Research Center, Students Against Destructive Decisions (SADD), and continued leadership in the Driver Education Advisory Committee.

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

SADD seeks to host at least forty-three school and community traffic safety events across North Carolina in an effort to reduce teen crashes. Rock the Belt Kits, Textless Live More Kits, and other materials will be provided to schools and partners to use at events and in community educational outreach. SADD will also hold its statewide conference.

GHSP plans to use the Driver Education Program Assessment Report as the basis for planning driver education program improvements, assessing legislative priorities, considering additional training, and evaluating funding priorities. The Driver Education Advisory Committee is also utilizing the Assessment to make changes and improvements in the quality, availability, content, and delivery of driver education. GHSP will also educate policymakers and opinion leaders on the positive safety impacts on NC's youth licensing system, including our strong GDL law. GHSP serves as a member of the Drivers Education Advisory Committee. In addition, GHSP plans to work with several partners to help educate leaders in North Carolina about the importance of the state's Graduated Drivers Licensing program.

GHSP is currently working to fund a NHTSA approved nonprofit organization to assist in seeking nontraditional opportunities to address traffic safety issues across the state with a focus on underserved communities, at-risk roadway users, and Vision Zero communities.

Media Plan

GHSP will utilize earned media attention for youth and teen driving safety. GHSP has planned statewide media events at strategic locations across the state to promote the distracted driving message “One Text or Call Could Wreck It All” at local high schools. GHSP will have a new project to fund media and outreach efforts surrounding at-risk roadway users with a focus on older drivers, young drivers, speeding, etc. There are several local media efforts as well. University Health Systems of Eastern North Carolina will again provide traffic safety messaging through Gas Station TV commercials in Pitt and Duplin counties. Additional safety traffic safety messaging will be provided through both print and broadcast media, PSA’s, and billboards. In addition, Students Against Destructive Decisions (SADD) will be awarded a GHSP grant to create youth leadership outreach in eight counties in North Carolina.

GHSP has formed a long-standing marketing opportunity with the NC High School Athletic Association (NCHSAA) to educate high school athletes, coaches and other school officials about the importance of seat belt use and the dangers of impaired driving. Under this arrangement, the “Click It or Ticket” campaign is a major part of the NCHSAA events, marketing and education activities, including poster contests, video contests, athletic tournaments and other aspects of the program. Through this arrangement, GHSP educates coaches—one of the most influential people in a young person’s life—about safe driving, and those coaches in turn spread this message to their players.

GHSP has also created a social influencer campaign series to expand its social media presence on Facebook, Twitter, Instagram and other platforms that are popular among young drivers and that represent underserved communities, particularly communities of color. Having a presence on various social media sites allows GHSP to communicate with teen drivers directly and target our messaging to them. GHSP, working with media firm French/West/Vaughn (FWV), has used social media messages generated by 12 different young social media influencers and approved by GHSP prior to posting. These messages are based on themes that FWV and GHSP provide to them, and GHSP has been especially careful to choose influencers of color and those who have a presence in underserved communities. So far, this campaign has significantly increased the safe driving message reach among followers of those influencers.

FY2023 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 FY2023 North Carolina Highway Safety Plan to address young driver safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA’s Countermeasures that Work).

Agency:	University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number:	DE-23-08-01
Project Title:	North Carolina Teen Driver Safety Initiative

Project Description: This continuation project funds the Teen Driver Resource Center to provide guidance and assistance to various stakeholder groups with an interest in improving teen driver and passenger safety throughout North Carolina.

CMTW: Chapter 6, Section 3.1

Agency: University Health Systems of Eastern North Carolina

Project Number: SA-23-09-09

Project Title: Distracted Driving in Eastern N.C.-Expansion to Pitt and Duplin Counties

Project Description: This continuation project funds local parent education and peer-to-peer education initiatives in several additional counties in Eastern North Carolina.

CMTW: Chapter 6, Section 3.1

Agency: Students Against Destructive Decisions (SADD)

Project Number: SA-23-09-12

Project Title: Strategies in Peer-to-Peer Mobility Safety

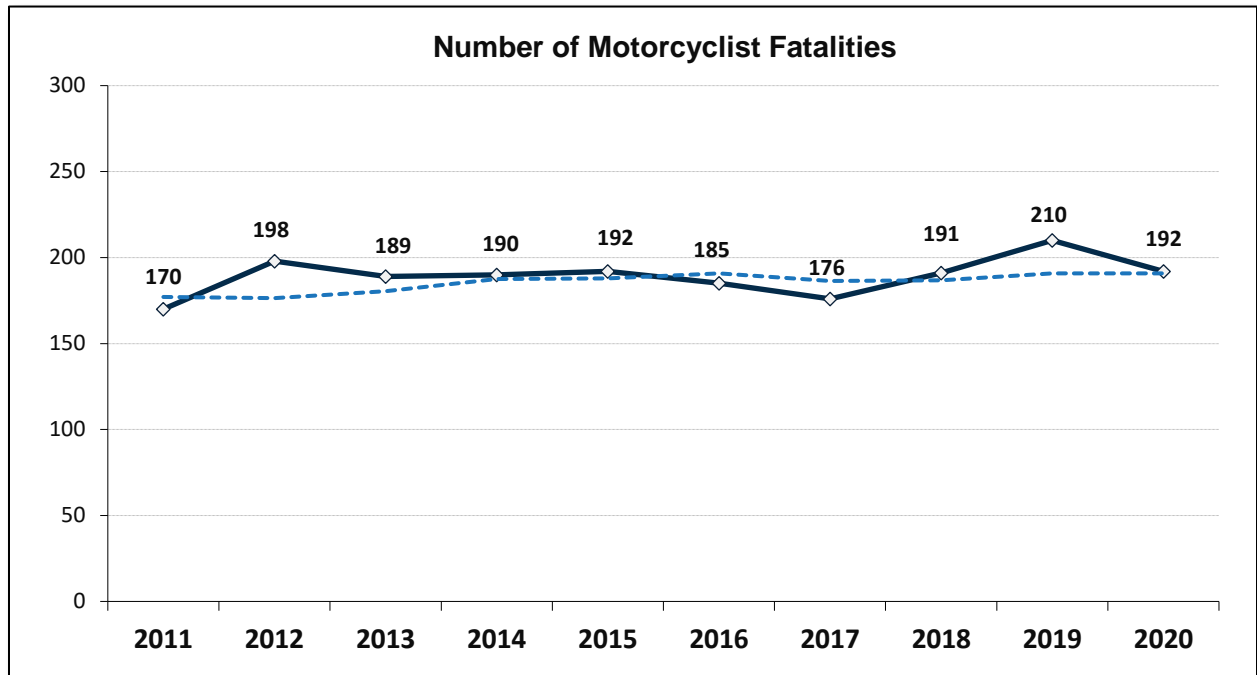
Project Description: This project funds SADD to work in communities over-represented in teen crashes to identify the causes of teen crashes through a data-driven approach, respond with evidence-based countermeasures, and build a sustainable network of peer-to-peer based student chapters to provide programming in those schools and communities, and eventually across the state.

CMTW: Chapter 6, Section 3.1

Motorcycle Safety

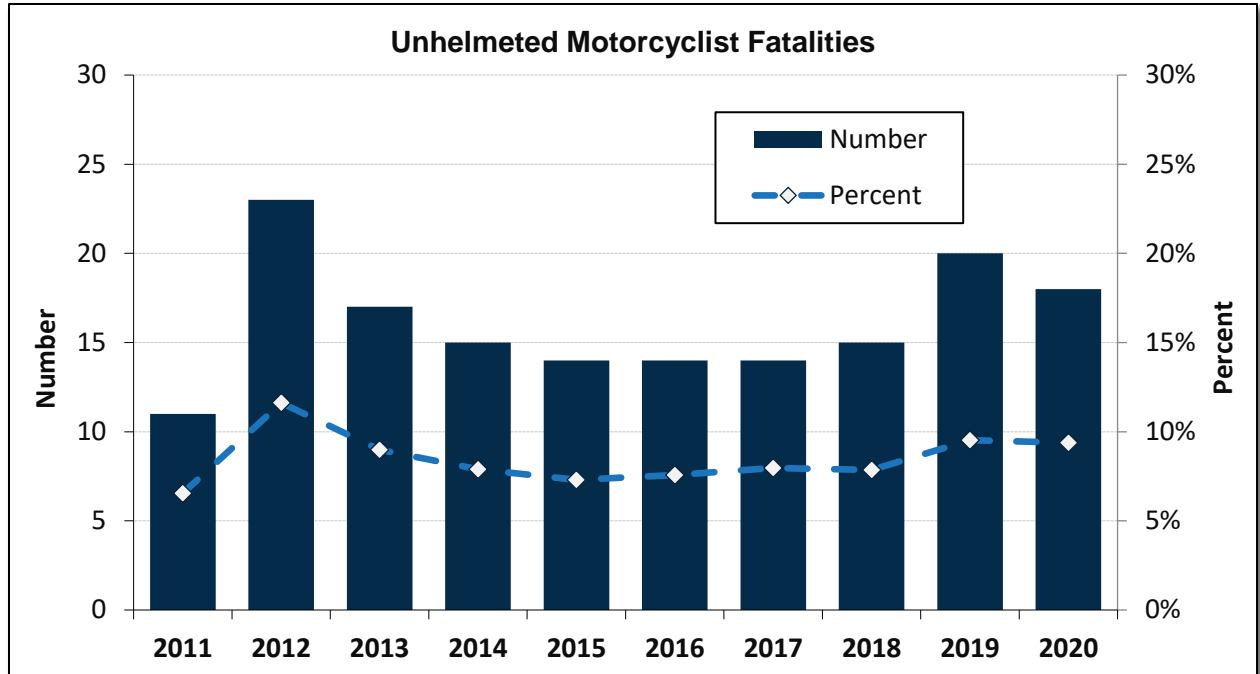
Crashes, Deaths and Injuries

In 2020, there were 192 motorcycle rider fatalities in North Carolina. This was a decrease of 18 fatalities (8.6 percent) from 2019. Motorcyclist fatalities were one of the few performance measures that showed improvement during 2020. Nonetheless, the 5-year moving average suggests a slight rise in motorcycle rider fatalities over the past decade, as shown in the figure below.



Source: FARS, 2011–2020.

Motorcyclists represented 12.5 percent of all traffic fatalities in North Carolina during 2020, a noticeable decrease from 14.4 percent in 2019. Another positive finding is the vast majority of fatally-injured motorcyclists in North Carolina were wearing a helmet when they crashed. In all likelihood, there would have been many more fatalities if North Carolina did not have a universal helmet law and a high rate of helmet use. As shown in the figure below, the percent of fatally-injured riders that were unhelmeted has remained relatively consistent and low, averaging 8.5 percent over the last ten years. NHTSA estimates that motorcycle helmets save approximately 100 lives each year in North Carolina.



Source: FARS, 2011–2020.

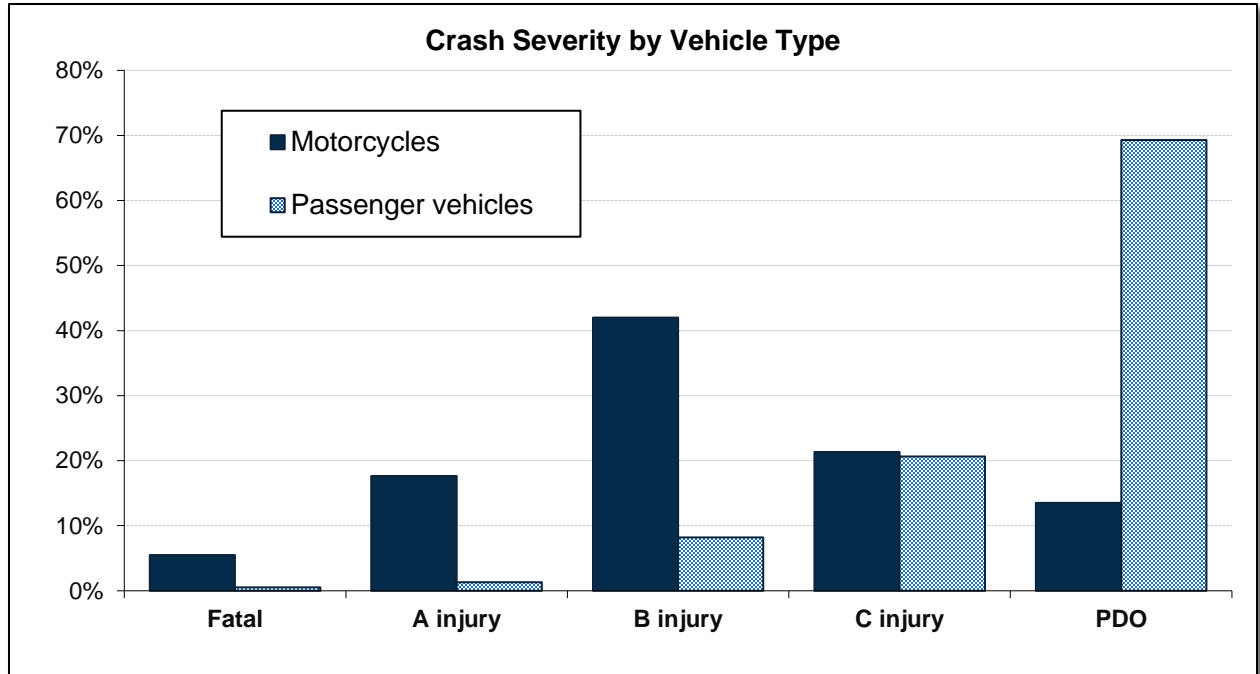
As shown in the table below, the crash and fatality rate per registered motorcycle has been relatively stable in North Carolina since 2010. The total number of crashes, fatalities and registered motorcycles have also remained within a narrow range. However, it is noteworthy that the number of crashes, fatalities, and the crash and fatality rates per registered motorcycle all dropped during 2020.

Motorcycle Crash and Fatality Rates Per Registered Motorcycle, 2001–2020

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
2015	4,504	192	192,034	23.5	10.00
2016	4,826	185	189,029	25.5	9.79
2017	4,674	176	188,197	24.8	9.35
2018	4,398	191	189,392	23.2	10.08
2019	4,305	210	186,655	23.1	11.14
2020	4,163	192	189,649	22.0	10.12

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

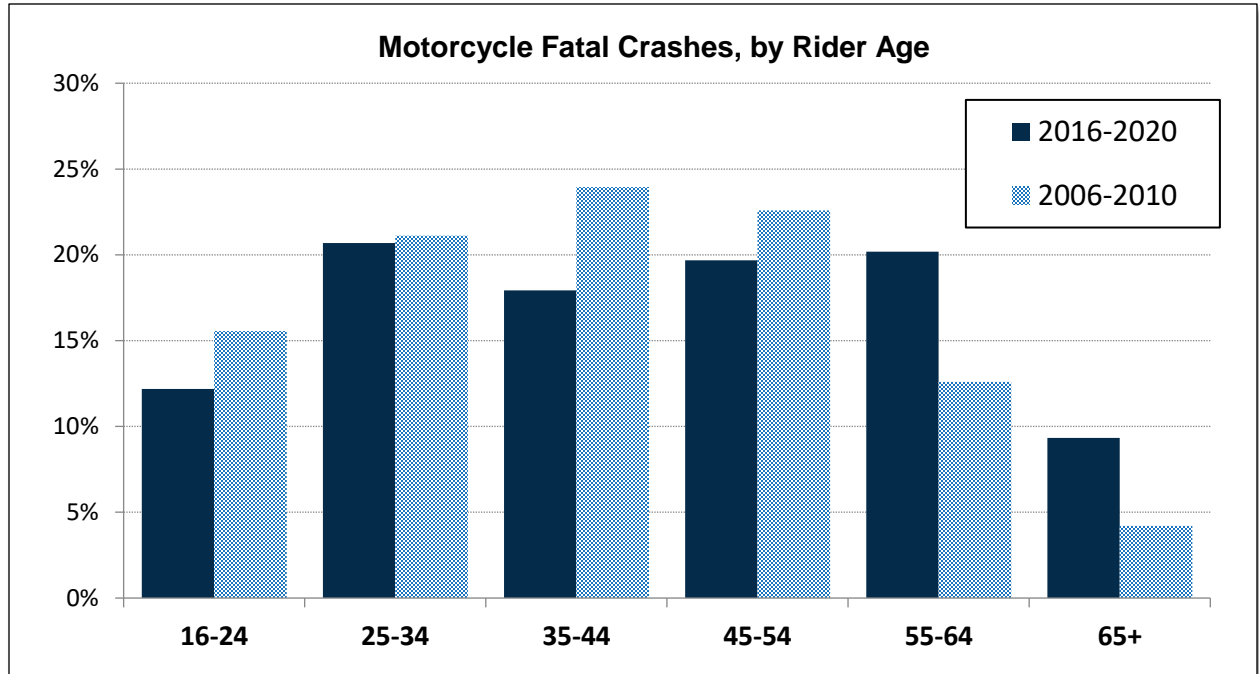
In addition to the 192 motorcyclist fatalities in 2020, there were 584 serious (“A”) injuries and 2,093 less severe injuries. Crashes involving motorcycles are more likely to involve death or injury compared to crashes involving passenger vehicles (cars, SUVs, pickup trucks, etc.). As shown in the figure below, 5.5 percent of motorcycle crashes in 2020 resulted in a fatality and 18 percent resulted in a serious injury. By comparison, just 0.5 percent of passenger vehicle crashes resulted in a fatality and 1.3 percent resulted in serious injury. Motorcyclists are much less protected than occupants of passenger vehicles; hence, they are more likely to be seriously injured or killed when involved in a crash. It should also be noted that motorcycle crashes involving only property damage are likely underreported.



Source: NCDOT Motor Vehicle Crash Data, 2020.

