

# **VISION ZERO**

**NORTH DAKOTA DEPARTMENT OF TRANSPORTATION**

# **SAFETY DIVISION**

**HIGHWAY SAFETY PLAN**

**ANNUAL REPORT**

**FISCAL YEAR 2018**

# **PREPARED BY:**

**DEPARTMENT OF TRANSPORTATION  
BISMARCK, NORTH DAKOTA  
DOT.ND.GOV**

## **DIRECTOR**

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THOMAS K. SOREL

## **DRIVER AND VEHICLE SERVICES AND BUSINESS SUPPORT**

---

MARK NELSON, DEPUTY DIRECTOR

## **SAFETY DIVISION**

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KARIN MONGEON, SAFETY DIVISION DIRECTOR

MELISSA CASTEEL, RESEARCH ANALYST

ASHLEE DOAN, SAFETY PUBLIC INFORMATION SPECIALIST

DAN DONLIN, SAFETY LIAISON OFFICER

LORY HARSCHE, CONTRACT FINANCE MANAGER

CAROL THURN, PROGRAM MANAGER

SANDY WILSON, PROGRAM MANAGER

VACANT, TRAFFIC RECORDS MANAGER

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# EXECUTIVE SUMMARY

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Over the past five years (2013-2017) North Dakota has experienced a 22 percent reduction in motor vehicle crash fatalities.

North Dakota has continued its commitment to traffic safety in federal fiscal year (FFY) 2018 through the launch of Vision Zero - a strategy to reduce motor vehicle crash fatalities and serious injuries in North Dakota to zero.

Vision Zero is implemented through the North Dakota Vision Zero Plan (i.e., Strategic Highway Safety Plan [SHSP] Update, 2018-2023) process which has gained significant momentum with increased stakeholder involvement, increased media and public interest, an emphasis on implementing evidence-based strategies including policy strategies, and increased resource commitment to the process.

The North Dakota Department of Transportation's (NDDOT) Safety Division receives federal funds through the National Highway Traffic Safety Administration (NHTSA) to develop and implement a Highway Safety Plan (HSP) that identifies the behavioral traffic safety problems such as lack of seat belt use, impaired driving, speed, distracted driving, etc., that result in the greatest number of motor vehicle crash fatalities and serious injuries and identifies strategies, projects, activities and resources to address the problems. The behavioral strategies identified within the HSP are consistent with the State's Vision Zero Plan.

Grant funds are awarded to eligible entities that have submitted a successful application for funding to complete projects and/or activities within the HSP.

This Annual Report is an account of previous FFY activity and progress toward achieving the goals set forth in the FFY 2018 HSP.

# PROGRESS TOWARD FFY 2018 PERFORMANCE TARGETS

The FFY 2018 North Dakota HSP included performance measures and targets to be achieved through projects and activities conducted to address motor vehicle crash problems.

North Dakota adopted the core performance measures, core behavior measure, and core activity measures established by the Governor's Highway Safety Administration (GHSA) and NHTSA.

North Dakota met 8 of 12 identified core performance and behavior targets for FFY 2018.

## CORE PERFORMANCE MEASURES

### C1: NUMBER OF FATALITIES ✓

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	FFY 2018 TARGET	TARGET MET 2017 CALENDAR YEAR YES OR NO
NUMBER OF FATALITIES	104	140	105	148	170	148	135	131	113	115		
5-YEAR MOVING AVERAGE					133	142	141	146	139	128	138.0	YES

### C2: NUMBER OF SERIOUS INJURIES ✓

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	FFY 2018 TARGET	TARGET MET 2017 CALENDAR YEAR YES OR NO
NUMBER OF SERIOUS INJURIES*	296	332	380	462	575	517	518	540	429	426		
5-YEAR MOVING AVERAGE*					409	453	490	522	516	486	516	YES