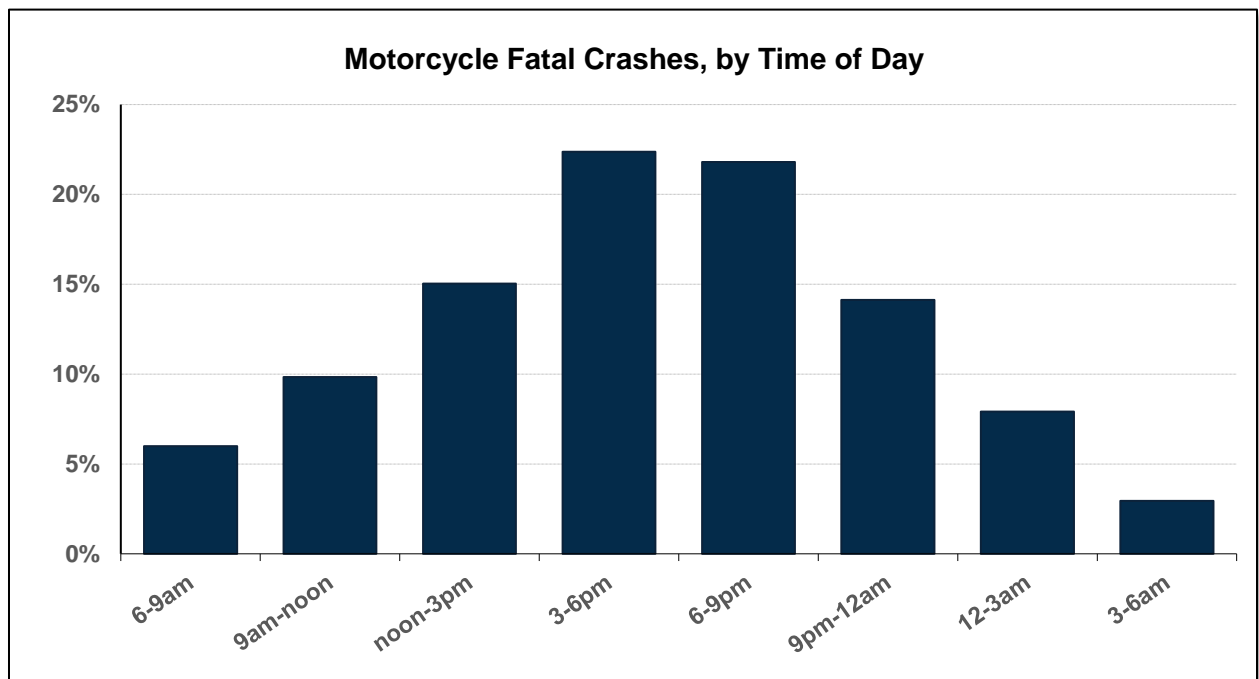
Between 2016 and 2020, the vast majority (97 percent) of motorcycle drivers in fatal crashes were male. Two-thirds (65 percent) of fatal crashes involved multiple vehicles, and half (53 percent) occurred on rural roads. Alcohol use continues to be an important contributing factor to fatal crashes involving motorcycles. One-third (32 percent) of motorcycle fatal crashes involved a driver with a BAC of .08 or greater, compared to 26 percent for drivers of all other types of vehicles.

Motorcycle fatal crashes by rider age are shown in the figure below. The age of riders in fatal crashes has increased over time. Riders age 55 and older now account for 30 percent of fatal motorcycle crashes in North Carolina, up from 17 percent.



Source: FARS, 2006–2010 and 2016-2020.

Motorcycle fatal crashes are overrepresented on weekends. Between 2016 and 2020, 43 percent of fatal crashes involving motorcyclists occurred on Saturday or Sunday. As shown in the figure below, fatal motorcycle crashes are most common during the late afternoon and early evening.



Source: FARS, 2016-2020.

North Carolina has 100 counties. The table below lists the 35 counties with the highest number of motorcyclist fatalities from 2016–2020. The counties with the most fatalities include Mecklenburg, Guilford, Wake, Cumberland, and Forsyth. These five counties accounted for almost a fourth (23 percent) of all motorcyclist fatalities in the state during this time period. These five counties also have relatively large populations. In all, the 35 counties listed in the table accounted for 74 percent of motorcyclist fatalities in North Carolina between 2016 and 2020.

Motorcyclist Fatalities by County, 2016–2020		
County	Motorcyclist Fatalities	Percent of Total Motorcyclist Fatalities
Mecklenburg	53	5.41%
Guilford	46	4.70%
Wake	44	4.49%
Cumberland	42	4.29%
Forsyth	37	3.78%
Durham	33	3.37%
Onslow	29	2.96%
Robeson	26	2.66%
Buncombe	24	2.45%
Davidson	22	2.25%
Johnston	22	2.25%
Cabarrus	21	2.15%
Gaston	21	2.15%
Catawba	20	2.04%
Harnett	20	2.04%
New Hanover	19	1.94%
Brunswick	17	1.74%
Iredell	17	1.74%
Graham	15	1.53%
Pitt	15	1.53%
Union	15	1.53%
Cleveland	14	1.43%
Rockingham	14	1.43%
Burke	13	1.33%
Wilson	13	1.33%
Alamance	12	1.23%
Haywood	12	1.23%
Rowan	12	1.23%
Wayne	12	1.23%
Columbus	11	1.12%
Henderson	11	1.12%
Franklin	10	1.02%
Pender	10	1.02%
Randolph	10	1.02%

Motorcyclist Fatalities by County, 2016–2020

County	Motorcyclist Fatalities	Percent of Total Motorcyclist Fatalities
Surry	10	1.02%

Source: FARS, 2016–2020.

A different picture emerges when looking at fatalities per registered motorcycle. Here, many of the counties with the highest fatality rates are in less populated regions. As shown in the table below, Graham County has a dramatically higher fatal crash rate than any other county in North Carolina. This is likely due to Graham County’s reputation as a popular destination for out-of-county and even out-of-state riders.

Top 10 Counties with the Highest Fatality Rate Per Registered Motorcycle, 2016–2020

County	Motorcyclist Fatalities	Registered Motorcycles	Fatality Rate Per 10,000 Registered Motorcycles
Graham	16	1,363	117.39
Vance	7	2,969	23.58
Wilson	12	5,286	22.70
Durham	32	14,151	22.61
Columbus	12	5,421	22.14
Alleghany	3	1,375	21.82
Warren	3	1,474	20.35
Chowan	2	998	20.04
Hertford	3	1,501	19.99
Lenoir	8	4,083	19.59
Macon	9	4,802	18.74
Caswell	4	2,283	17.52
Madison	6	3,455	17.37
Robeson	26	14,975	17.36
Bladen	5	2,919	17.13
Pender	11	6,656	16.53
Ashe	6	3,783	15.86
Jones	2	1,339	14.94
Pitt	15	10,273	14.60
Duplin	6	4,217	14.23

Source: FARS, 2016–2020 and NCDOT.

Summary

Motorcycles remain a popular form of transportation in North Carolina. Motorcyclists accounted for 12.5 percent of all traffic fatalities in North Carolina in 2020, down from 14.4 percent of fatalities in 2019. Motorcyclist fatalities were one of the few performance measures that showed improvement during 2020. It may be that motorcyclists benefited from the overall reduction in travel caused by the COVID-19 pandemic and statewide shutdown.

The vast majority of fatally injured motorcycle riders are male, and a growing proportion are age 55 or older. In comparison with passenger vehicle crashes, motorcycle crashes disproportionately involve alcohol and occur on weekends and during the late afternoon and early evening. Five counties in North Carolina—Mecklenburg, Guilford, Wake, Cumberland and Forsyth—account for 23 percent of the state’s motorcyclist fatalities. However, many of the counties with the highest fatality rates per registered motorcycle are in less populated regions.

Only a small number of fatally-injured motorcyclists in North Carolina were unhelmeted when they crashed. North Carolina has a universal helmet law covering all riders. NHTSA estimates that motorcycle helmets save approximately 100 lives each year in North Carolina.

Countermeasures and Funding Priorities

GHSP is strongly supportive of efforts to provide training to help motorcyclists become safe riders. During FY2023, GHSP plans to continue expanding the “BikeSafe North Carolina” program to reach a larger number of motorcyclists. BikeSafe offers training in safe riding techniques and discusses safety topics. The training is conducted by law enforcement motor officers in a non-threatening, non-enforcement environment. Students are typically experienced riders who are interested in improving their riding skills. The training takes place in the classroom and on the streets. On the road, each student is paired with a motorcycle officer who observes the student’s riding. The motorcycle officer then provides feedback and instruction on how the student can improve his/her riding techniques to enhance safety. North Carolina currently has 197 trained motorcycle officers from 47 agencies and is continually seeking to expand to the military and other municipal motor units. During FY2021, 422 students received training in 130 classes. GHSP supports the BikeSafe program through Section 402 and Section 405 motorcycle safety incentive funds.

In FY2019, the North Carolina State Highway Patrol assumed a leadership role in coordinating the BikeSafe NC program. The program has a Statewide Coordinator from the NCSHP who is responsible for monitoring safety course material, evaluating the course, and providing updates to the program as needed. The Statewide Coordinator also attends and assesses courses and trainings throughout the state. The NCSHP began a curriculum update for the BikeSafe program in FY2020. The program update is being facilitated through BikeSafe London and included a new training curriculum and teaching presentation, a full instructor plan, a full student lesson plan, and a two-day train-the-trainer session. The primary focus of the curriculum update will include the changes set forth by BikeSafe London and the new studies/practices designed to reduce motorcycle fatalities. BikeSafe NC was asked by BikeSafe London to collaborate on future updates as a team and will now be recognized during future London presentations as co-writers of the curriculum. In addition, the NCSHP will continue to partner with motorcycle dealerships to conduct outreach and education events.

Media Plan

GHSP will utilize a variety of media modes to draw attention to motorcycle safety efforts in the state. GHSP will again conduct kickoff events for Motorcycle Safety Awareness Month in May 2023. GHSP will seek earned media attention gained from partnerships with the State Highway Patrol, local law enforcement and rider groups. This will be used for targeted motorcycle safety messages through local radio, cable TV and other media. This funding will also be used to help publicize the updated BikeSafe curriculum and for events associated with educating BikeSafe instructors. GHSP has also worked with Tennessee to create media and enforcement events around the “Tail of the Dragon,” a well-known roadway in western North Carolina. Motorcycle riders frequent Swain and Graham counties to ride this curvy and challenging stretch of roadway, leading to a disproportionate number of motorcycle crashes.

GHSP plans to continue marketing opportunities with large bike events each year. Many attendees at the events 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 includes 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.

FY2023 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 FY2023 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: Governor's Highway Safety Program
Project Number: M9X-23-00-00
Project Title: GHSP In-House Motorcycle Safety Future Projects
Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.

Agency: Raleigh Police Department
Project Number: M11MT-23-16-03
Project Title: Bike Safe Regional Coordinator
Project Description: This is an ongoing project to fund the BikeSafe NC initiative in the Triangle region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
CMTW: Chapter 5, Section 3.2

Agency: Cabarrus County Sheriff's Office
Project Number: M11MT-23-16-04

Project Title: Bike Safe Regional Coordinator
Project Description: This is an ongoing project to fund the BikeSafe NC initiative in the central region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
CMTW: Chapter 5, Section 3.2

Agency: North Carolina Department of Public Safety (NC State Highway Patrol)
Project Number: M11MT-23-16-01
Project Title: Bike Safe 2023
Project Description: This is an ongoing project to fund the BikeSafe NC initiative throughout North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to reduce motorcycle crashes and fatalities through training. This grant will fund a position and equipment to supervise the program throughout the state.
CMTW: Chapter 5, Section 3.2

Agency: Lenoir County Community College
Project Number: MC-23-03-03
Project Title: North Carolina Motorcycle Safety Education Program (NCMSEP) Quality Assurance Summer Update
Project Description: This project trains regional motorcycle educators through a quality assurance team and the summer rider coach instructor update.
CMTW: Chapter 5, Section 3.2

Agency: New Bern Police Department
Project Number: M11MT-23-16-05
Project Title: Bike Safe Regional Coordinator
Project Description: This is an ongoing project to fund the BikeSafe NC initiative in the northeastern region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
CMTW: Chapter 5, Section 3.2

Agency: Lenoir County Community College
Project Number: MC-23-03-04
Project Title: NC Motorcycle Safety Education Program Equipment/Personnel
Project Description: This is an ongoing project to offer rider training to meet the needs of a growing population of motorcyclists.
CMTW: Chapter 5, Section 3.2

Agency: Asheville Police Department

Project Number: M11MT-23-16-06
Project Title: Bike Safe Regional Coordinator
Project Description: This is an ongoing project to fund the BikeSafe NC initiative in the western region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
CMTW: Chapter 5, Section 3.2

Agency: Winston-Salem Police Department
Project Number: M11MT-23-16-07
Project Title: Bike Safe Regional Coordinator
Project Description: This is an ongoing project to fund the BikeSafe NC initiative in the Triad region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
CMTW: Chapter 5, Section 3.2

Agency: Huntersville Police Department
Project Number: MC-23-03-01
Project Title: Huntersville Police Department BikeSafe (Motorcycle)
Project Description: This project will provide funding for the purchase of a motorcycle to be used exclusively in the BikeSafe N.C. program. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to reduce motorcycle crashes and fatalities through training.
CMTW: Chapter 5, Section 3.2

Agency: Onslow County Sheriff's Office
Project Number: M11MT-23-16-02
Project Title: Bike Safe Regional Coordinator
Project Description: This is an ongoing project to fund the BikeSafe NC initiative in the southeastern region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
CMTW: Chapter 5, Section 3.2

Traffic Records

NHTSA defines Traffic Records performance measures as tools for measuring data quality and establishing goals for data improvement. NHTSA has established the following six characteristics of quality traffic records: Timeliness, Accuracy, Completeness, Uniformity, Integration and Accessibility.

The North Carolina Governor's Highway Safety Program (GHSP) uses a data-driven process to determine funding allocations that help to improve data quality. North Carolina has many high-quality data sources to assist with highway safety planning including:

- North Carolina Department of Transportation (NCDOT) traffic crash data;
- NC driver license history data;
- NC vehicle registration data;
- NHTSA's Fatality Analysis Reporting System;
- Administrative Office of the Courts adjudication data;
- Citation data reported by law enforcement agencies who participate in highway safety campaigns;
- U.S. Census data;
- Seatbelt use observational survey data.

North Carolina Traffic Records Coordinating Committee (TRCC)

The Traffic Records Coordinating Committee (TRCC) provides accurate, timely and complete traffic records data that protects the privacy of citizens, fosters collaboration, promotes data and resource sharing, and identifies success by measuring results. These practices ultimately lead to a reduction in traffic fatalities, injuries, and crashes. The TRCC's diverse membership includes data stewards for each primary traffic records data or information systems in North Carolina.

The TRCC has met regularly since 2002. The three most recent meetings were held on the following dates:

- October 7, 2021 (via GoToMeeting)
- February 16, 2022 (via GoToMeeting)
- May 4, 2022 (via GoToMeeting)

In addition, the TRCC will hold a fourth meeting in August 2022.

The State's Traffic Records Coordinator is Jackie Mitchell, a Highway Safety Specialist with GHSP (email: jsmitchell@ncdot.gov).

TRCC's website provides access to the Traffic Records Assessment, traffic records strategic plan reports and a list of key agency contacts within North Carolina. More information can be found at the current NC TRCC website: <https://connect.ncdot.gov/groups/NCTRCC/Pages/default.aspx>:

North Carolina Traffic Records Assessment

The 2017 North Carolina Traffic Records Assessment provided valuable information to inform and update North Carolina Traffic Records Strategic Plans. Below is a list of Assessment recommendations and the efforts being made on each recommendation:

Crash Recommendations

- Improve the procedures/process flows for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The NC TRCC is working on NC state crash reporting form updates and reviewing all current crash database procedures and process flows. To help comply with the NC General Assembly's mandate to move NC's crash database to a non-government vendor, HSRC hosted a peer review meeting in February featuring five states that have already done substantial state data conversion and updates.

Vehicle Recommendations

- Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The NC TRCC now includes members from the North Carolina Division of Motor Vehicles (NCDMV) data staff, allowing for increased collaboration and feedback on vehicle data quality control procedures and processes.

Driver Recommendations

- Improve the data dictionary for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The TRCC is adding NC DMV Driver License area staff to their membership, allowing for greater collaboration on current driver license data quality control procedures and processes.

Roadway Recommendations

- Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The NC TRCC membership includes NCDOT roadway area staff, and they are providing feedback on current roadway data quality control procedures and processes.

Citation/Adjudication Recommendations

- Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The NC TRCC is working with the North Carolina Administrative Office of the Courts (AOC) to review their current Citation and Adjudication data system interfaces and is advising AOC staff as needed on their current data quality control procedures and processes.

EMS / Injury Surveillance Recommendations

- Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The NC TRCC is working with Emergency Medical Services (EMS) staff to review current Injury Surveillance data area systems interfaces. Additionally, the NC TRCC is advising efforts to link medical data and crash data, working toward Model Inventory of Roadway Elements (MIRE) requirement standards for Fundamental Data Elements (FDEs), and establishing better communication procedures and processes for sharing data across agencies. North Carolina also recently used a NHTSA Traffic Records GO Team for targeted technical assistance on the crash and medical linkage project headed by UNC's Injury Prevention Research Center. TRCC members have applied for Centers for Disease Control (CDC) funding to link medical and crash data using probabilistic software.

Finally, the NC TRCC is improving its internal processes as recommended in the 2017 NC TR Assessment by adding relevant members and replacing members who leave their positions.

In each recommendation area, participants use the best practices identified in the Traffic Records Program Assessment Advisory as guidelines.

North Carolina Traffic Safety Information Systems Strategic Plan

North Carolina's Traffic Safety Information Systems Strategic Plan documents progress toward the overall goal of providing high-quality data to users. In June 2021, the NC TRCC approved updates to the 2021 Strategic Plan. The Strategic Plan will be reviewed annually for improvements and will be modified as necessary to ensure that progress is being made in each area. New objectives will be added to address changes and to incorporate improvements that may lead to better systems.

Racial Profiling Data Collection (Section 1906)

In April 1999, the state legislature passed Senate Bill 76 which required traffic stop statistics be collected for state law enforcement officers effective January 1, 2000. The General Assembly later expanded this requirement to include local law enforcement officers employed by all 100 county sheriffs' offices and almost all police departments effective January 1, 2002. In August 2009, the law was amended with two

new sections which became effective on January 1, 2010. The amended statute N.C.G.S. 143B-903 can be [reviewed here](#).

The NC State Bureau of Investigation (SBI) is responsible for maintaining this publicly accessible database through the web page [Traffic Stop Reports](#). The available reports include information on:

- **Drivers and Passengers Searched by Sex, Race and Ethnicity:** Displays statistics based on Subject Searched (Driver, Passenger 1, Passenger 2, Passenger 3, and Passenger 4); by Sex, Race, and Ethnicity. This report will give the total searched, total stopped and percentage of people searched.
- **Enforcement Action Taken by Driver's Age:** Displays statistics based on Enforcement Action Taken (Verbal Warning, Written Warning, Citation Issued, On-View Arrest, or No Action Taken); by Driver's Age (Broken down by: Under 20, 20-24, 25-29, 30-34, 35-39, 40-49, 50-59, and over 59).
- **Enforcement Action Taken by Driver's Sex, Race, and Ethnicity:** Displays statistics based on Enforcement Action Taken (Verbal Warning, Written Warning, Citation Issued, On-View Arrest, or No Action Taken); by Driver's Sex, Race and Ethnicity.
- **Initial Purpose of Traffic Stop by Driver's Age:** Displays statistics based on the Initial Purpose of the Traffic Stop (Speed Limit Violation, Stop Light/Sign Violation, Driving While Impaired, Safe Movement Violation, Vehicle Equipment Violation, Vehicle Regulatory Violation, Seat Belt Violation, Other Motor Vehicle Violation, or Investigation); by Driver's Age (Broken down by: Under 20, 20-24, 25-29, 30-34, 35-39, 40-49, 50-59, and over 59).
- **Initial Purpose of Traffic Stop by Driver's Sex, Race and Ethnicity:** Displays statistics based on the Initial Purpose of the Traffic Stop (Speed Limit Violation, Stop Light/Sign Violation, Driving While Impaired, Safe Movement Violation, Vehicle Equipment Violation, Vehicle Regulatory Violation, Seat Belt Violation, Other Motor Vehicle Violation, or Investigation); by Driver's Sex, Race, and Ethnicity.
- **Initial Purpose of Traffic Stop by Enforcement Action Taken:** Displays statistics based on the Initial Purpose of the Traffic Stop (Speed Limit Violation, Stop Light/Sign Violation, Driving While Impaired, Safe Movement Violation, Vehicle Equipment Violation, Vehicle Regulatory Violation, Seat Belt Violation, Other Motor Vehicle Violation, or Investigation); by Enforcement Action Taken as a Result of the Stop (Verbal Warning, Written Warning, Citation Issued, On-View Arrest, or No Action Taken).
- **Initial Purpose of Traffic Stop by Physical Resistance Encountered:** Displays statistics based on the Initial Purpose of the Traffic Stop (Speed Limit Violation, Stop Light/Sign Violation, Driving While Impaired, Safe Movement Violation, Vehicle Equipment Violation, Vehicle Regulatory Violation, Seat Belt Violation, Other Motor Vehicle Violation, or Investigation); by Physical Resistance Encountered (Officer encountered physical resistance, Officer engaged in the use of force, Injuries occurred to the officer, Injuries occurred to the driver, Injuries occurred to the passenger).