### C3: FATALITY RATE/100 MILLION VEHICLE MILES TRAVELED ✓

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017*	FFY 2018 TARGET	TARGET MET 2017 CALENDAR YEAR YES OR NO
FATALITY RATE / 100 MILLION VEHICLE MILES TRAVELED (VMT)	1.33	1.72	1.27	1.62	1.69	1.47	1.28	1.31	1.16	1.20		
5-YEAR MOVING AVERAGE					1.54	1.55	1.47	1.47	1.38	1.28	1.366	YES

### C4: NUMBER OF UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES, ALL SEAT POSITIONS ✓

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	FFY 2018 TARGET	TARGET MET 2017 CALENDAR YEAR YES OR NO
NUMBER OF UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES, ALL SEAT POSITIONS	54	74	46	76	89	66	71	63	48	44		
5-YEAR MOVING AVERAGE					68	70	70	73	67	58	74.0	YES

## C5: NUMBER OF FATALITIES INVOLVING A DRIVER OR MOTORCYCLE OPERATOR WITH A BLOOD ALCOHOL CONTENT (BAC) OF .08 AND ABOVE ✓

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017		
NUMBER OF FATALITIES INVOLVING A DRIVER OR MOTORCYCLE OPERATOR WITH A BLOOD ALCOHOL CONTENT (BAC) OF .08 AND ABOVE	47	54	46	63	72	61	55	51	52	46	FFY 2018 TARGET	TARGET MET 2017 CALENDAR YEAR YES OR NO
5-YEAR MOVING AVERAGE					56	59	59	60	58	53	60.2	YES

## C6: NUMBER OF SPEED-RELATED FATALITIES ✓

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017		
NUMBER OF SPEED-RELATED FATALITIES	27	32	42	51	62	59	50	43	25	28	FFY 2018 TARGET	TARGET MET 2017 CALENDAR YEAR YES OR NO
5-YEAR MOVING AVERAGE					43	49	53	53	48	41	52.1	YES

## C7: NUMBER OF MOTORCYCLE FATALITIES

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017		
NUMBER OF MOTORCYCLE FATALITIES	13	7	15	14	16	9	10	8	12	12	FFY 2018 TARGET	TARGET MET 2017 CALENDAR YEAR YES OR NO
5-YEAR MOVING AVERAGE					13	12	13	11	11	10	11.3	NO

## C8: NUMBER OF UNHELMETED MOTORCYCLE FATALITIES

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017		
NUMBER OF UNHELMETED MOTORCYCLE FATALITIES	10	7	12	10	11	3	9	3	10	9	FFY 2018 TARGET	TARGET MET 2017 CALENDAR YEAR YES OR NO
5-YEAR MOVING AVERAGE					10	9	9	7	7	7	7.2	NO

## C9: NUMBER OF FATAL CRASHES INVOLVING A DRIVER AGE 20 AND YOUNGER ✓

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017		
NUMBER OF FATAL CRASHES INVOLVING A DRIVER AGE 20 AND YOUNGER	22	20	17	22	23	21	23	16	15	15	FFY 2018 TARGET	TARGET MET 2017 CALENDAR YEAR YES OR NO
5-YEAR MOVING AVERAGE					20	21	21	21	20	18	20.9	YES

## C10: NUMBER OF PEDESTRIAN FATALITIES ✓

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017		
NUMBER OF PEDESTRIAN FATALITIES	6	4	7	9	7	1	9	7	7	5	FFY 2018 TARGET	TARGET MET 2017 CALENDAR YEAR YES OR NO
5-YEAR MOVING AVERAGE					7	6	7	7	6	6	6.6	YES

## C11: NUMBER OF BICYCLE FATALITIES

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	FFY 2018 TARGET	TARGET MET 2017 CALENDAR YEAR YES OR NO
NUMBER OF BICYCLE FATALITIES	1	1	1	1	0	1	3	1	3	2		
5-YEAR MOVING AVERAGE					1	1	1	1	2	2	1.2	NO