- **Type of Search by Basis for Search:** Displays statistics based on Type of Search (Consent, Search Warrant, Probable Cause, Search Incident to Arrest, or Protective Frisk); by Basis for Search (Erratic/Suspicious Behavior, Observation of Suspected Contraband, Suspicious Movement, Informant's Tip, Other Official's Information, or Witness Observation).

In FY2022, NC received a grant through the 1906 program. GHSP is working with the SBI, NC Department of Public Safety (the SBI's home department), and other partners to enhance the existing database. The funding may be used to enhance reporting among small law enforcement agencies and/or expand the reach of the existing Traffic Stops Advisory Board.

Other Efforts

GHSP provided a grant to UNC HSRC on behalf of NC DMV to modernize North Carolina's crash reporting system. The NC Crash Report Information System (CRIS) is a seven-year project to completely revamp the NC DMV 349 Crash Report Form, rebuild the crash report form database systems, and improve the overall efficiency of the computer process for the State with the ultimate goal of reaching 100% electronic crash submissions.

GHSP is also funding a project with NC DMV to develop an automated process to update records of NC licensed drivers using the 3,700 reports received daily from out-of-state entities such as law enforcement and court systems. These reports are part of a driver's record and may affect driving privileges. The current manual solution is labor-intensive and time-consuming. An automated process will allow for a direct interface with the State Automated Driver License System (SADLS) and improve the timeliness and accuracy of driver records in North Carolina.

Another on-going effort is a GHSP-funded project to assist North Carolina in performing the required NC Traffic Records Self-Assessment in the spring of 2022. Each state is required to have a complete Traffic Records Assessment updated every five years.

FY2023 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 FY2023 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:	Governor's Highway Safety Program
Project Number:	M3DA-23-00-00
Project Title:	GHSP In-House Traffic Records Future Projects
Project Description:	GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.

Agency:	North Carolina State University - Institute of Transportation Research and Education
Project Number:	M3DA-23-14-02, TR-23-07-01

Traffic Records

Project Title: NC Vision Zero Technical & Program Support 2021-2022
Project Description: This ongoing project promotes North Carolina's Vision Zero efforts by providing stakeholders and the public with online analytical crash statistical information presented in usable databases and formats suitable for long and short range planning. This website is maintained and updated monthly.

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

Agency: North Carolina Department of Transportation (NC Division of Motor Vehicles)
Project Number: M3DA-23-14-06
Project Title: North Carolina Crash Reporting Information System (CRIS) Replacement Program
Project Description: This continuation project funds enhancements to the North Carolina electronic crash reporting system managed by the North Carolina Division of Motor Vehicles.

Agency: North Carolina Judicial Department-Printer Distribution for eCitation
Project Number: M3DA-23-14-04
Project Title: eCitation Printer Distribution
Project Description: This ongoing project funds eCitation expansion in local law enforcement agencies to increase the percentage of eCitations versus paper citations, fulfilling a major goal of the Traffic Safety Information System Strategic Plan.

Agency: Haw River Police Department
Project Number: M3DA-23-14-01
Project Title: Haw River Traffic Safety Initiative - MDT's
Project Description: This is a one-year project to purchase MDT's to enable the police department to further implement electronic crash reporting , which will increase the percentage of crash reports received electronically in support of the Traffic Safety Information Systems Strategic Plan goals.

Agency: Hope Mills Police Department
Project Number: M3DA-23-14-03
Project Title: Hope Mills MDT's
Project Description: This is a one year project to purchase MDT's to enable the police department to further implement electronic crash reporting , which will increase the

percentage of crash reports received electronically in support of the Traffic Safety Information Systems Strategic Plan goals.

Agency: North Carolina Department of Transportation (NC Division of Motor Vehicles)
Project Number: M3DA-23-14-05
Project Title: Automated Document Capture of Updates to Driving Records
Project Description: This project funds continued efforts to automate the State Automated Driver License System (SADLS) to more easily upload out-of-state citations.

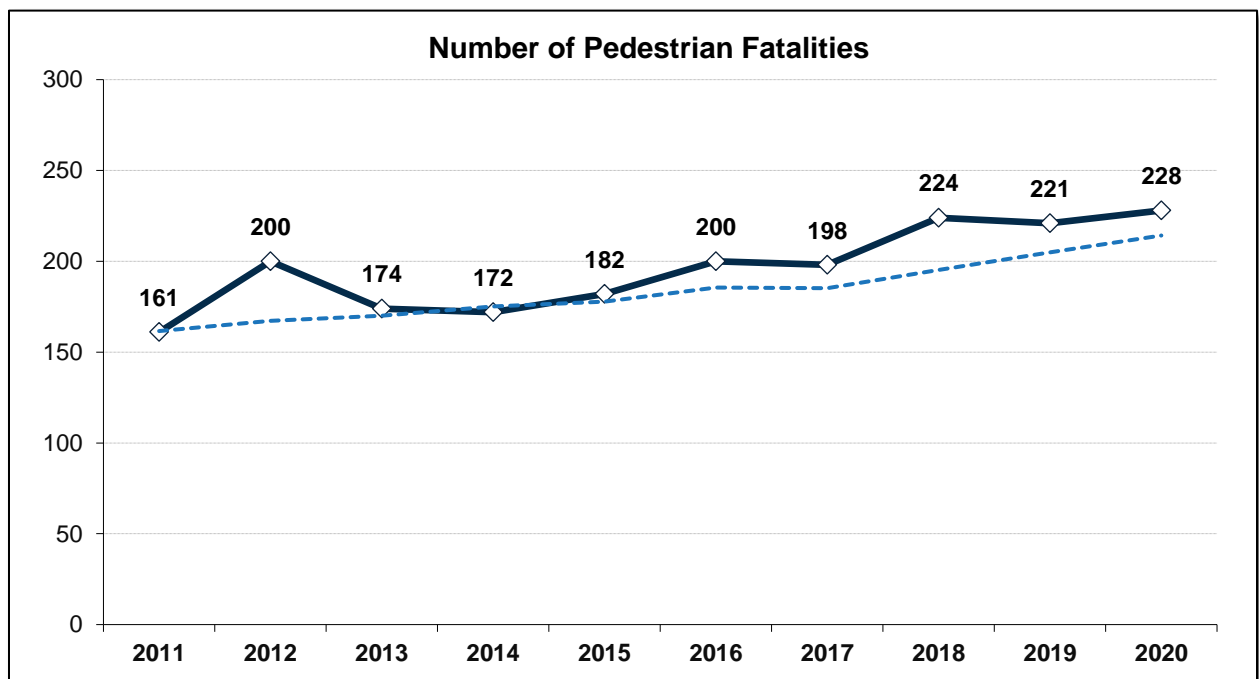
Agency: Governor's Highway Safety Program
Project Number: F1906ER-23-00-00
Project Title: GHSP In-House 1906 Prohibit Racial Profiling Future Projects
Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.

Non-motorized (Pedestrians & Bicyclists)

Pedestrians

Evidence Considered

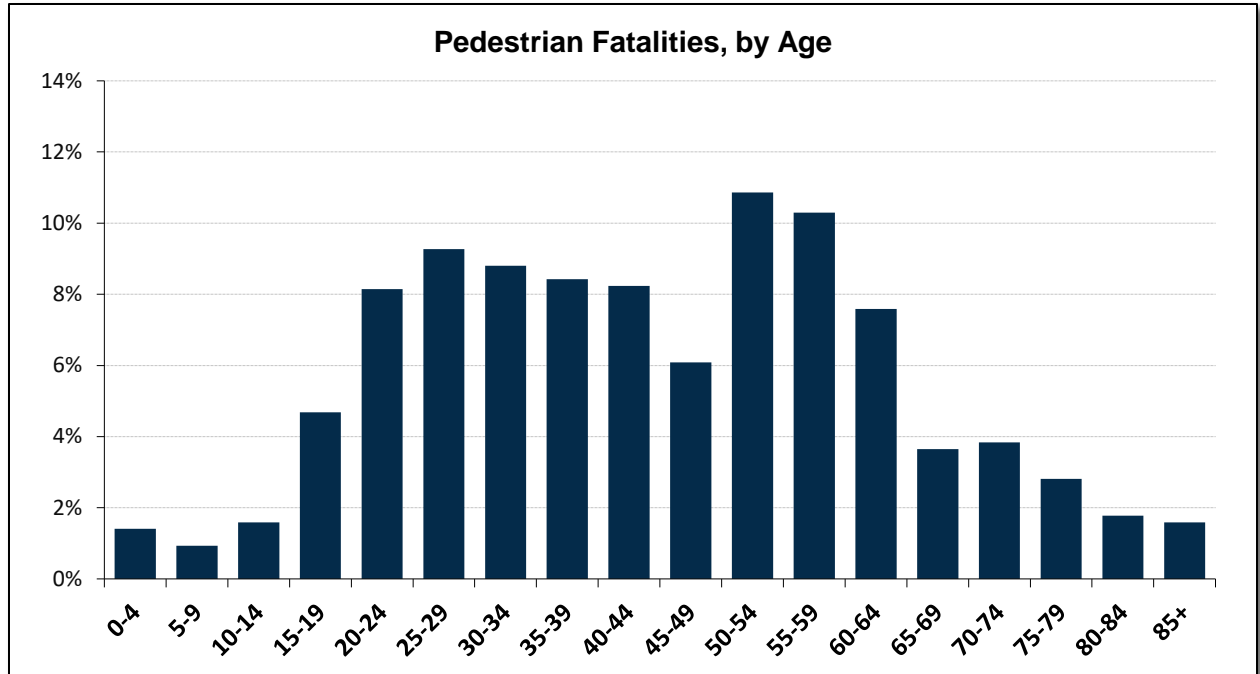
In 2020, 228 pedestrians were killed in crashes involving a motor vehicle in North Carolina, an increase of seven fatalities from 2019. As shown in the figure below, the number of pedestrian deaths in North Carolina has increased steadily since 2011. This is similar to national trends.



Source: FARS, 2011–2020.

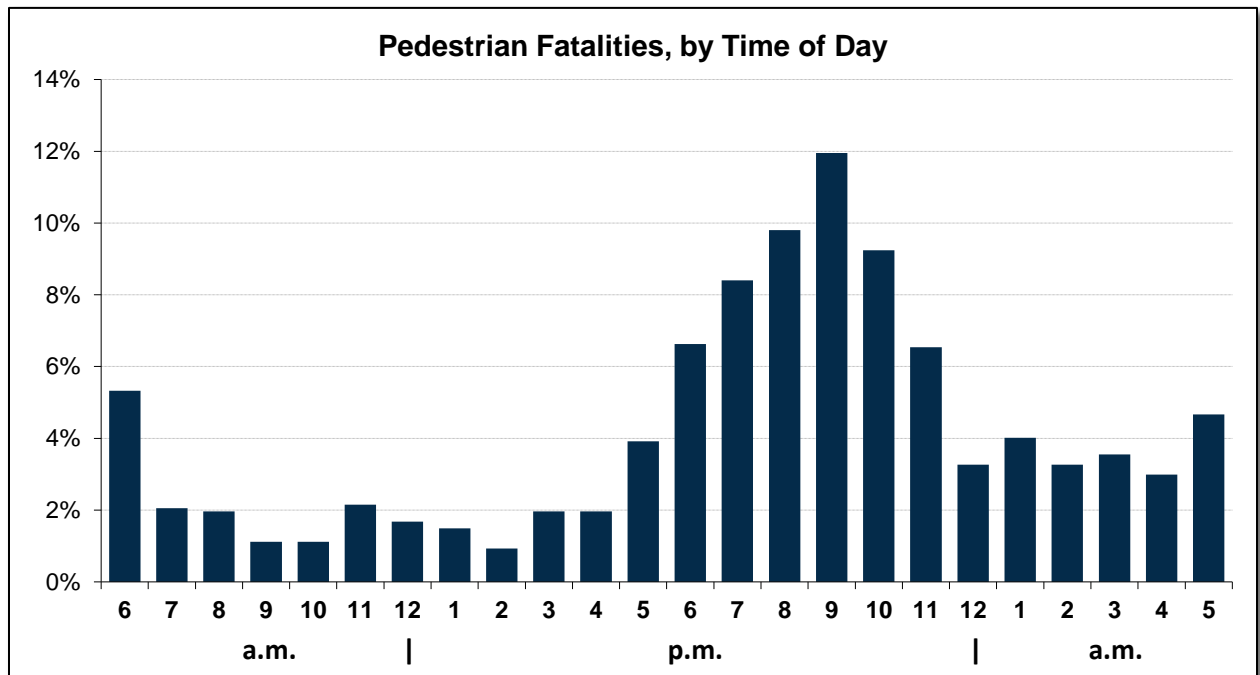
Although crashes involving pedestrians represent only one percent of the total reported crashes in North Carolina, pedestrians are highly over-represented in fatal crashes. During 2020, pedestrians accounted for 14.8 percent of all traffic fatalities in the state. Because they don't have the same protection as motor vehicle occupants, pedestrians are likely to be seriously injured or killed in a pedestrian/vehicle crash. Moreover, the faster the vehicle is traveling, the greater the risk to the pedestrian. Research shows the likelihood of pedestrian death is 25 percent when a vehicle is traveling at 32 mph, 50 percent at 42 mph, and 90 percent at 58 mph.

Between 2016 and 2020, males accounted for almost three-fourths (73 percent) of all pedestrian fatalities in North Carolina. The figure below shows the age of pedestrians killed in crashes. Pedestrian fatalities are most common among adults ages 20 to 64. Children (<15) and older adults (65+) account for a relatively small percentage of pedestrian fatalities.



Source: FARS, 2016–2020.

Thirty-five percent of pedestrian fatalities involved a driver or pedestrian with a BAC of .08 or above. Pedestrian fatalities are most common during the evening hours, as shown in the figure below. Half (53 percent) of pedestrian fatalities occur between 6 p.m. and midnight, with fatalities peaking at 9 p.m. Pedestrians can be more difficult to see at nighttime, and alcohol-involvement is higher in nighttime crashes.



Source: FARS, 2016–2020

Two-thirds (67 percent) of pedestrian fatalities occur in urban locations. Urbanized areas have more pedestrians and motor vehicles, and thus more chances for pedestrian-motor vehicle crashes to occur. However, rural areas have fewer facilities for pedestrians such as sidewalks, and vehicles on rural roads are likely to be traveling at high speeds that result in fatalities. Only one in ten pedestrian fatalities occur at intersections; half occur in dark areas that are not lighted.

The table below shows the 28 counties in North Carolina with the most pedestrian fatalities from 2016 through 2020. Mecklenburg County had the most pedestrian fatalities during this period, followed by Wake, Cumberland, and Guilford counties. In total, the 28 counties listed in the table account for three-fourths (74 percent) of all pedestrian fatalities in the state during this period. The table also shows the pedestrian fatality rate per 100,000 population. Many of the counties with the highest per capita rates of pedestrian fatalities are in the eastern (coastal) part of the state including Robeson, Duplin, Hoke, Cumberland, Pender, and Wilson counties.

Pedestrian Fatalities, 2016–2020			
County	Pedestrian fatalities	Fatalities per 100,000 population	% of all pedestrian fatalities
Mecklenburg	149	13.33	13.91%
Wake	89	7.84	8.31%
Cumberland	61	18.22	5.70%
Guilford	54	9.96	5.04%
Durham	31	9.52	2.89%
Robeson	29	25.03	2.71%
Buncombe	28	10.36	2.61%
Forsyth	26	6.78	2.43%
New Hanover	26	11.52	2.43%
Davidson	21	12.41	1.96%
Pitt	21	12.35	1.96%
Gaston	19	8.31	1.77%
Rowan	19	12.90	1.77%
Onslow	18	8.79	1.68%
Catawba	17	10.56	1.59%
Harnett	17	12.70	1.59%
Iredell	17	9.06	1.59%
Johnston	17	7.81	1.59%
Alamance	16	9.30	1.49%
Cabarrus	16	7.04	1.49%
Randolph	16	11.08	1.49%
Union	14	5.85	1.31%
Craven	13	12.93	1.21%
Wayne	13	11.11	1.21%
Cleveland	12	12.03	1.12%
Nash	12	12.63	1.12%
Wilson	12	15.26	1.12%

Pedestrian Fatalities, 2016–2020

County	Pedestrian fatalities	Fatalities per 100,000 population	% of all pedestrian fatalities
Orange	11	7.38	1.03%

Source: FARS, 2016–2020 and U.S. Census.

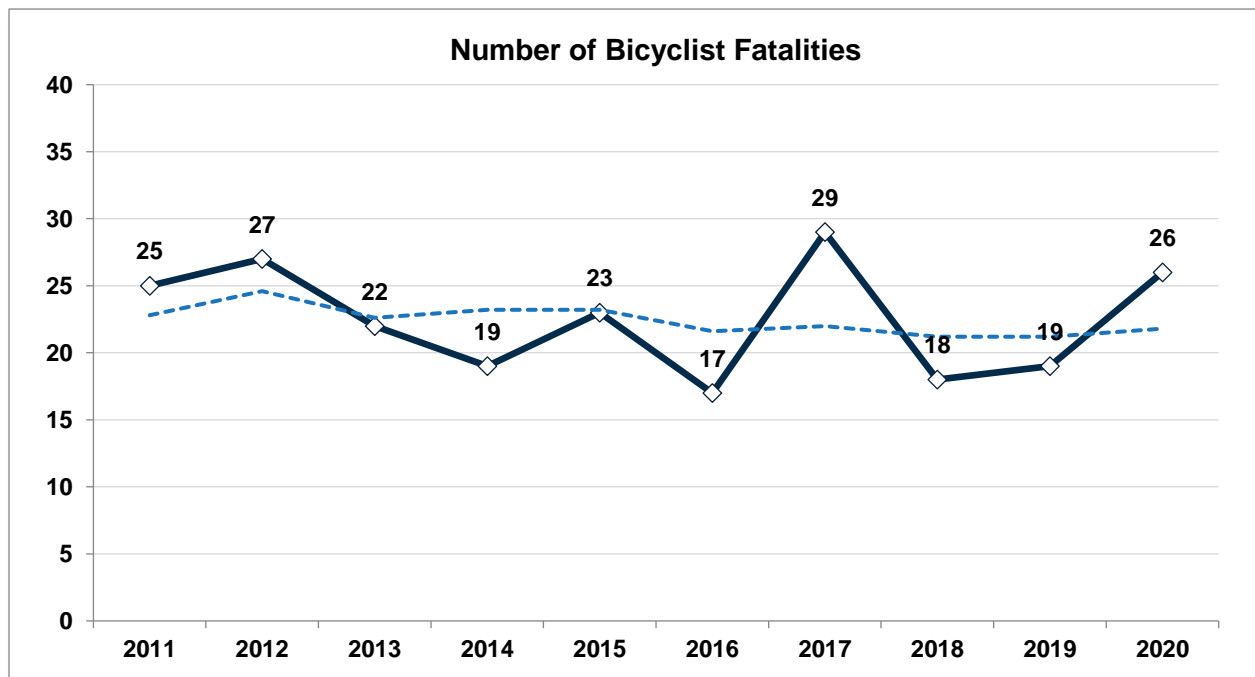
Pedestrian Safety Summary

The number of pedestrian fatalities in North Carolina has increased over the past decade. Pedestrian fatalities are most common among males, persons ages 20 to 64, in urban areas, and during the evening hours. Only ten percent of pedestrian fatalities in North Carolina occur at intersections. The counties that account for the most pedestrian fatalities are Mecklenburg, Wake, Cumberland, and Guilford. However, several Eastern North Carolina counties have notably high per capita fatality rates.

Bicyclists

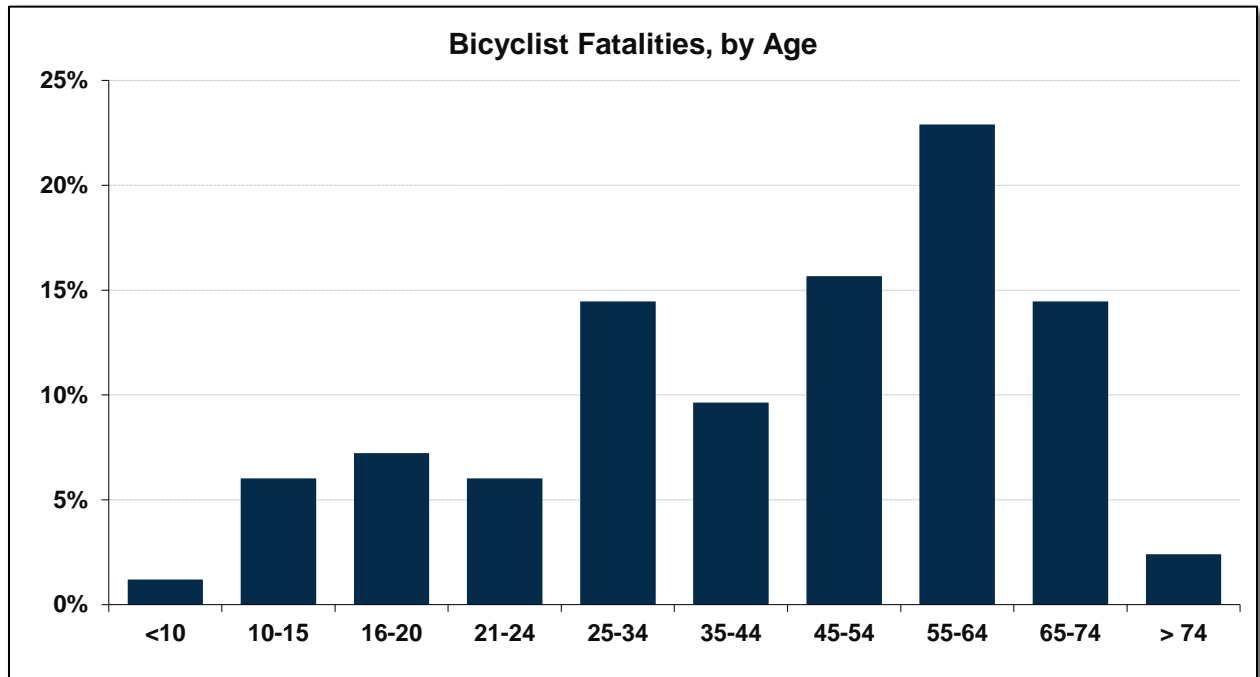
Evidence Considered

In 2020, there were 26 bicyclists killed in fatal crashes in North Carolina, an increase of seven fatalities from 2019. As shown in the figure below, bicyclist fatalities have fluctuated from year to year, but the 5-year moving average suggests little change in fatalities.



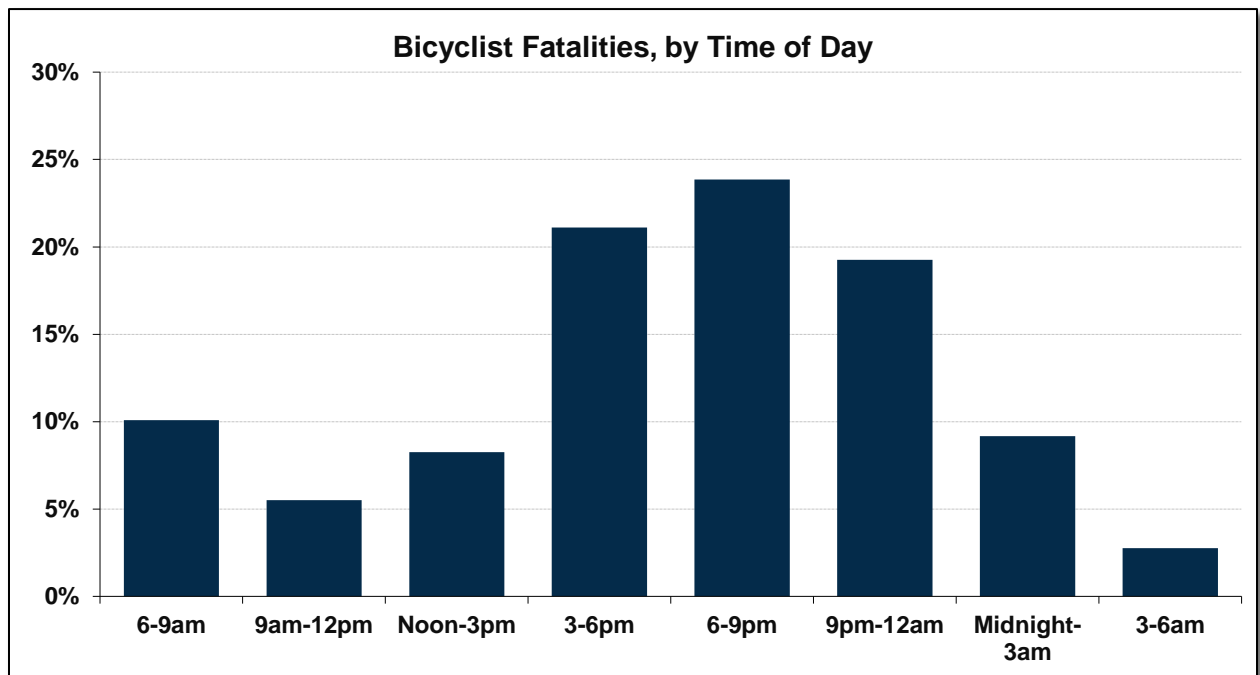
Source: FARS, 2011–2020.

Males accounted for 90 percent of all bicyclist fatalities from 2016 to 2020. As shown in the figure below, bicyclist fatalities are most common among riders ages 55 to 64. Bicyclist fatalities involving children are relatively rare in North Carolina.



Source: FARS, 2016–2020.

Between 2016 and 2020, 41 percent of bicyclist fatalities occurred on weekends (Sat/Sun). As shown in the figure below, bicyclist fatalities are highest between the hours of 3:00 p.m. and midnight. This reflects commuting cyclists sharing the road with motorists, with declining visibility as it gets darker.



Source: FARS, 2016–2020.

Only one in five bicyclist fatalities in North Carolina occurs at intersections. Bicyclist fatalities are somewhat more common in urban (58 percent) than rural (41 percent) locations. The table below lists the 23 counties in North Carolina with more than one bicyclist fatality from 2016 to 2020. The counties with the most fatalities include Mecklenburg, Robeson, New Hanover, and Wake. No other county had more than four bicyclist fatalities during the five-year period. Several counties near the top of the table also have large populations. In total, the 23 counties listed in the table account for three-fourths (74 percent) of all bicyclist fatalities in North Carolina during this period.

Bicyclist fatalities, 2016 – 2020		
County	Bicyclist fatalities	% of all bicyclist fatalities
Mecklenburg	13	11.93%
Robeson	8	7.34%
New Hanover	7	6.42%
Wake	6	5.50%
Guilford	4	3.67%
Harnett	4	3.67%
Pender	4	3.67%
Brunswick	3	2.75%
Iredell	3	2.75%
Rockingham	3	2.75%
Burke	2	1.83%
Caldwell	2	1.83%
Catawba	2	1.83%
Columbus	2	1.83%
Cumberland	2	1.83%
Currituck	2	1.83%
Davidson	2	1.83%
Durham	2	1.83%
Gaston	2	1.83%
Hertford	2	1.83%
Hoke	2	1.83%
Rutherford	2	1.83%
Sampson	2	1.83%

Source: FARS, 2016–2020 and U.S. Census.

Bicyclist Safety Summary

Although the number of bicyclist fatalities in North Carolina is less than the number of fatalities involving pedestrians, motorcyclists, and other types of vulnerable road users, they still present a serious problem. Bicyclist fatalities most commonly occur in the late afternoon or early evening and at non-intersections. The victims are typically adult males between the ages of 55 and 64. The counties with the most bicyclist fatalities over the past five years include Mecklenburg, Robeson, New Hanover, and Wake.

Countermeasures and Funding Priorities

A growing number of communities in North Carolina are developing or expanding partnerships and programs to improve pedestrian and bicyclist safety and to increase the number of people walking and biking rather than driving. Communities are also recognizing that having adequate facilities for walking and bicycling can significantly enhance the experience and make it easier for people to walk and bike in their community as well as making these forms of transportation as safe as possible.

One such program is “Watch for Me NC,” a statewide program funded by GHSP. The program aims to reduce pedestrian and bicycle injuries and deaths through a comprehensive, targeted approach of public education, community engagement, and high-visibility law enforcement. GHSP will continue this program in FY2023, along with a \$200,00 media campaign to supplement these community efforts. During the upcoming year, Watch For Me NC will also expand the number of participating communities and will update the curriculum of training sessions provided to those communities.

During FY2023, GHSP will continue a partnership with the North Carolina Department of Administration and the WalkSmart NC program focusing on pedestrian safety for state employees in Raleigh. The program was introduced in FY2020 to raise awareness and educate the public regarding pedestrian safety. GHSP is also providing a grant to BikeWalk NC, a statewide cycling and pedestrian resource group, to provide bicycle and pedestrian road safety education through the NC Friendly Driver Program which educates drivers and cyclists alike about safe transportation practices. GHSP will also fund the Town of Chapel Hill to continue its pedestrian safety program which is conducted in conjunction with the town’s Vision Zero program. Additionally, GHSP will provide funding to the Dare County Sheriff’s Office to conduct high visibility overtime enforcement focused on pedestrian and bicyclist safety during the spring and summer vacation months.

Finally, the state “Vision Zero” program with UNC Chapel Hill works with communities across NC to promote Vision Zero plans. Most of these plans heavily emphasize bicycle and pedestrian safety. This project includes monthly resource sharing meetings with Vision Zero communities, a statewide Vision Zero group and an extensive weeklong Vision Zero Leadership Institute held each summer in conjunction with the UNC School of Public Health. In addition, GHSP is currently working to fund a NHTSA approved nonprofit organization to assist in seeking nontraditional opportunities to address traffic safety issues across the state with a focus on underserved communities, at-risk roadway users, and Vision Zero communities.

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 funds the NC Department of Transportation to provide “Watch for Me” media buys, created and evaluated in conjunction with the Highway Safety Research Center, with the *Watch for Me* campaign’s program lead. GHSP is funding paid media efforts to promote bicycle and pedestrian safety utilizing NCDOT’s agency of record. Paid media will include sidewalk stenciling, transit signage and other out-of-home elements. GHSP will also explore non-traditional media opportunities, such as social media platforms, to bring attention and awareness to pedestrian and bicyclist safety.

FY2023 Non-Motorized (Pedestrian and Bicycle) Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2023 North Carolina Highway Safety Plan to address pedestrian and bicyclist 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: Governor's Highway Safety Program
Project Number: FHX-23-00-00
Project Title: GHSP In-House Pedestrian Safety Future Projects
Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.

Agency: Bikewalk North Carolina
Project Number: FHPE-23-17-02, PS-23-05-01
Project Title: Bicycle Safety and Education Program: Road to Safer/Better Transportation
Project Description: This new grant funds the Bicycle Friendly Driver Program, a 1.5-hour, interactive course detailing laws for drivers and bicyclists, the purpose of and how to properly use bicycle infrastructure, and how to avoid common crashes between people in cars and on bikes. In addition, NC BikeWalk will organize and deliver the NC BikeWalk Transportation Summit that focuses on non-motorized safety education and best practices.
CMTW: Chapter 9, Sections 2.2 and 4.1

Agency: North Carolina Department of Administration
Project Number: FHPE-23-17-03, PS-23-05-02
Project Title: WalkSmart North Carolina FY2023
Project Description: This continuation grant addresses state employee pedestrian safety in Wake County by raising awareness through education. The project will increase pedestrian safety in areas with large numbers of state employees who are pedestrians and/or motorists by creating a comprehensive education, training, enforcement and public awareness campaign. This campaign, called "WalkSmart NC", will include a virtual library of education and resources that may be replicated by any State agency, university or other entity.
CMTW: Chapter 8, Sections 4.1 and 4.4

Agency: Chapel Hill, Town of
Project Number: PS-23-05-03
Project Title: Pedestrian Safety Action Plan FY2023
Project Description: The project funds efforts to continue the town's Pedestrian Safety Action Plan and build off North Carolina's Vision Zero Initiative to create a safe, connected, and accessible community for pedestrians. This grant will also partially fund a GIS/Complete Streets specialist to analyze existing pedestrian crash data, continue to collect pedestrian crash data, and provide guidance to treat high-

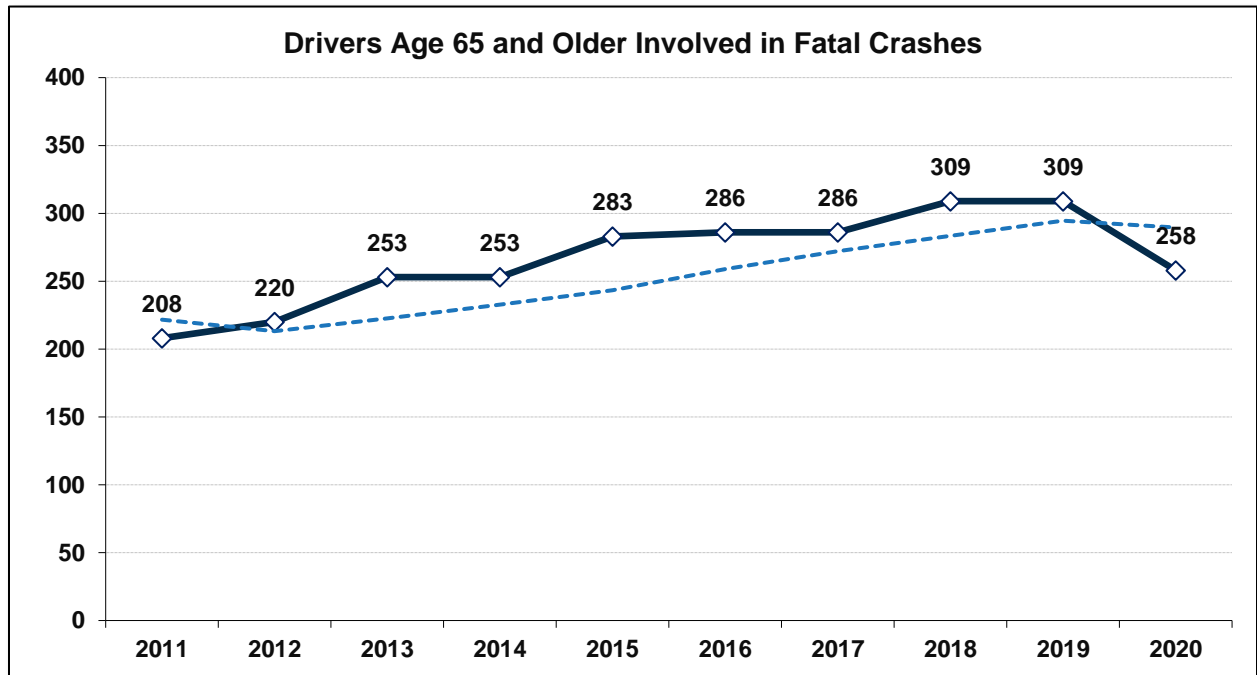
risk streets and intersections. Funding will also provide for overtime enforcement activities.

CMTW: Chapter 8, Sections 4.1 and 4.4

Older Drivers

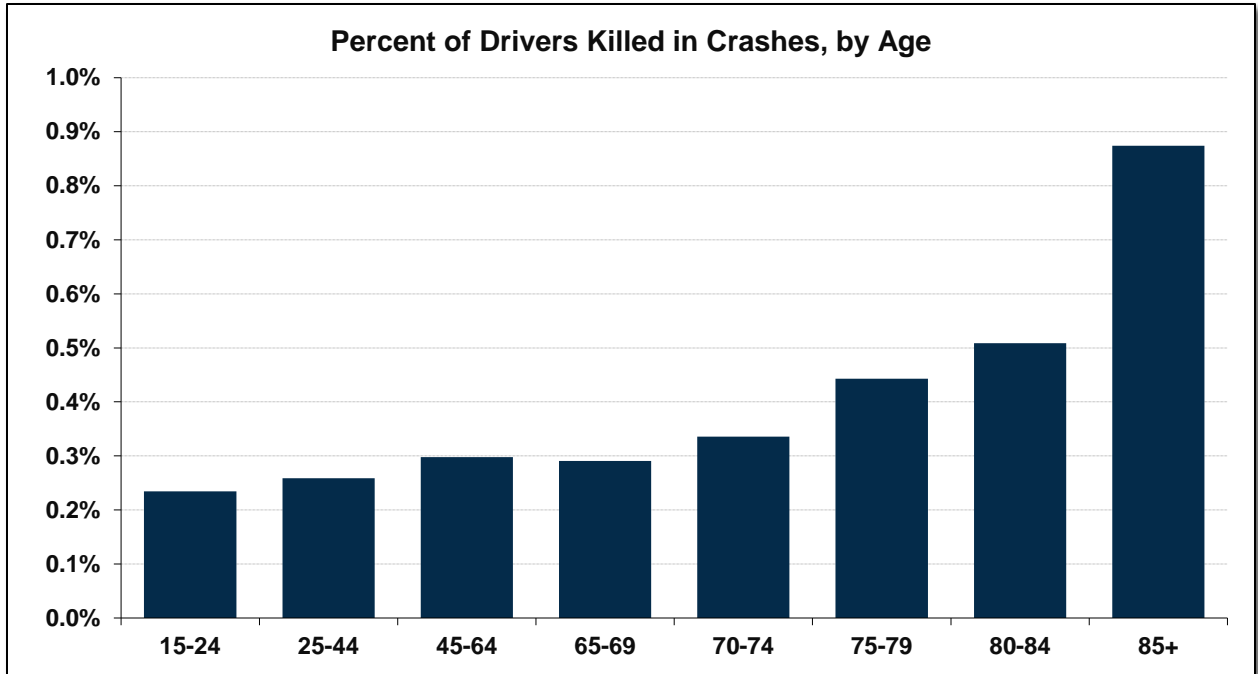
Evidence Considered

A total of 258 drivers age 65 and older were involved in fatal crashes in North Carolina during 2020. This was a decrease of 51 fatal crashes (17 percent) from 2019. The reduction likely reflects decreased driving among older drivers due to the COVID-19 pandemic and statewide shutdown. Prior to 2020, fatal crashes involving older drivers had been steadily rising in North Carolina, as shown in the figure below.