Source: National Center for Statistics and Analysis (NCSA), National Highway Traffic Safety Administration

\*Source: North Dakota Department of Transportation Safety Division

## CORE BEHAVIOR MEASURE

### B1: PERCENT OF OBSERVED OCCUPANTS USING SEATBELTS

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	FFY 2018 TARGET	TARGET MET 2017 CALENDAR YEAR YES OR NO
PERCENT OF OBSERVED OCCUPANTS USING SEAT BELTS*	81.6%	81.5%	74.8%	76.7%	80.9%	77.7%	81.0%	80.4%	82.8%	79.3%	80.80%	NO

Source: National Center for Statistics and Analysis (NCSA), National Highway Traffic Safety Administration

\*Source: North Dakota Department of Transportation Safety Division

## CORE ACTIVITY MEASURES

	2013	2014	2015	2016	2017
A1: Seat Belt Citations	3,036	3,506	3,736	3,297	3,879
A2: Impaired Driving Citations	571	673	644	542	723
A3: Speeding Citations	5,486	5,511	5,413	4,512	4,902
A4: Percent of Crash Reports Submitted Electronically	Not reported	Not reported	89.2%	99.0%	99.4%
A5: Percent of Misused Car Seats During Checks	75%	78%	77%	76%	73%

# A DECADE IN REVIEW: MOTOR VEHICLE FATALITIES, INJURIES AND CRASH TRENDS IN NORTH DAKOTA

## CORE PERFORMANCE MEASURES

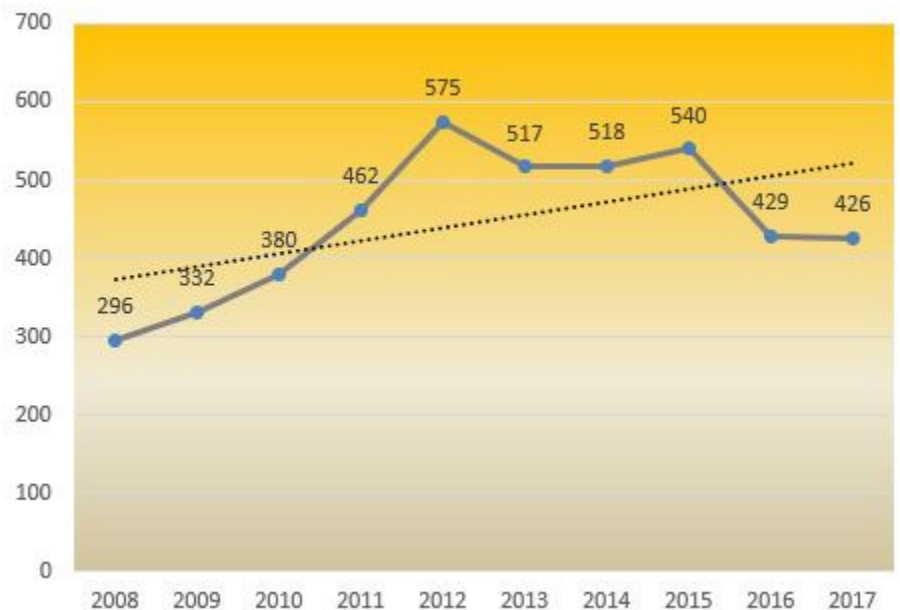
### C1: NUMBER OF FATALITIES



Decrease the number of traffic fatalities by 5.7 percent from a five-year (2011-2015) average of 146.4 to a five-year average of 138.0 by December 31, 2018.