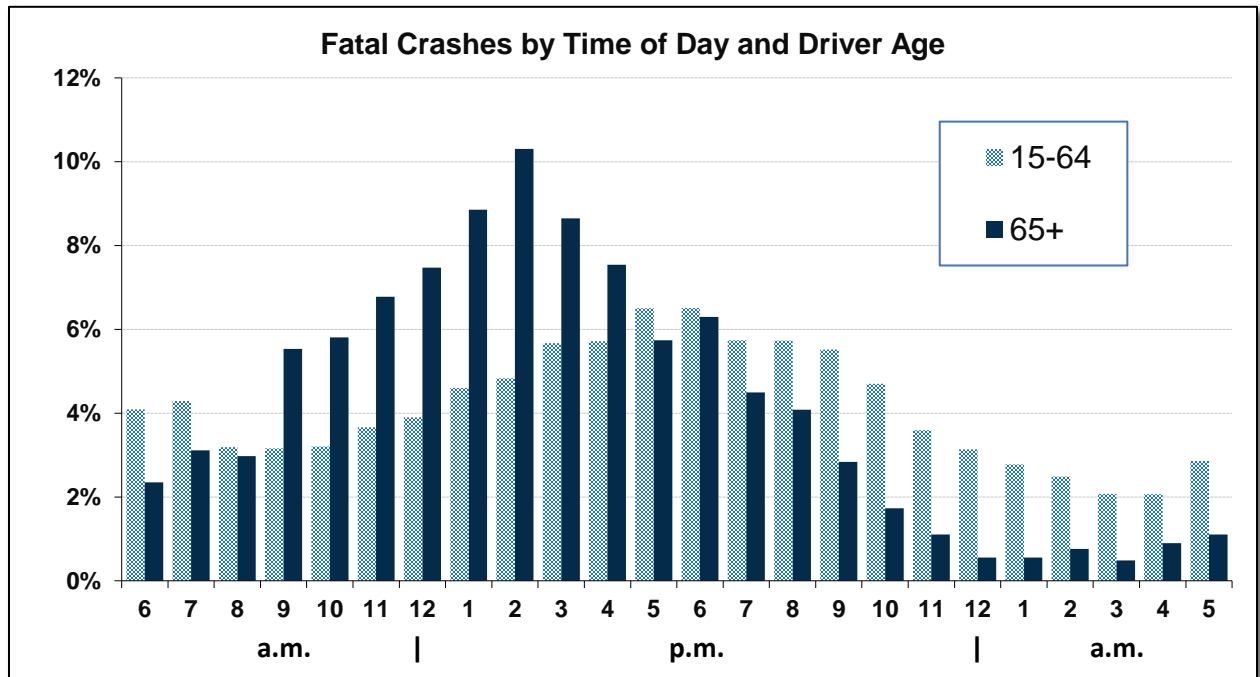
Source: FARS, 2011–2020.

Older drivers accounted for 12.0 percent of all fatal crashes in North Carolina during 2020, down from 15.0 percent in 2019. When older drivers are involved in a crash, they are more likely than their younger counterparts to be killed. The next figure shows the percent of crash-involved drivers in North Carolina who were killed, based on the age of the driver. Older drivers have an increased risk of being killed in a crash, especially at age 85. Drivers 85 and older are almost four times more likely to be killed if involved in a crash than are the youngest drivers (i.e., those ages 15 to 24). To a large degree, this reflects the increasing fragility of older persons.



Source: North Carolina Motor Vehicle Crash Data, 2020.

Among older drivers in fatal crashes between 2016 and 2020, 70 percent were male. Almost 60 percent of older driver fatal crashes occurred on rural roads. Fatal crashes of older and younger drivers differ by time of day, as shown in the next figure. For drivers ages 15 to 64, fatal crashes are highest in the late afternoon and early evening. For drivers age 65 and older, crashes are highest in the early afternoon, peaking at 2 p.m. Fatal crashes at night are rare among older drivers.



Source: FARS, 2016–2020.

The table below lists the 37 counties with the highest number of older drivers involved in fatal crashes from 2016 to 2020. The counties with the highest numbers of fatal crashes during this period were Mecklenburg, Guilford, Buncombe, and Wake. These counties all have large populations. The table also shows the fatal crash rate per 10,000 population for drivers 65 and older. Yadkin, Columbus, Robeson, Harnett, and Rutherford counties have a particularly high per capita crash rate for older drivers. In total, the 37 counties listed in the table account for 69 percent of all older drivers in North Carolina involved in fatal crashes during the five-year period.

Older drivers (65+) involved in fatal crashes, 2016–2020

County	Older drivers involved in fatal crashes	Rate per 10,000 population	% of all 65+ drivers involved in fatal crashes
Mecklenburg	64	4.82	4.42%
Guilford	51	5.91	3.52%
Buncombe	50	8.81	3.45%
Wake	47	3.41	3.25%
Cumberland	37	8.19	2.56%
Robeson	35	17.78	2.42%
Forsyth	34	5.43	2.35%
Brunswick	33	7.67	2.28%
Harnett	30	16.55	2.07%
Johnston	30	9.99	2.07%
Columbus	27	26.67	1.86%
Davidson	27	8.66	1.86%
Wayne	26	13.25	1.80%
Cleveland	25	13.23	1.73%
Union	25	7.77	1.73%
New Hanover	24	5.84	1.66%
Pitt	24	10.21	1.66%
Randolph	24	9.13	1.66%
Catawba	23	7.68	1.59%
Onslow	23	11.32	1.59%
Rowan	23	8.52	1.59%
Lincoln	22	13.73	1.52%
Gaston	21	5.53	1.45%
Moore	21	7.76	1.45%
Alamance	20	6.58	1.38%
Cabarrus	20	6.46	1.38%
Durham	20	4.82	1.38%
Haywood	20	12.29	1.38%
Nash	20	10.77	1.38%
Rutherford	20	14.56	1.38%
Yadkin	20	26.76	1.38%
Burke	19	10.36	1.31%
Iredell	19	6.12	1.31%
Surry	19	13.42	1.31%
Pender	17	14.50	1.17%
Beaufort	16	14.14	1.10%
Rockingham	16	8.37	1.10%

Source: FARS, 2016-2020.

Older Driver Summary

Fatal crashes involving older drivers was one of the few performance measures that showed improvement during 2020. Nonetheless, fatal crashes involving drivers age 65 and older have steadily increased over the past decade. When older drivers are involved in a crash, they are much more likely than their younger counterparts to be killed. Older driver crashes are most common among males on rural roads during the afternoon. The counties in North Carolina that account for the most older driver fatal crashes are Mecklenburg, Guilford, Wake, Buncombe and Forsyth. Yadkin, Columbus, Robeson, Harnett, and Rutherford counties are notable for having a high rate of older driver fatal crashes per capita.

The population of drivers age 65 and older is expected to rise in North Carolina over the next decade. For this reason, it is important that North Carolina adopt a comprehensive approach to reduce crashes involving older drivers.

Countermeasures and Funding Priorities

Since the spring of 2004, GHSP has collaborated with and helped support a statewide Senior Driver Safety Coalition (SDSC). The Coalition assists NC's growing population of older adults in driving safely for as long as possible and provides access to viable transportation alternatives when driving is no longer an option. With GHSP's support, the SDSC has developed www.ncseniordriver.org, a website to provide "one stop shopping" for information about older driver safety and resources in North Carolina. The website is a resource to the state's older drivers, family members of older drivers, physicians, law enforcement personnel, and others.

GHSP is a key part of the SDSC, which serves as the lead for older driver programs in NC, establishes goals for the state's older driver safety programs and facilitates coordination between groups responsible for older driver safety issues. Experts and/or community members representing older drivers serve on The Executive Committee for Highway Safety, the Impaired Driving Task Force and the Strategic HSP Implementation Committee. AARP is an active participant in many GHSP activities including the Safety City project done throughout the NC State Fair.

In response to the increasing older driver fatalities, GHSP will work with HSRC to pilot the CarFit 1:1 Program in 3-6 partners in North Carolina communities. CarFit is a national program created by AAA, the American Occupational Therapy Association (AOTA), and AARP to address the need for improved fit between vehicle and driver in an effort to address the needs of the older driver. HSRC will complete a process evaluation to determine successes and any barriers that might need to be addressed.

Also to address increasing older driver fatalities, GHSP is working closely with East Carolina University Occupational Therapy Program on a NHTSA-funded project to promote Highway Safety Program Guideline (HSPG) No. 13. The demonstration program will focus on improving access for medically at-risk older drivers to obtain a comprehensive driving evaluation and to provide education to law enforcement personnel about older driver issues.

Finally, many of the interventions and projects described in this Highway Safety Plan are in counties with a burgeoning number of older drivers, such as Buncombe, Wake and Brunswick counties. In addition, GHSP is currently working to fund a NHTSA approved nonprofit organization to assist in seeking

nontraditional opportunities to address traffic safety issues across the state with a focus on underserved communities, at-risk roadway users, and Vision Zero communities.

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 focused on older drivers scheduled for FY2023 but will evaluate opportunities in the coming months. GHSP will have a new project to fund media and outreach efforts surrounding at-risk roadway users with a focus on older drivers, young drivers, speeding, etc. GHSP will also explore non-traditional media opportunities such as utilizing social media platforms to bring attention and awareness to older driver safety.

FY2023 Older Drivers Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2023 North Carolina Highway Safety Plan to address older driver safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: SA-23-09-07
Project Title: Senior Driver Information Center
Project Description: This continuing project supports the statewide Senior Driver Safety Coalition, and supports a website to educate older adults and their families about ways aging can affect driving, steps that individuals and families can take to keep driving safer and longer, available resources, and how to access these services.
CMTW: Chapter 7, Section 1.2

Agency: UNC - HSRC
Project Number: SA-23-09-06
Project Title: CarFit 1:1 Feasibility Pilot
Project Description: This project will allow HSRC to assess the feasibility of piloting the CarFit 1:1 Program with 3-6 partners in North Carolina communities. CarFit is a national program created by AAA, the American Occupational Therapy Association (AOTA), and AARP to address the need for improved fit between vehicle and driver in an effort to address the needs of the older driver. HSRC will complete a process evaluation to determine successes and any barriers that might need to be addressed.
CMTW: Chapter 7, Section 1.1

Agency: East Carolina University
Project Number: SA-23-09-11
Project Title: Identifying and Reporting Medically At-Risk Older Drivers

Project Description: This is a new project to create a training video to educate emergency responders in Brunswick, Mecklenburg, and Pitt counties in the proper protocols for identifying and reporting medically at-risk older drivers in an effort to reduce the number of at-risk drivers on roadways and thus reducing the number of fatalities involving older drivers.

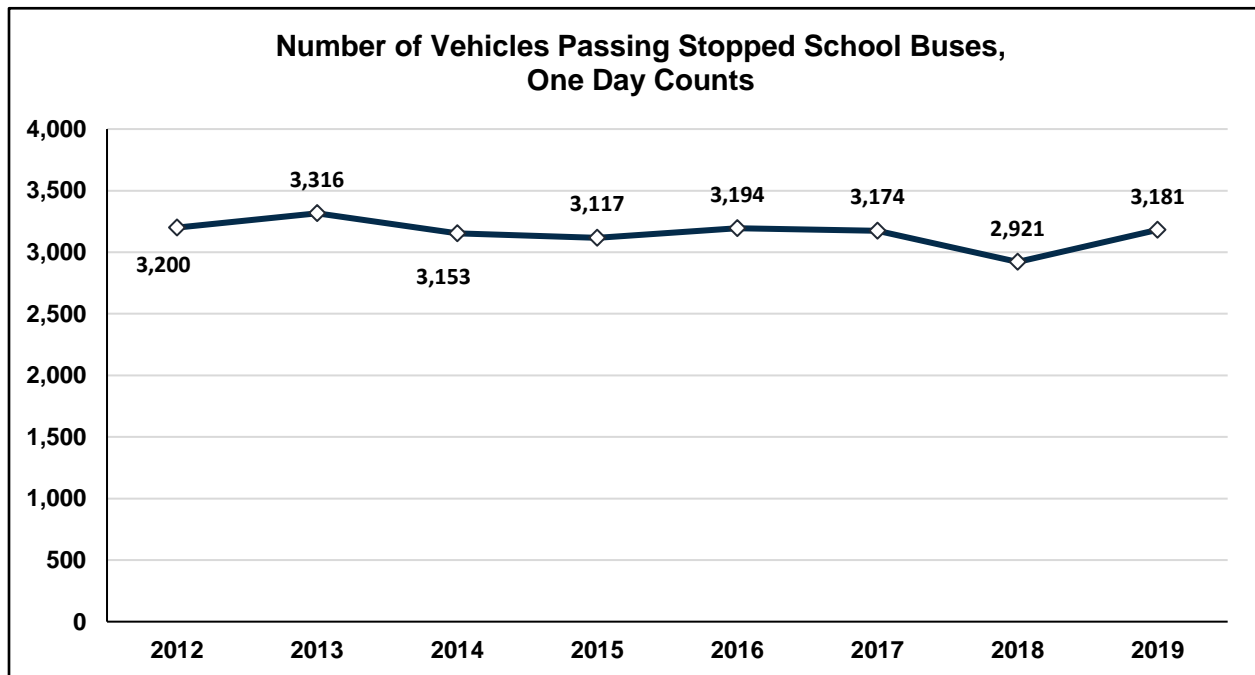
CMTW: Chapter 7, Section 1.2

School Bus Safety

All school systems have developed procedures to ensure that children can safely board and disembark from school buses. This is because most school bus-related fatalities take place in the 10-foot area around a school bus where children can be difficult to see.

North Carolina has a School Bus Stop Law that requires drivers to come to a complete stop when a school bus is displaying its mechanical stop sign or flashing red lights. Unfortunately, drivers do not always comply with the stop requirements. Fourteen years of data compiled by the North Carolina Department of Public Instruction (DPI) show that approximately 3,000 vehicles per day pass a stopped school bus in North Carolina, endangering the lives of children.

The DPI School Transportation Section coordinates an annual count of school bus stop arm violations during a single day in March each year. As shown in the figure below, there were 3,181 incidents recorded statewide during the single day count in 2019. (Violation counts did not take place in 2020 or 2021 due to COVID-19 and school closures.) In each case, a moving vehicle passed a stopped school bus when the lights were flashing and the stop arm was extended. The passing vehicle was going the opposite direction (approaching the bus from the front) in 2,237 cases; the vehicle was going in the same direction (approaching the bus from the rear) in 944 cases. Approximately 3,000 stop arm violations have been observed and recorded each year since 2012. Every such incident runs the risk of injuring or killing a child getting on or off a school bus. According to the North Carolina Department of Transportation, there were 398 crashes involving school buses in 2020 resulting in 234 injuries and two fatalities.



Source: North Carolina School Bus Safety Web Stop Arm Violation Statistics.

Camera systems have been developed that can combat school bus stop arm violations by capturing these illegal passing events. Installed on buses, the cameras record critical information such as the vehicle make, model and license number, as well as an image of the offending driver. These are all required elements for successfully prosecuting stop arm violations in North Carolina. A law passed in 2017 authorizes the use of video evidence for issuing violations for passing a stopped school bus. The penalty for a first offense is \$400 and rises to \$750 for a second violation and \$1,000 for each subsequent violation. More information can be found here: <http://www.ncbussafety.org/Stoparm/>.

In 2012, GHSP provided funds to DPI to conduct a stop-arm camera pilot program. Subsequently, the North Carolina General Assembly provided \$690,000 in funding to deploy stop arm cameras throughout the state beginning with the 2013–2014 school year. This funding has continued annually and provides cameras based on need to local education agencies (LEA's) in North Carolina. According to local education officials, more than 3,786 out of 13,000 school buses are equipped with a stop arm violation camera system.

Federal standards do not require seat belts, except for the driver, on large buses with Gross Vehicle Weight Ratings (GVWR) of more than 10,000 pounds. School buses rely on strong, closely spaced, well-padded, energy absorbing seats and higher seat backs to "compartmentalize" and protect passengers during a crash. This compartmentalization, along with the size and construction of school buses, make them very safe vehicles.

School Bus Safety Countermeasures and Funding Priorities

Though compartmentalization works very well in frontal and rear-end crashes, additional protection is needed to keep school bus riders in their seats during side impacts and rollovers. A January 2020 rollover crash occurred in Columbus County resulting in eight children being hospitalized, two in serious condition. DPI has conducted two pilot projects, one in 2003 and another in 2007, looking at the feasibility and acceptance of lap/shoulder belts on school buses. In 2016, DPI began implementing a coordinated rollout of nearly 200 buses fully equipped with lap shoulder belts in 13 counties. DPI is also coordinating an evaluation of the lap/shoulder belt rollout to identify national seat belt implementation best practices, develop technical assistance resources for local education agency implementation, and study seatbelt implementation impacts for students and drivers. Currently, there are now 488 buses with three-point lap/shoulder restraints across 16 districts with an additional 38 on order.

Media Plan

GHSP will seek opportunities with school bus safety partners to draw media attention to school bus safety issues related to bus passengers and children in the "danger zone" around the school bus since this is where most school bus related fatalities take place. In 2022, GHSP partnered with the Harnett County Schools to publicize their stop arm violation program using advanced technology including school bus cameras. GHSP, in partnership with DPI, will explore social media opportunities to increase awareness of National Back To School Safety Month and National School Bus Safety Week to bring attention and awareness to school bus safety.

FY2023 School Bus Safety Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2023 North Carolina Highway Safety Plan to address school bus 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.

Agency: North Carolina Department of Public Instruction Transportation Services
Project Number: SB-23-10-01
Project Title: School Travel Safety
Project Description: This ongoing project funds school bus safety education to school district staff and the public to improve the safety of every student that rides the school bus.

Communications (Media)

According to NHTSA's *Countermeasures that Work*, high visibility enforcement is one of the most effective approaches for reducing impaired driving and seat belt nonuse. The "high visibility" aspect of campaigns such as *Click It or Ticket* and *Booze It & Lose It* is key because the largest benefit comes from deterring the general driving population from violating traffic safety laws. When drivers believe impaired driving or seat belt non-use is likely to be detected and violators punished, fewer will engage in these high-risk behaviors. To ensure the general driving population is aware of law enforcement campaigns, they must be highly visible and publicized extensively. Additionally, GHSP recognizes the need to expand its communications outreach efforts to other safe driving practices in order to address upticks in fatal crashes, including pedestrian safety, speeding and distracted driving at all times of the year.

The GHSP Communications and Media plan targets the occupant protection and alcohol-impaired driving efforts of these two campaigns and also encompasses communications efforts meant to prevent additional negative traffic behaviors as cited above. North Carolina data show males ages 21-34 are less likely to buckle up and are disproportionately involved in impaired driving crashes, and many of our media efforts target this demographic. GHSP is also targeting the five to seven counties with the highest impaired driving crash rates and the five to seven counties with the lowest seat belt use rates. All campaigns in these areas will include both paid and earned media. This includes a new and innovative media strategy involving digital video, internet radio, microtargeted social media advertising, strategic use of social influencers and digital display presence. There is also a new emphasis on outreach to diverse communities through paid advertising in Spanish language publications and Black publications. To a lesser extent, GHSP will also use paid media to support pedestrian/bicycle safety and motorcycle safety activities.

One new focus of our overall media buy plan is a social media influencer campaign. We have worked with our grantee's advertising agency to identify a diverse network of North Carolina-based influencers on Instagram and Tik Tok with significant followings. In FY2021, we began working with these influencers on "Booze It & Lose It" and "Click It or Ticket" campaigns. Influencers are given a list of talking points developed by GHSP to include in their Tik Tok posts and Instagram reels however they see fit. GHSP has final say over content. This advertising method has allowed us to better connect with young audiences through a peer-to-peer approach and has generated numerous impressions and interesting and relevant discussions in the comment sections of these posts.

In FY2022, GHSP, in conjunction with NC DOT and its advertising agency, has developed new creative messaging focused on seatbelt use, impaired driving, and overall safe driving habits. These three campaigns have a cohesive and professional look and feel. Later this year and in early FY2023, a new "Local Heroes" campaign will be developed to encourage seatbelt use, featuring local law enforcement that have firsthand experience responding to crashes. This will expand on the successful "Local Heroes" ad campaign done in FY2021 and will put a human face on the toll that crashes take. We will also create a new BILI campaign featuring a talking moose head as a unique and engaging way to reach younger audiences over a variety of media platforms. Lastly, GHSP plans a new "umbrella" campaign featuring the Grim Reaper and the message "Don't Play with Death" to target a comprehensive list of safe driving behaviors. By FY2023, we plan to finalize the development of each of these campaigns and begin statewide rollout.

In 2022, GHSP further refined its communications budget to put less funding in direct sports marketing and more funding toward developing new creative and leveraging digital platforms and social influencers to reach audiences. GHSP will continue partnership with the NC High School Athletic Association and work with them in initiating more targeted outreach to schools. GHSP will continue advertising with the Carolina Hurricanes NHL team, and is also involved in a multi-state partnership with the Atlanta Braves. In FY2023, GHSP plans to expand outreach to Historically Black Colleges and Universities (HBCUs) by creating in-person displays at several sporting events at these campuses and nearby underserved communities. Additionally, GHSP is exploring more opportunities to partner with NASCAR to reach a rural demographic. This includes advertising directly on NASCAR's main webpage.

GHSP will host the NC Traffic Safety Conference and Expo in August 2022. While we will not host the NC Traffic Safety Conference and Expo in FY2023, GHSP does have a grant with the NC State University Institute for Transportation Research & Education (ITRE) to host at least five small group trainings and five online trainings on topics of importance to GHSP grantees and other traffic safety experts.

Pedestrian and bicycle media efforts will focus on awareness of the "Watch for Me" campaign. Paid media will include sidewalk stenciling, transit signage and other out-of-home elements. Motorcycle safety awareness media efforts will include social media, outreach to motorcycle clubs and marketing opportunities in conjunction with selected motorcycle events promoting the training classes offered through the "BikeSafeNC" program.

There have been some significant changes to GHSP's media outreach efforts in FY2022/2023 in order to modernize our approach, make our creative campaigns more cohesive and professional, and better reach key demographics. Beyond our paid media plan, there have been some changes in how we approach earned media as well. One change of note is the shift away from traditional media kickoff events. Local media outlets are now less able to attend kickoff events or cover them, and the way our target demographics consume media has changed. Younger audiences are less likely to watch the local news, read the newspaper or listen to commercial radio. With this in mind, we have scaled back on in-person events in favor of localized campaign kickoffs led by local law enforcement agencies. GHSP has created communications toolkits for law enforcement agency partners to use to promote their efforts to their own audiences via social media platforms and relationships with their local media outlet. This has received positive response so far and continues to grow in participation.

FY2023 Communications (Media) Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2023 North Carolina Highway Safety Plan to address communications/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:	AL-23-02-01, M5PEM-23-15-01
Project Title:	GHSP In-House Impaired Driving Media Buys
Project Description:	This ongoing project funds media campaigns to address impaired driving issues. This project also funds marketing efforts associated with sporting and other events. GHSP plans to continue outreach efforts regarding impaired driving with a media placement campaign during each enforcement period. These campaigns may include social media, out-of-home, streaming radio, and other

media sources identified through a data-driven approach in conjunction with our advertising agency of record. The agency of record is funded through NCDOT to coordinate creative, media buys and placement, and statewide distribution of our message during and between campaigns.

Agency: Governor's Highway Safety Program
Project Number: OP-23-04-01, M1X-23-13-01, M2X-23-13-01
Project Title: GHSP In-House Occupant Protection Media Buys
Project Description: This ongoing project funds media campaigns to address occupant protection issues. This project also funds marketing efforts associated with sporting and other events. GHSP plans to continue outreach efforts regarding impaired driving with a media placement campaign during each enforcement period. These campaigns may include social media, out-of-home, streaming radio, and other media sources identified through a data-driven approach in conjunction with our advertising agency of record. The agency of record is funded through NCDOT to coordinate creative, media buys and placement, and statewide distribution of our message during and between campaigns.

Agency: Governor's Highway Safety Program
Project Number: FHPE-23-17-01
Project Title: GHSP In-House Pedestrian Safety Media Buys
Project Description: This ongoing project funds a media campaign to address bicycle and pedestrian safety and to advance the work of the "Watch for Me" initiative. GHSP will fund outreach efforts regarding bicycle and pedestrian safety with a media placement campaign that may include social media, public transit wraps and other media sources as identified through a data-driven approach in conjunction with our advertising agency of record. The agency of record is funded through NCDOT to coordinate creative, media buys and placement, and statewide distribution of our message.

Agency: Governor's Highway Safety Program
Project Number: PM-23-18-01
Project Title: GHSP In-House General Media Buys
Project Description: This is a new project funding media campaigns to address traffic safety issues such as speeding, distracted driving, older driver, etc. GHSP plans to continue outreach efforts regarding these traffic safety issues media placement campaign during any applicable enforcement campaign or event. Campaigns may include social media, out-of-home, streaming radio, and other media sources identified through a data-driven approach in conjunction with our advertising agency of record. The agency of record is funded through NCDOT to coordinate creative, media buys and placement, and statewide distribution of our message during and between campaigns.

Evidence-based Traffic Safety Enforcement Program (TSEP)

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

GHSP conducts an extensive problem identification process to develop and implement the most effective and efficient plan for the distribution of federal funds. Several 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, Fatal Analysis Reporting System (FARS) data, North Carolina Traffic Crash Data, State Data Systems (SDS) data, NC Judicial Branch adjudication data, and seat belt use observational surveys. The problem identification process ensures that funded initiatives address the most critical crash, fatality, and injury problems within the state. This process also provides appropriate criteria for designating funding priorities and setting benchmarks for the administration and evaluation of the Highway Safety Plan.

This data analysis process allows us to identify which drivers or other road users are overrepresented 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.

Other groups of experts such as the Impaired Driving Task Force, Occupant Protection Task Force, and Traffic Records Coordinating Committee advise GHSP on data-driven goals and outcomes and provide formal and informal recommendations on funding priorities. Efforts are made by GHSP to seek and cultivate partnerships in counties where data indicates the need exists. Efforts continue to include underserved and rural communities throughout the state, as well.

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

Selection of Evidence-based Countermeasures

To address these problem areas and to meet North Carolina's goals for FY2023, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries, and fatalities, including evidence-based high visibility enforcement, communications activities and effective policy change. To assist in this process, GHSP uses the 10th Edition of NHTSA's *Countermeasures that Work* (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

Countermeasures will include high-visibility enforcement of alcohol, speed, and occupant protection laws using enforcement checkpoints and saturation patrols. These enforcement efforts will be well-publicized to the driving public through comprehensive media plans.

Continuous Monitoring

To ensure law enforcement projects remain committed to their stated plans, GHSP Specialists use various tracking mechanisms to monitor the progress of each project. Each funded agency must submit quarterly progress reports to document whether the goals and outcomes of each project are met. Projects are required to report on activities such as 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 engagement activities online every week, including checkpoint and saturation patrol activities, the locations and times worked, the number of officers present, and other relevant information. This monitoring allows GHSP to adjust an agency's enforcement plans in sufficient time to provide the greatest use of resources to address targeted traffic safety problems.

High Visibility Enforcement Strategies

High Visibility Enforcement (HVE) is a traffic safety approach designed to deter unlawful traffic behaviors. HVE involves checkpoints, saturation patrols, and other proactive law enforcement activities targeting a specific traffic safety issue. These efforts are combined with paid and earned media and other forms of public awareness to educate the public and to promote voluntary compliance with the law. According to NHTSA's *Countermeasures that Work*, high visibility enforcement is one of the most effective approaches for reducing impaired driving, speeding and seat belt nonuse.

Impaired Driving

North Carolina has developed a comprehensive program to combat impaired driving and to maximize the likelihood of detecting, arresting and convicting impaired drivers. The State has implemented the *Booze It & Lose It* campaign every year since 1994. This is a statewide campaign stressing enforcement and public awareness and media coverage. Last year, law enforcement participation rates continued to be high despite the lingering effects of the COVID-19 pandemic. The statewide participation rate for all highway safety campaigns was 89.0% (compared to 87.6% in 2020). Statewide participation in *Booze It & Lose It* campaigns averaged 89.5% of all law enforcement agencies (compared to 88.6% in 2020). GHSP continues to utilize an online reporting system for law enforcement agencies to report campaign activity. The system allows each department to enter their activity each week during any campaign and have their numbers immediately included in the statewide totals. GHSP uses a network of 11 Regional Law Enforcement Liaisons (LELs) working with up to 100 county coordinators (LECCs) to ensure full participation throughout the state. All law enforcement agencies funded by GHSP must participate in a minimum of one DWI checkpoint each month and in all high visibility enforcement campaigns.

Law enforcement officers in North Carolina use seven mobile breath-alcohol testing units, better known as "BAT Mobiles," to increase the efficiency of on-site DWI processing. The BAT Mobiles are fully functional DWI processing centers. Each BAT Mobile is equipped with evidentiary breath test instruments, a DRE evaluation room, cellular telephones, computers, officers' workstations, magistrates' work area, lavatory, DWI checkpoint signs, traffic cones, traffic vests, search batons, screening test devices and all other necessary equipment and supplies for processing DWI suspects. Since its inception in 1996, the BAT Mobile program has played a major role in assisting law enforcement officers at DWI checking stations and in raising awareness of the dangers of impaired driving at education and safety events. Each year, the BAT Program receives approximately 450 - 500 requests to participate in enforcement and educational events. Approximately 35% of those requests are for educational events that promote safety across the state. Each BAT mobile unit displays the logos of "Booze It & Lose It" and ".08 It's The Law."

GHSP's annual *Booze It & Lose It* campaigns are the most intense periods of enforcement activities for the BAT Mobiles. Typically, these campaigns are conducted when drinking and driving is most frequent, including the Saint Patrick's Day period, the weeks surrounding the July Fourth holiday, Labor Day holiday, Halloween period, and the pre-Christmas to New Year time period.

GHSP continues to establish DWI Enforcement Teams in counties that are overrepresented in alcohol-related crashes, injuries and fatalities. GHSP crafted the initiative to encourage law enforcement

agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers are most likely to be on the roadways—typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m. During FY2022, GHSP provided Section 402 and Section 405 funds to support DWI Enforcement Teams in Buncombe, Forsyth, Gaston, Guilford, Iredell, Mecklenburg, Onslow, Robeson, and Wake counties. Collectively, these nine counties accounted for one-third (33 percent) of the alcohol-related fatalities in North Carolina during the past five years, and they include 7 of the top 15 counties. These agencies have set goals to reduce the number of alcohol-related crashes and fatalities, increase the number of officers trained to use breath testing equipment and administer field sobriety tests, and educate the public about the dangers of driving while impaired. GHSP also provided access to data and county maps in these communities to communicate the location of impaired driving crashes, injuries and fatalities, as well as the time of day and day of week that these are occurring.

Occupant Protection

Research shows that seat belts are the single most important safety device for reducing injuries and fatalities for vehicle occupants during a crash. North Carolina has developed a comprehensive program that combines law enforcement and increased public awareness to enforce the State’s occupant protection laws. The nationwide *Click It or Ticket* program, first developed in North Carolina more than 25 years ago, is one of North Carolina’s best tools for increasing belt use. GHSP remains committed to encouraging every North Carolinian to buckle up during every trip—day and night.

In addition to participation in the *Click It or Ticket* mobilizations conducted each spring and fall, GHSP law enforcement grantees are required to conduct a minimum of one nighttime seat belt enforcement effort each month. GHSP also encourages nighttime seat belt enforcement in counties that are overrepresented in unbelted fatalities. GHSP educates law enforcement agencies on the importance of improving seat belt compliance rates and their role in reducing unrestrained fatalities and injuries. GHSP provided law enforcement agencies a guide with descriptions of both the Child Passenger Safety Law and the Seat Belt Law. This guide gives law enforcement officers, particularly those with little to no training in child passenger safety, a clear outline of how to enforce the law.

To increase occupant protection enforcement and to improve seat belt usage rates in North Carolina, GHSP partnered with the North Carolina State Highway Patrol to conduct Special Operation Projects in designated high-risk counties. Selected enforcement days and times corresponded with data that showed when unrestrained fatalities were occurring. The Special Operation Projects in FY2021 covered Cumberland, Davidson, Forsyth, Gaston, Guilford, Johnston, Mecklenburg, Robeson, and Wake counties. These efforts resulted in 2,012 seat belt and 96 child passenger safety citations. Overtime enforcement was conducted for a total of 2,114 hours.

Speeding

The statewide “Speed a Little. Lose a Lot” campaign seeks to remind drivers there is no reason to speed because the consequences could be more than just getting a ticket. The campaign complements the NC Vision Zero initiative, which seeks to reach zero traffic-related fatalities through coordinated agency-to-agency efforts that help change the overall traffic safety culture. North Carolina conducted the *Speed a Little. Lose a Lot* campaign from April 11-17, 2022.

GHSP has continued to fund enforcement activity hours for traffic safety officers in counties with increased speeding and unrestrained fatalities. In FY2022, GHSP provided funding for new enforcement activity hours in the Matthews Police Department in Mecklenburg County, the Dunn Police Department in Harnett County, the Smithfield Police Department in Johnston County, the Union County Sheriff's Office, the Columbus County Sheriff's Office, and the Pender County Sheriff's Office. Additional enforcement efforts took place through the administration of overtime grants to the Durham County Sheriff's Office and the State Capitol Police Department in Wake County. For all teams, speed enforcement in high crash corridors was part of the traffic safety team's day-to-day duties.

GHSP encourages counties to adopt systematic approaches to identify priority roads. The Vision Zero Analytics project, funded by GHSP, provides data and county maps, crash information and spot location data to agencies in the top 20-25 counties that are overrepresented in speeding fatalities. Additionally, GHSP promotes training in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies. GHSP has continued its long-standing partnership with the North Carolina Justice Academy to provide training in crash investigation and speed measuring instrument certification to law enforcement officers statewide. GHSP has a marketing opportunity with the NC Sheriffs Association to market GHSP programs to participants in the annual NC Sheriff's Leadership Institute, and another with the NC Association of Chiefs of Police to market GHSP programs at the annual conference and regional meetings.

Equipment and Software/IT Requests of \$5,000 or More

Equipment Requests of \$5,000 or More					
Project number	Agency	Quantity	Description	Unit Amount	Total Amount
PT-23-06-10	Columbus Police Department	2	In-Car Video System- Includes Install/Shipping	\$5,000.00	\$10,000.00
PT-23-06-18	N.C. Department of Justice-Justice Academy	2	Hyundai EDR Tool Kit	\$7,145.00	\$14,290
PT-23-06-18	N.C. Department of Justice-Justice Academy	2	Kia EDR Tool Kit	\$7,645.00	\$15,290
M5BAC-23-15-04	N.C. Department of Justice-State Bureau of Investigation	1	Preventative Maintenance/Service Contracts for three (3) LC/Q-TOF Instruments	\$147,900.00	\$147,900.00
PT-23-06-09	Marion Police Department	1	Seat Belt Convincer	\$25,000.00	\$25,000.00
PT-23-06-09	Marion Police Department	2	In-Car Video System- Includes Install/Shipping	\$6,000.00	\$12,000.00
PT-23-06-12	Dare County Sheriff's Office	2	In-Car Video System- Includes Install/Shipping	\$6,000.00	\$12,000.00
MC-23-03-01	Huntersville Police Department	1	One Motorcycle- Includes lighting, radio, etc.	\$30,000.00	\$30,000.00
M5BAC-23-15-02	N.C. Department of Health & Human Services Forensic Testing for Alcohol	2	Fingerprint Devices & Software	\$17,500.00	\$35,000.00
AL-23-02-03	Thomasville Police Department	1	Patrol Vehicle with Lighting, Siren, Radio, etc.	\$40,000.00	\$40,000.00
AL-23-02-03	Thomasville Police Department	1	In-Car Video System- Includes Install/Shipping	\$6,000.00	\$6,000.00

Equipment and Software/IT Requests of \$5,000 or More

Equipment Requests of \$5,000 or More					
Project number	Agency	Quantity	Description	Unit Amount	Total Amount
PT-23-06-33	Davidson Police Department	1	Patrol Vehicle with Lighting, Siren, Radio, etc.	\$40,000.00	\$40,000.00
PT-23-06-33	Davidson Police Department	1	In-Car Video System- Includes Install/Shipping	\$6,000.00	\$6,000.00
PT-23-06-40	Moorseville Police Department	2	Patrol Vehicle with Lighting, Siren, Radio, etc.	\$40,000.00	\$80,000.00
PT-23-06-40	Moorseville Police Department	2	In-Car Video System- Includes Install/Shipping	\$6,000.00	\$12,000.00
PT-23-06-35	Brunswick County Sheriff's Office	3	Patrol Vehicle with Lighting, Siren, Radio, etc.	\$40,000.00	\$120,000.00
PT-23-06-35	Brunswick County Sheriff's Office	3	In-Car Video System- Includes Install/Shipping	\$6,000.00	\$18,000.00
PT-23-06-11	Jackson County Sheriff's Office	2	In-Car Video System- Includes Install/Shipping	\$6,000.00	\$12,000.00
PT-23-06-36	Zebulon Police Department	2	Patrol Vehicle with Lighting, Siren, Radio, etc.	\$40,000.00	\$80,000.00
PT-23-06-36	Zebulon Police Department	2	In-Car Video System- Includes Install/Shipping	\$6,000.00	\$12,000.00
M11MT-23-16-01	N.C. Department of Public Safety North Carolina State Highway Patrol	1	Trailer Wrap	\$5,000.00	\$5,000.00
AL-23-02-05	Union County Sheriff's Office	1	Gas Chromatograph with Mass Spectrometer	\$187,201.00	\$187,201.00
AL-23-02-05	Union County Sheriff's Office	1	Gas Chromatograph with Flame Ionization Detection	\$87,663.00	\$87,663.00
AL-23-02-05	Union County Sheriff's Office	1	Hamilton Diluter	\$10,000.00	\$10,000.00
PT-23-06-38	Pineville Police Department	1	Patrol Vehicle with Lighting, Siren, Radio, etc.	\$40,000.00	\$40,000.00

Equipment and Software/IT Requests of \$5,000 or More

Equipment Requests of \$5,000 or More					
Project number	Agency	Quantity	Description	Unit Amount	Total Amount
PT-23-06-38	Pineville Police Department	1	In-Car Video System- Includes Install/Shipping	\$6,000.00	\$6,000.00
MC-23-03-04	Lenoir County Community College	3	Frankenstein Trike Conversion Kits for Harley Davidson Street 500	\$5,070.00	\$15,210.00
PT-23-06-39	Cabarrus County Sheriff's Office	2	Patrol Vehicle with Lighting, Siren, Radio, etc.	\$40,000.00	\$80,000.00

Software/IT Requests of \$5,000 or More					
Project number	Agency	Quantity	Description	Unit Amount	Total Amount
M5TR-23-15-01	N.C. Department of Health & Human Services Forensic Testing for Alcohol	1	Everbridge Web-Based DRE Call-Out System Maintenance and Support	\$6,500.00	\$6,500.00
M5BAC-23-15-03	N.C. Department of Health & Human Services Forensic Testing for Alcohol	1	Acadis Software Solutions Annual Renewal Fee	\$130,000.00	\$130,000.00
M5BAC-23-15-03	N.C. Department of Health & Human Services Forensic Testing for Alcohol	1	Acadis Silver Premium Support Subscription	\$93,599.00	\$93,599.00
M3DA-23-14-02 TR-23-07-01	North Carolina State University - ITRE	1	Hosting/Cloud Services- Azure Cloud Services	\$10,500.00	\$10,500.00
M3DA-23-14-02 TR-23-07-01	North Carolina State University - ITRE	1	BI Site License (Prorate)	\$23,000.00	\$23,000.00

All equipment purchased will meet Buy America guidelines and state procurement procedures. Furthermore, all equipment purchased will be associated with enforcement, data enhancement, and reporting grants. Specific use of the equipment and software included in the above listed table are included within the grants. GHSP understands equipment purchased with federal funds must be associated with a grant and highway safety activity.