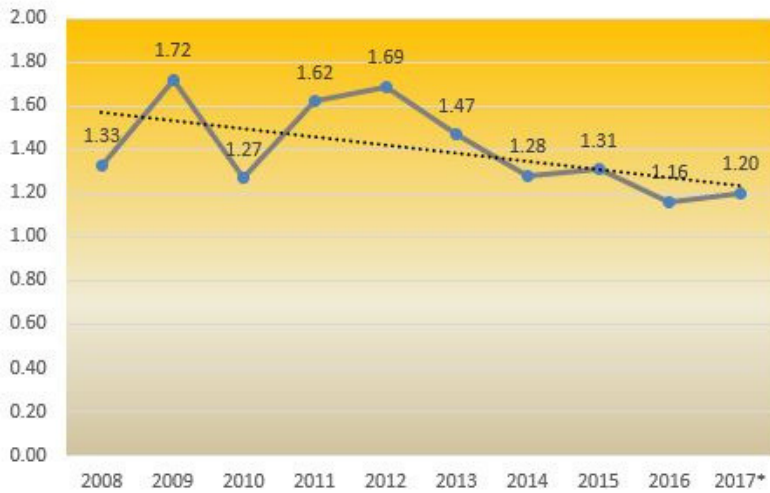
Decrease the number of serious injuries by 1.3 percent from a five-year (2011-2015) average of 522.60 to a five-year average of 516.00 by December 31, 2018.

### C2: NUMBER OF SERIOUS INJURIES





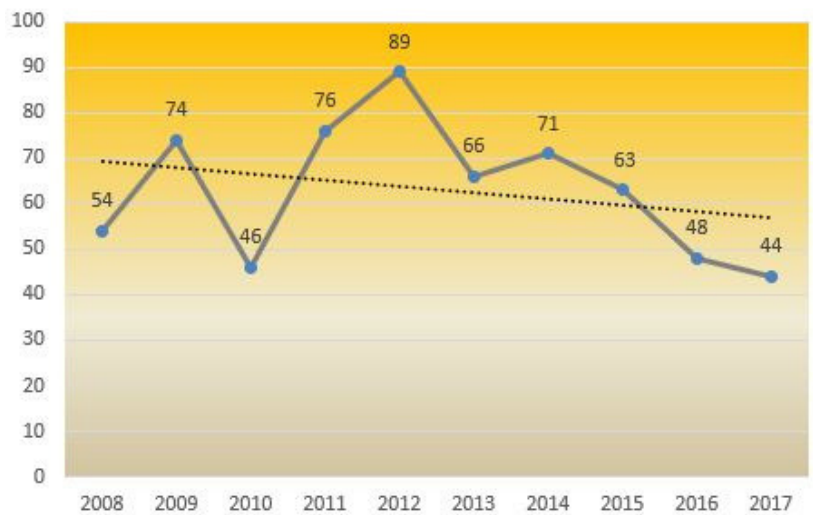
### C3: FATALITY RATE/100 MILLION VEHICLE MILES TRAVELED (VMT)



Decrease the fatality rate per 100 million VMT by 6.8 percent from a five-year (2011-2015) average of 1.470 to a five-year average of 1.366 by December 31, 2018.

### C4: NUMBER OF UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES, ALL SEAT POSITIONS

Decrease the number of unrestrained passenger vehicle occupant fatalities, all seat positions, by 0.5 percent from a five-year (2011-2015) average of 74.6 to a five-year average of 74.2 by December 31, 2018.



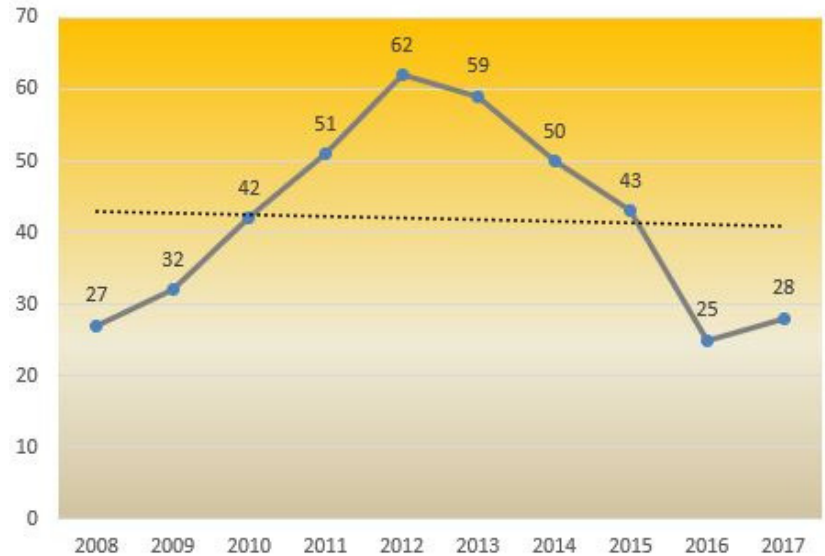
### C5: NUMBER OF FATALITIES INVOLVING A DRIVER OR MOTORCYCLE OPERATOR WITH A BLOOD ALCOHOL CONTENT (BAC) OF .08 AND ABOVE



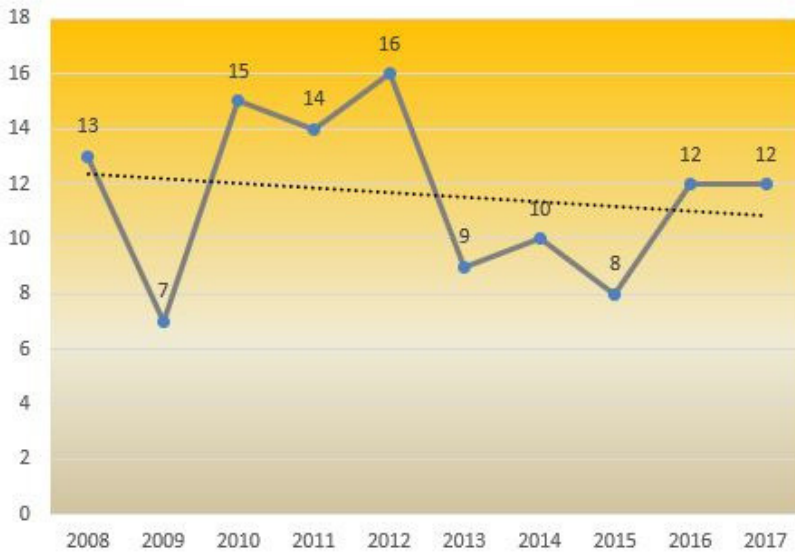
Decrease the number of traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above by 0.5 percent from a five-year (2011-2015) average of 60.2 to a five-year average of 59.9 by December 31, 2018.

Decrease the number of speed-related traffic fatalities by 0.5 percent from a five-year average (2011-2015) of 52.4 to a five-year average of 52.1 by December 31, 2018.

### C6: NUMBER OF SPEED-RELATED FATALITIES



### C7: NUMBER OF MOTORCYCLE FATALITIES



Decrease the number of motorcycle fatalities by 0.5 percent from a five-year (2011-2015) average of 11.4 to five-year average of 11.3 by December 31, 2018.

Maintain the number of unhelmeted motorcycle fatalities from a five-year (2011-2015) average of 7.2 to five-year average of 7.2 by December 31, 2018.