Regional LEL Grants

Regional Law Enforcement Liaisons play a vital role in encouraging and coordinating online campaign reporting throughout the state. Regional LEL's are provided funding for travel, training, County Coordinator meetings, and the purchase of equipment to further highway safety efforts within their

respective regions. Regional LEL's have requested the following types of traffic safety equipment in FY2022:

- **In-Car Video Systems:** The successful adjudication of traffic safety violations is vital. The installation of in-car cameras assists traffic officers retain critical evidence necessary to secure a conviction in court. In addition, the camera systems ensure accountability on the part of both the officer and the citizen during a traffic stop, thus increasing support and trust for traffic enforcement activities. The camera systems further provide training opportunities and strategies.
- **Mobile Data Terminals:** The use of electronic crash reporting allows for more accurate and timely data to be made available to the North Carolina Division of Motor Vehicles. More accurate and timely data provides for the ability to recognize and identify traffic safety concerns more readily. Mobile data terminals ensure that officers have the use of E-Citation for citing traffic violations and provides more timely and accurate arrest data.

GHSP STEP 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 other times during the year. Agencies are evaluated at the end of the year for their participation and reporting. Based on a demonstrated need, agencies may then request specific equipment to assist GHSP in achieving their goals in the reduction of alcohol, speed, or unrestrained fatalities. Equipment made available to participating law enforcement agencies through the GHSP STEP Program is included in this equipment list. The actual number of items to be purchased will not be known until the resource allocation phase of the program is implemented following the onset of the fiscal year. Once equipment is identified, a request with specific totals will be forwarded to NHTSA for approval prior to purchase. GHSP allocates funding for such purchases within the GHSP STEP Program grant. The following equipment is available:

- **Driving While Impaired Simulators:** Impaired driving fatalities rose in 2018 and the long-term trend suggests a gradual rise. Education regarding the risks related to impaired driving is crucial to addressing this traffic safety issue. DWI simulators are an effective tool to further educate the public regarding the consequences of effects of alcohol on driving and further attempt to reduce impaired driving fatalities. DWI simulators allow a driver to experience the effects of driving impaired through virtual reality.
- **Crash Data Recorders:** Vehicle crash data is data stored in the vehicle's safety system after a crash. This data is an important evidentiary component to be collected and evaluated as part of a vehicle crash investigation. The crash data is unbiased, proven, accurate and defensible. When examined along with other available physical evidence from a crash, the vehicle crash data provides a much clearer understanding of what happened before, during, and after the crash so that effective countermeasures can be put in place to reduce the likelihood of future crashes.
- **In-Car Video Systems:** The successful adjudication of traffic safety violations is vital. The installation of in-car cameras assists traffic officers retain critical evidence necessary to secure a conviction in court. In addition, the camera systems ensure accountability on the part of both the officer and the citizen during a traffic stop, thus increasing support and trust for traffic

enforcement activities. The camera systems further provide training opportunities and strategies.

In addition, GHSP is seeking approval to purchase Buy American compliant fingerprint/photograph capture devices, the needed software, and warranties to be placed in BAT Mobile Units and used by law enforcement officers to collect fingerprints and photographs of individuals arrested for impaired driving offenses during checkpoints. The collection of fingerprints from individuals arrested for impaired driving offenses is required by law in North Carolina. The ability to collect these fingerprints on-site will save participating agencies and officers at checkpoint locations from having to transport the arrestee to a law enforcement facility for the sole purpose of fingerprints, thus allowing participating officers to continue checkpoint operations.

Cost Summary

U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan Transaction
2023-HSP-1
 For Approval

State: North Carolina

Page: 1
 Report Date: 06/16/2022

Program Area	Line	Action	Project	Description	State	Current Fiscal Year Funds	Carry Forward Funds	Share to Local
NHTSA								
FAST Act NHTSA 402								
Planning and Administration								
	1	Plan	PA-2023-01-01-00	Planning and Administration		\$323,135.00	\$323,134.00	\$.00
	Planning and Administration Total					\$323,135.00	\$323,134.00	\$.00
Alcohol								
	5	Plan	AL-2023-02-01-00	NCDOT Booze it & Lose it Media & Marketi		\$.00	\$500,000.00	\$.00
	38	Plan	AL-2023-02-03-00	Thomasville DWI Task Force		\$.00	\$119,593.00	\$.00
	57	Plan	AL-2023-02-04-00	Robeson County DWI Treatment Court		\$.00	\$167,200.00	\$.00
	85	Plan	AL-2023-02-05-00	Union County Toxicology Lab		\$.00	\$284,864.00	\$.00
	132	Plan	AL-2023-23-00-00	ID Future Projects-NCGHSP		\$.00	\$5,000,000.00	\$.00
	Alcohol Total					\$.00	\$6,071,657.00	\$.00
Motorcycle Safety								
	25	Plan	MC-2023-03-01-00	Huntersville PD-Bike Safe (Motorcycles)		\$20,000.00	\$20,000.00	\$.00
	Motorcycle Safety Total					\$20,000.00	\$20,000.00	\$.00
Occupant Protection								
	7	Plan	OP-2023-04-01-00	NCDOT Click it or Ticket Media & Marketi		\$.00	\$243,395.00	\$.00
	63	Plan	OP-2023-04-05-00	NCSHP-Click It or Ticket 2023		\$.00	\$200,000.00	\$.00
	123	Plan	OP-2023-04-06-00	NC Dept. of Insurance-CPS Program for NC		\$.00	\$465,000.00	\$.00
	Occupant Protection Total					\$.00	\$908,395.00	\$.00
Police Traffic Services								
	42	Plan	PT-2023-06-33-00	Davidson Steps to Vision Zero - Traffic		\$18,864.00	\$106,895.00	\$.00
	44	Plan	PT-2023-06-40-00	Mooresville Police Department Traffic Un		\$42,599.00	\$241,395.00	\$.00
	49	Plan	PT-2023-06-35-00	Brunswick County Traffic Safety Personne		\$58,477.00	\$331,367.00	\$.00
	62	Plan	PT-2023-06-36-00	Zebulon PD-Traffic Unit		\$38,116.00	\$215,990.00	\$.00
	103	Plan	PT-2023-06-38-00	Pineville Traffic Safety Officer		\$16,418.00	\$93,037.00	\$.00
	124	Plan	PT-2023-06-39-00	Cabarrus CoSo-Traffic Enforcement & Educ		\$38,252.00	\$216,763.00	\$.00
	Police Traffic Services Total					\$212,726.00	\$1,205,447.00	\$.00
Traffic Records								
	98	Plan	TR-2023-07-02-00	UNC-HSRC-Traffic Records Strategic Plan		\$.00	\$85,964.00	\$.00
	Traffic Records Total					\$.00	\$85,964.00	\$.00
Driver Education								
	79	Plan	DE-2023-08-01-00	UNC - HSRC-North Carolina Teen Driver Sa		\$.00	\$100,000.00	\$.00

Driver Education Total				\$.00	\$100,000.00	\$.00	\$.00
Safe Communities							
2 Plan	SA-2023-09-01-00	GHSP In-House-Programs & Operations Supp	\$.00	\$916,565.00	\$.00	\$.00	
4 Plan	SA-2023-09-02-00	GHSP In-House-Media & Events	\$.00	\$631,000.00	\$.00	\$.00	
56 Plan	SA-2023-09-03-00	UNC-HSRC-Building Capacity for Vision Ze	\$.00	\$359,423.00	\$.00	\$.00	
82 Plan	SA-2023-09-04-00	UNC-HSRC-GHSP Website and Reporting Syst	\$.00	\$7,753.00	\$.00	\$.00	
87 Plan	SA-2023-09-05-00	UNC-HSRC-Highway Safety Plan and Annual	\$.00	\$155,837.00	\$.00	\$.00	
91 Plan	SA-2023-09-06-00	UNC-HSRC-CarFit 1:1 Feasibility Pilot	\$.00	\$71,136.00	\$.00	\$.00	
94 Plan	SA-2023-09-07-00	UNC-HSRC-Senior Driver Information Cente	\$.00	\$76,795.00	\$.00	\$.00	
Safe Communities Total				\$.00	\$2,218,509.00	\$.00	\$.00
FAST Act NHTSA 402 Total				\$555,861.00	\$10,933,106.00	\$.00	\$1,835,356.00
FAST Act 405b OP High							
405b OP High							
8 Plan	M1X-2023-13-01-00	NCDOT Click it or Ticket Media & Marketi	\$.00	\$256,605.00	\$.00	\$.00	
405b OP High Total				\$.00	\$256,605.00	\$.00	\$.00
FAST Act 405b OP High Total				\$.00	\$256,605.00	\$.00	\$.00
FAST Act 405b OP Low							
405b OP Low							
9 Plan	M2X-2023-13-01-00	NCDOT Click it or Ticket Media & Marketi	\$.00	\$41,000.00	\$.00	\$.00	
135 Plan	M2X-2023-23-00-00	OP Future Projects-NCGHSP	\$.00	\$500,000.00	\$.00	\$.00	
405b OP Low Total				\$.00	\$541,000.00	\$.00	\$.00
FAST Act 405b OP Low Total				\$.00	\$541,000.00	\$.00	\$.00
FAST Act 405c Data Program							
405c Data Program							
16 Plan	M3DA-2023-14-01-00	Haw River Traffic Safety Initiative - MD	\$4,000.00	\$4,000.00	\$.00	\$4,000.00	
54 Plan	M3DA-2023-14-02-00	NCSU-ITRE-NC Vision Zero Technical and P	\$.00	\$455,600.00	\$.00	\$.00	
99 Plan	M3DA-2023-14-03-00	Hope Mills MDT's	\$8,000.00	\$8,000.00	\$.00	\$8,000.00	
117 Plan	M3DA-2023-14-06-00	NCDMV-NC CRIS Replacement Program	\$.00	\$508,000.00	\$.00	\$.00	
125 Plan	M3DA-2023-14-04-00	NC Judicial Dept.-Printer-eCitation Prin	\$.00	\$300,000.00	\$.00	\$.00	
138 Plan	M3DA-2023-23-00-00	Traffic Recordes Future Projects-NCGHSP	\$.00	\$1,000,000.00	\$.00	\$.00	
405c Data Program Total				\$12,000.00	\$2,275,600.00	\$.00	\$12,000.00
FAST Act 405c Data Program Total				\$12,000.00	\$2,275,600.00	\$.00	\$12,000.00
FAST Act 405d Impaired Driving Mid							
405d Mid HVE							
51 Plan	M5HVE-2023-15-03-00	NCSHP-Booze It & Lose It 2023	\$.00	\$275,000.00	\$.00	\$.00	
405d Mid HVE Total				\$.00	\$275,000.00	\$.00	\$.00
405d Mid BAC Testing/Reporting							
30 Plan	M5BAC-2023-15-02-00	N.C. DHHS - FTA-BAT Program	\$.00	\$400,000.00	\$.00	\$.00	
34 Plan	M5BAC-2023-15-03-00	N.C. DHHS - FTA-Science Program	\$.00	\$1,000,000.00	\$.00	\$.00	
405d Mid BAC Testing/Reporting Total				\$.00	\$1,400,000.00	\$.00	\$.00
405d Mid Paid/Earned Media							
6 Plan	M5PEM-2023-15-01-00	NCDOT Booze it & Lose it Media & Marketi	\$.00	\$350,000.00	\$.00	\$.00	
405d Mid Paid/Earned Media				\$.00	\$350,000.00	\$.00	\$.00

		Total					
405d Mid Training							
	32 Plan	M5TR-2023-15-01-00	N.C. DHHS - FTA-DRE Program	\$.00	\$260,251.00	\$.00	\$.00
405d Mid Training Total				\$.00	\$260,251.00	\$.00	\$.00
405d Impaired Driving Mid							
	141 Plan	M5X-2023-23-00-00	ID Future Projects-NCGHSP	\$.00	\$2,500,000.00	\$.00	\$.00
405d Impaired Driving Mid Total				\$.00	\$2,500,000.00	\$.00	\$.00
FAST Act 405d Impaired Driving Mid Total				\$.00	\$4,785,251.00	\$.00	\$.00
FAST Act 405f Motorcycle Safety Programs							
405f Safety Motorcyclist Training							
	69 Plan	M11MT-2023-16-01-00	NCSHP-Bike Safe 2023	\$.00	\$105,816.00	\$.00	\$.00
405f Safety Motorcyclist Training Total				\$.00	\$105,816.00	\$.00	\$.00
405f Motorcycle Safety Programs							
	144 Plan	M11X-2023-23-00-00	Motorcycle Safety Future Projects-NCGHSP	\$.00	\$100,000.00	\$.00	\$.00
405f Motorcycle Safety Programs Total				\$.00	\$100,000.00	\$.00	\$.00
FAST Act 405f Motorcycle Safety Programs Total				\$.00	\$205,816.00	\$.00	\$.00
FAST Act 405h Nonmotorized Safety							
405h Public Education							
	114 Plan	FHPE-2023-09-11-00	N.C. Dept. of Administration-WalkSmart N	\$.00	\$46,236.00	\$.00	\$.00
	147 Plan	FHPE-2023-23-00-00	FHX Future Projects-NCGHSP	\$.00	\$300,000.00	\$.00	\$.00
405h Public Education Total				\$.00	\$346,236.00	\$.00	\$.00
FAST Act 405h Nonmotorized Safety Total				\$.00	\$346,236.00	\$.00	\$.00
BIL NHTSA 402							
Alcohol							
	28 Plan	AL-2023-02-02-00	Lumberton PD- DWI Enforcement Team Expan	\$42,150.00	\$98,350.00	\$.00	\$98,350.00
	47 Plan	AL-2023-02-07-00	NC Dept. of Safety-ALE Mobile Enforcemen	\$.00	\$13,200.00	\$.00	\$.00
	88 Plan	AL-2023-02-06-00	Carolinas Medical TSBIRT	\$.00	\$77,755.00	\$.00	\$77,755.00
	93 Plan	AL-2023-02-08-00	Belmont DWI Enforcement Officer	\$18,398.00	\$42,228.00	\$.00	\$42,928.00
	102 Plan	AL-2023-02-09-00	Charlotte-Mecklenburg PD-CMPD DWI Task F	\$608,022.00	\$202,674.00	\$.00	\$202,674.00
	106 Plan	AL-2023-02-10-00	Statesville DWI Task Force	\$39,003.00	\$91,006.00	\$.00	\$91,006.00
	133 Plan	AL-2023-23-00-00	ID Future Projects-NCGHSP	\$.00	\$20,000,000.00	\$.00	\$.00
Alcohol Total				\$707,573.00	\$20,525,213.00	\$.00	\$512,713.00
Motorcycle Safety							
	48 Plan	MC-2023-03-03-00	Lenoir Co Community College-NCMSEP Quali	\$.00	\$54,000.00	\$.00	\$.00
	109 Plan	MC-2023-03-04-00	Lenoir Co Comm College-NC Motorcycle Saf	\$.00	\$11,006.00	\$.00	\$.00
Motorcycle Safety Total				\$.00	\$65,006.00	\$.00	\$.00
Occupant Protection							
	81 Plan	OP-2023-04-03-00	NCJD-NCCDA Traffic Safety Program FY2023	\$.00	\$210,065.00	\$.00	\$.00
	83 Plan	OP-2023-04-04-00	Southeastern Regional Medical-Robeson Co	\$.00	\$50,688.00	\$.00	\$50,688.00
Occupant Protection Total				\$.00	\$260,753.00	\$.00	\$50,688.00
Pedestrian/Bicycle Safety							