### C8: NUMBER OF UNHELMETED MOTORCYCLE FATALITIES



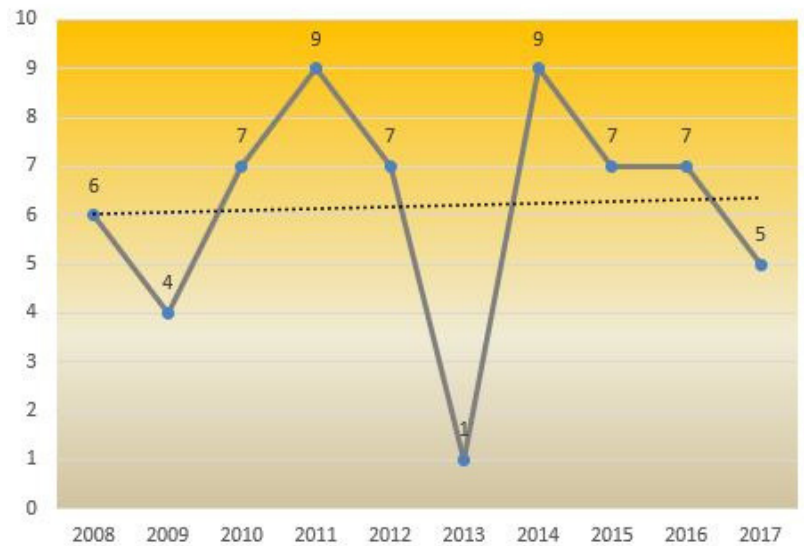
### C9: NUMBER OF FATAL CRASHES INVOLVING A DRIVER AGE 20 AND YOUNGER



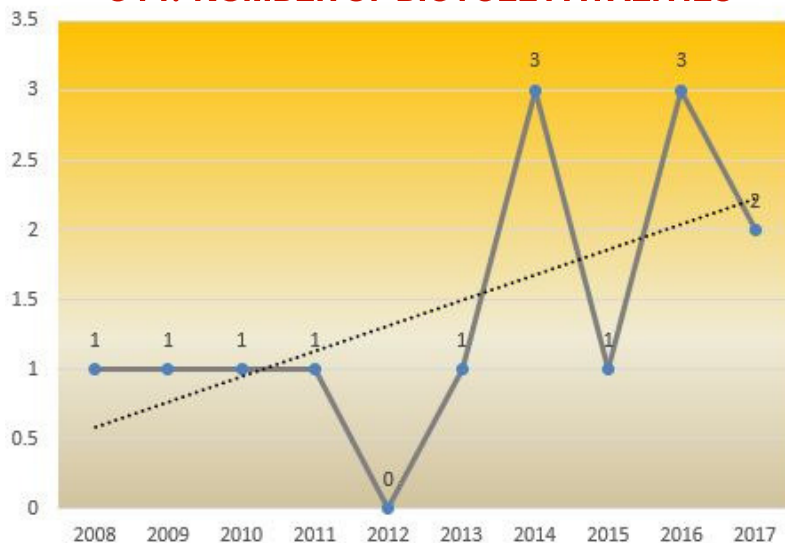
Decrease the number of drivers age 20 and younger involved fatal crashes by 0.5 percent from a five-year (2011-2015) average of 21.0 to five-year average of 20.9 by December 31, 2018.

Maintain the number of pedestrian fatalities from a five-year (2011-2015) average of 6.6 to a five-year average of 6.6 by December 31, 2018.

### C10: NUMBER OF PEDESTRIAN FATALITIES



### C11: NUMBER OF BICYCLE FATALITIES

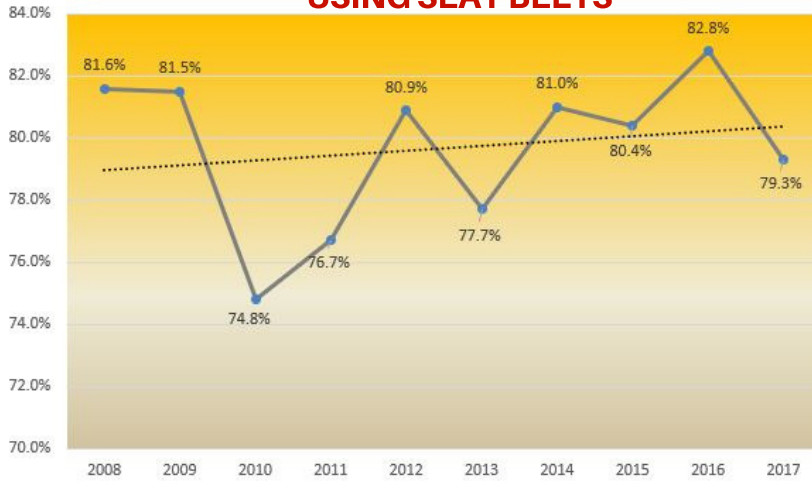


Maintain the number of bicycle fatalities from a five-year (2011-2015) average of 1.2 to a five-year average of 1.2 by December 31, 2018.

# CORE BEHAVIOR MEASURE

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## B1: PERCENT OF OBSERVED OCCUPANTS USING SEAT BELTS



Increase the percent of observed occupants using seat belts by 0.5 percent from 80.4 percent (2015) to 80.8 percent (2017) by December 31, 2018.

# FFY 2018 PROJECT AND ACTIVITY SUMMARY

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## **CORE PERFORMANCE MEASURE COUNTERMEASURE: NUMBER OF TRAFFIC FATALITIES**

Decrease the number of traffic fatalities by 5.7 percent from a five-year (2011-2015) average of 146.4 to a five-year average of 138.0 by December 31, 2018.

Performance Target: Met

Calendar Year 2017 - Number of Fatalities: 115 fatalities

### **Planning and Administration - PA1801-01**

**Budget Expended: \$104,822**

#### **Project Description and Activity:**

This project supported HSP planning, development, implementation, marketing, monitoring and evaluation. Costs consisted of Safety Division program manager salaries, travel and miscellaneous expenses for general traffic safety activity not associated to a specific program area.

### **Program Management - CP1809-01**

**Budget Expended: \$144,023**

#### **Project Description and Activity:**

Costs consisted of the direct management of community traffic safety projects including program manager salary, travel, and other direct costs.

### **County and Corporate Outreach Program - CP1809-02**

**Budget Expended: \$247,776**

#### **Project Description and Activity:**

The North Dakota Association of Counties (NDACo) received a grant to conduct traffic safety outreach to county leadership (i.e. commissioners) and employees, corporations and other partners to increase support for traffic safety at the local level. Outreach activity included public information, training, community mobilization, media advocacy, and other activities.

Activity occurred through diverse partnerships governed by the NDACo including the Institute of Local Government, the County Employers Group (CEG), the CEG Risk Managers Group and other partnerships with law enforcement, businesses, sports venues, media, schools/universities, and others.

Costs consisted of the direct management of the program including program coordinator salary, travel, and other direct costs.

## **Program Evaluation - CP1809-06**

**Budget Expended: \$40,288**

### **Project Description and Activity:**

The North Dakota State University (NDSU) Upper Great Plains Transportation Institute (UGPTI) completed the following evaluation projects.

- The annual Knowledge, Attitudes, Behaviors, and Beliefs (KABB) traffic safety survey which is consistent with NHTSA/GHSA-established performance measures.
- An observational study of cell phone use among North Dakota drivers was conducted.
- Analysis of crash and driver data sets request to meet specific needs of the NDDOT Safety Division.

An analysis of the defensive driving course, Attitudinal Dynamics of Driving, was not completed pending collection of additional program data.

Project evaluation results are used to strengthen programs for improved outcomes. Costs included consultant fees, sub-consultant fees, operating expenses, and an approved indirect cost rate.

## **Traffic Safety Partner Summit and Event Coordination - CP1809-07**

**Budget Expended: \$13,051**

### **Project Description and Activity:**

Clearwater Communications continued to provide event coordination services to the NDDOT Safety Division. The Traffic Safety Partner Summit was not conducted in FFY 2018 in favor of conducting six Vision Zero stakeholder workshops throughout North Dakota to solicit stakeholder feedback to develop North Dakota's Vision Zero Plan.

Other activities included formatting the FFY 2017 HSP Annual Report and coordinating the purchase of items through sponsor funds.

Costs consisted of the consultant fees, Vision Zero workshop meeting room costs, and other direct costs.