	73 Plan	PS-2023-05-01-00	Bikewalk NC-Bicycle Safety & Education P	\$.00	\$30,000.00	\$.00	\$.00
	116 Plan	PS-2023-05-02-00	N.C. Dept. of Administration-WalkSmart N	\$.00	\$7,000.00	\$.00	\$.00
	121 Plan	PS-2023-05-03-00	Chapel Hill-Pedestrian Safety Action Pla	\$.00	\$60,500.00	\$.00	\$60,500.00
	Pedestrian/Bicycle Safety Total			\$.00	\$97,500.00	\$.00	\$60,500.00
	Police Traffic Services						
	3 Plan	PT-2023-06-01-00	STEP Program	\$.00	\$2,500,000.00	\$.00	\$2,500,000.00
	15 Plan	PT-2023-06-13-00	Robeson County Traffic Enforcement Team	\$153,187.00	\$51,063.00	\$.00	\$51,063.00
	41 Plan	PT-2023-06-16-00	Durham County Sheriff's Traffic Enforcem	\$66,690.00	\$155,610.00	\$.00	\$155,610.00
	60 Plan	PT-2023-06-18-00	NCDOJ-Spreading the Belief in Vision Zer	\$.00	\$193,058.00	\$.00	\$.00
	61 Plan	PT-2023-06-19-00	Wake SO Crash Reduction Unit	\$65,408.00	\$152,619.00	\$.00	\$152,619.00
	74 Plan	PT-2023-06-20-00	Pender CoSo-Traffic and Safety Team	\$58,883.00	\$58,883.00	\$.00	\$58,883.00
	78 Plan	PT-2023-06-21-00	Edgecombe County Traffic Enforcement Dep	\$19,394.00	\$45,254.00	\$.00	\$45,254.00
	89 Plan	PT-2023-06-22-00	Smithfield PD- Crash Reduction and Educa	\$70,283.00	\$70,283.00	\$.00	\$70,283.00
	97 Plan	PT-2023-06-23-00	NCDMV-Customer Compliance Training	\$.00	\$27,398.00	\$.00	\$.00
	112 Plan	PT-2023-06-25-00	Nashville PD Traffic Unit	\$27,180.00	\$27,181.00	\$.00	\$27,181.00
	120 Plan	PT-2023-06-26-00	Matthews Police Department Traffic Unit	\$80,657.00	\$80,658.00	\$.00	\$80,658.00
	122 Plan	PT-2023-06-27-00	Columbus Co Traffic Team	\$62,665.00	\$62,665.00	\$.00	\$62,664.00
	128 Plan	PT-2023-06-28-00	Union County Traffic Enforcement Unit	\$92,670.00	\$92,670.00	\$.00	\$92,670.00
	130 Plan	PT-2023-06-29-00	Dunn PD FY2023 Traffic Unit Grant	\$49,302.00	\$49,302.00	\$.00	\$49,302.00
	Police Traffic Services Total			\$746,319.00	\$3,566,644.00	\$.00	\$3,346,187.00
	Traffic Records						
	55 Plan	TR-2023-07-01-00	NCSU-ITRE-NC Vision Zero Technical and P	\$.00	\$15,000.00	\$.00	\$.00
	Traffic Records Total			\$.00	\$15,000.00	\$.00	\$.00
	Safe Communities						
	50 Plan	SA-2023-09-10-00	NC Judicial Dept-Johnston Co DA-High Ris	\$.00	\$59,745.00	\$.00	\$59,745.00
	77 Plan	SA-2023-09-09-00	Distracted Driving in Eastern N.C.-Expan	\$.00	\$120,152.00	\$.00	\$120,152.00
	95 Plan	SA-2023-09-08-00	NCSU-ITRE-Conference and Event Support	\$.00	\$295,844.00	\$.00	\$.00
	113 Plan	SA-2023-09-11-00	ECU Identifying & Reporting Medically At	\$.00	\$62,699.00	\$.00	\$.00
	127 Plan	SA-2023-09-12-00	SADD-Strategies in Peer-to-Peer Mobility	\$.00	\$130,113.00	\$.00	\$.00
	Safe Communities Total			\$.00	\$668,553.00	\$.00	\$179,897.00
	Pupil Transportation Safety						
	129 Plan	SB-2023-10-01-00	NC DPI Transportation Services-School Tr	\$.00	\$39,500.00	\$.00	\$.00
	Pupil Transportation Safety Total			\$.00	\$39,500.00	\$.00	\$.00
	Paid Advertising						
	13 Plan	PM-2023-18-01-00	NCDOT-General Media	\$.00	\$500,000.00	\$.00	\$.00
	Paid Advertising Total			\$.00	\$500,000.00	\$.00	\$.00
	BIL NHTSA 402 Total			\$1,453,892.00	\$25,738,169.00	\$.00	\$4,149,985.00
	BIL 1906 Prohibit Racial Profiling						
	1906 Evaluating Results						
	150 Plan	F1906ER-2023-23-00-00	1906 Prohibit Racial Profiling Future Pr	\$.00	\$1,500,000.00	\$.00	\$.00
	1906 Evaluating Results Total			\$.00	\$1,500,000.00	\$.00	\$.00
	BIL 1906 Prohibit Racial Profiling Total			\$.00	\$1,500,000.00	\$.00	\$.00
	BIL 405b OP Low						

405b Low Public Education

45 Plan	M2PE-2023-13-01-00	UNC-HSRC-BuckleUpNC Occupant Protection	\$.00	\$277,737.00	\$.00	\$.00
405b Low Public Education Total			\$.00	\$277,737.00	\$.00	\$.00

405b Low Community CPS Services

66 Plan	M2CPS-2023-13-01-00	Mountain Area Health Education Center-Sa	\$.00	\$137,688.00	\$.00	\$.00
405b Low Community CPS Services Total			\$.00	\$137,688.00	\$.00	\$.00

405b OP Low

10 Plan	M2X-2023-13-01-00	NCDOT Click it or Ticket Media Marketing	\$.00	\$309,000.00	\$.00	\$.00
21 Plan	M2X-2023-13-02-00	NCSU ITRE Seatbelt Use Observational Stu	\$.00	\$259,166.00	\$.00	\$.00
136 Plan	M2X-2023-23-00-00	OP Future Projects-NCGHSP	\$.00	\$2,500,000.00	\$.00	\$.00

405b OP Low Total

\$.00	\$3,068,166.00	\$.00	\$.00
\$.00	\$3,483,591.00	\$.00	\$.00

BIL 405b OP Low Total**BIL 405c Data Program****405c Data Program**

65 Plan	M3DA-2023-14-05-00	NCDMV-Automated Document Capture of Upda	\$.00	\$644,800.00	\$.00	\$.00
119 Plan	M3DA-2023-14-06-00	NCDMV-NC CRIS Replacement Program	\$.00	\$156,000.00	\$.00	\$.00
139 Plan	M3DA-2023-23-00-00	Traffic Records Future Projects-NCGHSP	\$.00	\$3,000,000.00	\$.00	\$.00

405c Data Program Total

\$.00	\$3,800,800.00	\$.00	\$.00
\$.00	\$3,800,800.00	\$.00	\$.00

BIL 405c Data Program Total**BIL 405d Impaired Driving Mid****405d Mid HVE**

22 Plan	M5HVE-2023-15-01-00	Kernersville PD-Forsyth County DWI Taskf	\$114,036.00	\$38,012.00	\$.00	\$38,012.00
26 Plan	M5HVE-2023-15-02-00	Onslow County DWI Task Force	\$316,062.00	\$105,354.00	\$.00	\$105,354.00
75 Plan	M5HVE-2023-15-04-00	Guilford Co. SO DWI Task Force Expansion	\$94,720.00	\$94,720.00	\$.00	\$94,720.00
76 Plan	M5HVE-2023-15-05-00	Guilford Co. SO DWI Task Force	\$511,510.00	\$170,504.00	\$.00	\$170,504.00
84 Plan	M5HVE-2023-15-06-00	Apex DWI Personnel Year 4	\$40,606.00	\$40,607.00	\$.00	\$40,607.00
96 Plan	M5HVE-2023-15-07-00	Winston-Salem PD-Forsyth County DWI Task	\$229,127.00	\$76,376.00	\$.00	\$76,376.00
107 Plan	M5HVE-2023-15-08-00	Buncombe County DWI Task Force	\$80,760.00	\$188,447.00	\$.00	\$188,447.00

405d Mid HVE Total

\$1,386,821.00	\$714,020.00	\$.00	\$714,020.00
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405d Mid Court Support

80 Plan	M5CS-2023-15-01-00	NCJD-NCCDA Traffic Safety Program FY2023	\$.00	\$1,000,000.00	\$.00	\$.00
105 Plan	M5CS-2023-15-02-00	Buncombe County DWI Treatment Court	\$.00	\$91,538.00	\$.00	\$91,538.00
126 Plan	M5CS-2023-15-03-00	NCJD-Buncombe County DWI Treatment & Pre	\$.00	\$67,866.00	\$.00	\$67,866.00

405d Mid Court Support Total

\$.00	\$1,159,404.00	\$.00	\$159,404.00
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405d Mid BAC Testing/Reporting

24 Plan	M5BAC-2023-15-01-00	New Hanover Sheriff's Office Forensic La	\$.00	\$102,183.00	\$.00	\$102,183.00
31 Plan	M5BAC-2023-15-02-00	N.C. DHHS - FTA-BAT Program	\$.00	\$412,146.00	\$.00	\$.00
35 Plan	M5BAC-2023-15-03-00	N.C. DHHS - FTA-Science Program	\$.00	\$582,586.00	\$.00	\$.00
39 Plan	M5BAC-2023-15-04-00	NCDOJ-NCSCCL Toxicology Enhancement 2023	\$.00	\$238,765.00	\$.00	\$.00

405d Mid BAC Testing/Reporting Total

\$.00	\$1,335,680.00	\$.00	\$102,183.00
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405d Mid Training

33 Plan	M5TR-2023-15-01-00	N.C. DHHS - FTA-DRE Program	\$.00	\$425,818.00	\$.00	\$.00
405d Mid Training Total			\$.00	\$425,818.00	\$.00	\$.00
405d Impaired Driving Mid						
90 Plan	M5X-2023-15-01-00	MADD-Impaired Driving and Underage Drink	\$.00	\$443,001.00	\$.00	\$.00
142 Plan	M5X-2023-23-00-00	ID Future Projects-NCGHSP	\$.00	\$8,000,000.00	\$.00	\$.00
405d Impaired Driving Mid Total			\$.00	\$8,443,001.00	\$.00	\$.00
BIL 405d Impaired Driving Mid Total			\$1,386,821.00	\$12,077,923.00	\$.00	\$975,607.00
BIL 405f Motorcycle Safety Programs						
405f Safety Motorcyclist Training						
19 Plan	M11MT-2023-16-02-00	Onslow Co-Bike Safe Regional Coordinator	\$.00	\$5,000.00	\$.00	\$5,000.00
23 Plan	M11MT-2023-16-03-00	Raleigh PD-Bike Safe Regional Coordinato	\$.00	\$5,000.00	\$.00	\$5,000.00
37 Plan	M11MT-2023-16-04-00	Cabarrus COSO-Bike Safe Regional Coordin	\$.00	\$5,000.00	\$.00	\$5,000.00
52 Plan	M11MT-2023-16-05-00	New Bern PD-Bike Safe Regional Coordinat	\$.00	\$5,000.00	\$.00	\$5,000.00
71 Plan	M11MT-2023-16-01-00	NCSHP-Bike Safe 2023	\$.00	\$75,929.00	\$.00	\$.00
110 Plan	M11MT-2023-16-06-00	Asheville PD Bike Safe Regional Coordina	\$.00	\$5,000.00	\$.00	\$5,000.00
111 Plan	M11MT-2023-16-07-00	Winston-Salem PD-Bike Safe Regional Coor	\$.00	\$5,000.00	\$.00	\$5,000.00
405f Safety Motorcyclist Training Total			\$.00	\$105,929.00	\$.00	\$30,000.00
405f Motorcycle Safety Programs						
145 Plan	M11X-2023-23-00-00	Motorcycle Safety Future Projects-NCGHSP	\$.00	\$500,000.00	\$.00	\$.00
405f Motorcycle Safety Programs Total			\$.00	\$500,000.00	\$.00	\$.00
BIL 405f Motorcycle Safety Programs Total			\$.00	\$605,929.00	\$.00	\$30,000.00
BIL 405h Nonmotorized Safety						
405h Public Education						
12 Plan	FHPE-2023-17-01-00	NCDOT-Watch for Me Media	\$.00	\$155,575.00	\$.00	\$.00
72 Plan	FHPE-2023-17-02-00	Bikewalk NC Bicycle Safety & Education P	\$.00	\$214,896.00	\$.00	\$.00
115 Plan	FHPE-2023-17-03-00	N.C. Dept. of Administration-WalkSmart N	\$.00	\$46,764.00	\$.00	\$.00
148 Plan	FHPE-2023-23-00-00	FHX Future Projects-NCGHSP	\$.00	\$1,500,000.00	\$.00	\$.00
405h Public Education Total			\$.00	\$1,917,235.00	\$.00	\$.00
BIL 405h Nonmotorized Safety Total			\$.00	\$1,917,235.00	\$.00	\$.00
SUPPLEMENTAL BIL NHTSA 402						
Alcohol						
134 Plan	AL-2023-23-00-00	ID Future Projects-NCGHSP	\$.00	\$500,000.00	\$.00	\$.00
Alcohol Total			\$.00	\$500,000.00	\$.00	\$.00
Police Traffic Services						
14 Plan	PT-2023-06-30-00	Craven County Traffic Safety	\$.00	\$25,000.00	\$.00	\$25,000.00
17 Plan	PT-2023-06-14-00	Dare County SO Overtime Enforcement	\$.00	\$25,000.00	\$.00	\$25,000.00
18 Plan	PT-2023-06-15-00	Onslow County Overtime	\$.00	\$25,000.00	\$.00	\$25,000.00
20 Plan	PT-2023-06-12-00	Dare Co-Region 1 LEL	\$.00	\$25,000.00	\$.00	\$25,000.00
27 Plan	PT-2023-06-10-00	Columbus PD-Region 10 LEL	\$.00	\$25,000.00	\$.00	\$25,000.00
29 Plan	PT-2023-06-32-00	Hendersonville Overtime Enforcement	\$.00	\$25,000.00	\$.00	\$25,000.00
40 Plan	PT-2023-06-41-00	Franklinton Overtime Enforcement	\$.00	\$10,000.00	\$.00	\$10,000.00

43 Plan	PT-2023-06-03-00	Brunswick CoSo-Region 3 LEL	\$.00	\$25,000.00	\$.00	\$25,000.00
46 Plan	PT-2023-06-34-00	Raleigh PD- Overtime for Traffic Enforce	\$.00	\$25,000.00	\$.00	\$25,000.00
53 Plan	PT-2023-06-02-00	New Bern PD-Region 2 LEL	\$.00	\$25,000.00	\$.00	\$25,000.00
58 Plan	PT-2023-06-17-00	Salisbury Traffic Safety Overtime Enforc	\$.00	\$25,000.00	\$.00	\$25,000.00
59 Plan	PT-2023-06-11-00	Jackson CoSo-Region 11 LEL	\$.00	\$25,000.00	\$.00	\$25,000.00
64 Plan	PT-2023-06-07-00	Guilford CoSo-Region 7 LEL	\$.00	\$25,000.00	\$.00	\$25,000.00
68 Plan	PT-2023-06-09-00	Marion PD-Region 9 LEL	\$.00	\$50,000.00	\$.00	\$50,000.00
86 Plan	PT-2023-06-06-00	Rockingham PD-Region 6 LEL	\$.00	\$25,000.00	\$.00	\$25,000.00
92 Plan	PT-2023-06-37-00	Wilson Mills Overtime	\$.00	\$10,000.00	\$.00	\$10,000.00
100 Plan	PT-2023-06-05-00	Orange CoSo-Region 5 LEL	\$.00	\$25,000.00	\$.00	\$25,000.00
101 Plan	PT-2023-06-08-00	Charlotte-Mecklenburg PD-Region 8 LEL	\$.00	\$25,000.00	\$.00	\$25,000.00
104 Plan	PT-2023-06-24-00	Concord Overtime for Traffic Enforcement	\$.00	\$25,000.00	\$.00	\$25,000.00
108 Plan	PT-2023-06-04-00	Tarboro PD-Region 4 LEL	\$.00	\$25,000.00	\$.00	\$25,000.00
131 Plan	PT-2023-06-31-00	Holly Springs PD Overtime for Traffic En	\$.00	\$25,000.00	\$.00	\$25,000.00
Police Traffic Services Total			\$.00	\$520,000.00	\$.00	\$520,000.00
SUPPLEMENTAL BIL NHTSA 402 Total			\$.00	\$1,020,000.00	\$.00	\$520,000.00
SUPPLEMENTAL BIL 405b OP Low						
405b Low Community CPS Services						
67 Plan	M2CPS-2023-13-01-00	Mountain Area Health Education Center-Sa	\$.00	\$75,000.00	\$.00	\$.00
405b Low Community CPS Services Total			\$.00	\$75,000.00	\$.00	\$.00
405b OP Low						
137 Plan	M2X-2023-23-00-00	OP Future Projects-NCGHSP	\$.00	\$75,000.00	\$.00	\$.00
405b OP Low Total			\$.00	\$75,000.00	\$.00	\$.00
SUPPLEMENTAL BIL 405b OP Low Total			\$.00	\$150,000.00	\$.00	\$.00
SUPPLEMENTAL BIL 405c Data Program						
405c Data Program						
118 Plan	M3DA-2023-14-06-00	NCDMV-NC CRIS Replacement Program	\$.00	\$86,000.00	\$.00	\$.00
140 Plan	M3DA-2023-23-00-00	Traffic Records Future Projects-NCGHSP	\$.00	\$85,000.00	\$.00	\$.00
405c Data Program Total			\$.00	\$171,000.00	\$.00	\$.00
SUPPLEMENTAL BIL 405c Data Program Total			\$.00	\$171,000.00	\$.00	\$.00
SUPPLEMENTAL BIL 405d Impaired Driving Mid						
405d Mid Training						
36 Plan	M5TR-2023-15-02-00	N.C. DHHS - FTA-SFST Program	\$.00	\$298,000.00	\$.00	\$.00
405d Mid Training Total			\$.00	\$298,000.00	\$.00	\$.00
405d Impaired Driving Mid						
143 Plan	M5X-2023-23-00-00	ID Future Projects-NCGHSP	\$.00	\$250,000.00	\$.00	\$.00
405d Impaired Driving Mid Total			\$.00	\$250,000.00	\$.00	\$.00
SUPPLEMENTAL BIL 405d Impaired Driving Mid Total			\$.00	\$548,000.00	\$.00	\$.00
SUPPLEMENTAL BIL 405f Motorcycle Safety Programs						
405f Safety Motorcyclist Training						
70 Plan	M11MT-2023-16-01-00	NCSHP-Bike Safe 2023	\$.00	\$9,304.00	\$.00	\$.00

405f Safety Motorcyclist Training Total				\$.00	\$9,304.00	\$.00	\$.00
405f Motorcycle Safety Programs							
146 Plan	M11X-2023-23-00-00	Motorcycle Safety Future Projects-NCGHSP		\$.00	\$7,500.00	\$.00	\$.00
405f Motorcycle Safety Programs Total				\$.00	\$7,500.00	\$.00	\$.00
SUPPLEMENTAL BIL 405f Motorcycle Safety Programs Total				\$.00	\$16,804.00	\$.00	\$.00
SUPPLEMENTAL BIL 405h Nonmotorized Safety							
405h Public Education							
11 Plan	FHPE-2023-17-01-00	NCDOT- Watch for Me Media		\$.00	\$44,425.00	\$.00	\$.00
149 Plan	FHPE-2023-23-00-00	FHX Future Projects-NCGHSP		\$.00	\$30,000.00	\$.00	\$.00
405h Public Education Total				\$.00	\$74,425.00	\$.00	\$.00
SUPPLEMENTAL BIL 405h Nonmotorized Safety Total				\$.00	\$74,425.00	\$.00	\$.00
NHTSA Total				\$3,408,574.00	\$70,447,490.00	\$.00	\$7,522,948.00
Total				\$3,408,574.00	\$70,447,490.00	\$.00	\$7,522,948.00