## **Traffic Safety Partner Network - Strategic Planning - CP1809-09-01**

**Budget Expended: \$17,955**

### **Project Description and Activity:**

The NDDOT Safety Division entered into a contract with the Governors Highway Safety Association (GHSA) Consulting Services Initiative (CSI) to participate in strategic planning training and activities to set priorities, focus energy and resources, strengthen operations, ensure that employees and partners are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the NDDOT Safety Divisions direction in response to a changing environment. The process provided questionnaires, exercises and a planning workbook tailored specifically to State Highway Safety Offices and assisted NDDOT Safety Division members to develop a vision, mission, and plan to convert into tangible actions to support North Dakota's Vision Zero goal.

Costs consisted of CSI consulting fees and operating expenses.

## Traffic Safety Partner Network - Transforming Safety Culture - CP1809-09-02

**Budget Expended: \$9,000**

### **Project Description and Activity:**

The NDDOT Safety Division participated in the "Transforming Traffic Safety Culture" project with a goal to work to grow a strong safety culture within the NDDOT. The project is led by the Montana State University (MSU) Center for Health and Safety Culture and includes the NDDOT and other state DOTs. Participating DOTs work with MSU to develop and use a set of tools and guidance to assess and transform organizational safety culture. The project will be conducted over three years and lessons learned will be used both internally and externally with partners to transform North Dakota's safety culture to achieve Vision Zero.

Costs consisted of MSU's consulting fees, operating expenses, and approved indirect cost rate.

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### **CORE PERFORMANCE MEASURE COUNTERMEASURE: SERIOUS INJURIES**

Decrease the number of serious injuries by 1.3 percent from a five-year (2011-2015) average of 522.60 to a five-year average of 516.00 by December 31, 2018.

Performance Target: Met

Calendar Year 2017 - Number of Serious Injuries: 426

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### **CORE PERFORMANCE MEASURE COUNTERMEASURE: FATALITY RATE PER 100 MILLION VMT**

Decrease the fatality rate per 100 million VMT by 6.8 percent from a five-year (2011-2015) average of 1.470 to a five-year average of 1.366 by December 31, 2018.

Performance Target: Met

Calendar Year 2017 - Fatality Rate per 100 Million VMT: 1.20

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## **CORE PERFORMANCE MEASURE COUNTERMEASURE: UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES**

Decrease the number of unrestrained passenger vehicle occupant fatalities, all seat positions, by 0.5 percent from a five-year (2011-2015) average of 74.6 to a five-year average of 74.2 by December 31, 2018.

Performance Target: Met

Calendar Year 2017 – Number of Unbelted Fatalities: 44

### **Program Management - OP1805-01**

**Budget Expended: \$48,193**

#### **Project Description and Activity:**

Costs consisted of the direct management of occupant protection programs including program manager salary, travel, and other direct costs.

### **Overtime Enforcement - OP1805-05**

**Budget Expended: \$300,872**

#### **Project Description and Activity:**

Grants were provided to law enforcement agencies throughout North Dakota to conduct sustained high visibility enforcement (HVE) of North Dakota's occupant protection laws to reduce the number of unrestrained motor vehicle crash fatalities statewide. Participating agencies included the North Dakota Highway Patrol, 18 police departments and 16 sheriff's offices. Agencies that participated in these campaigns were directed to conduct HVE at high crash locations during high crash times in their jurisdiction.

These agencies conducted three Click It or Ticket campaigns in FFY 2018 including participation in the national Click It or Ticket campaign in May 2018. Nearly 6,000 hours of overtime was performed and a total of 8,889 citations were issued that included 3,215 seat belt and child restraint citations.

The sustained HVE along with the statewide media and outreach has had a positive impact. The number of unrestrained fatalities in North Dakota decreased from 57 percent in 2016 to 55 percent in 2017.

Costs included overtime enforcement hours and mileage.



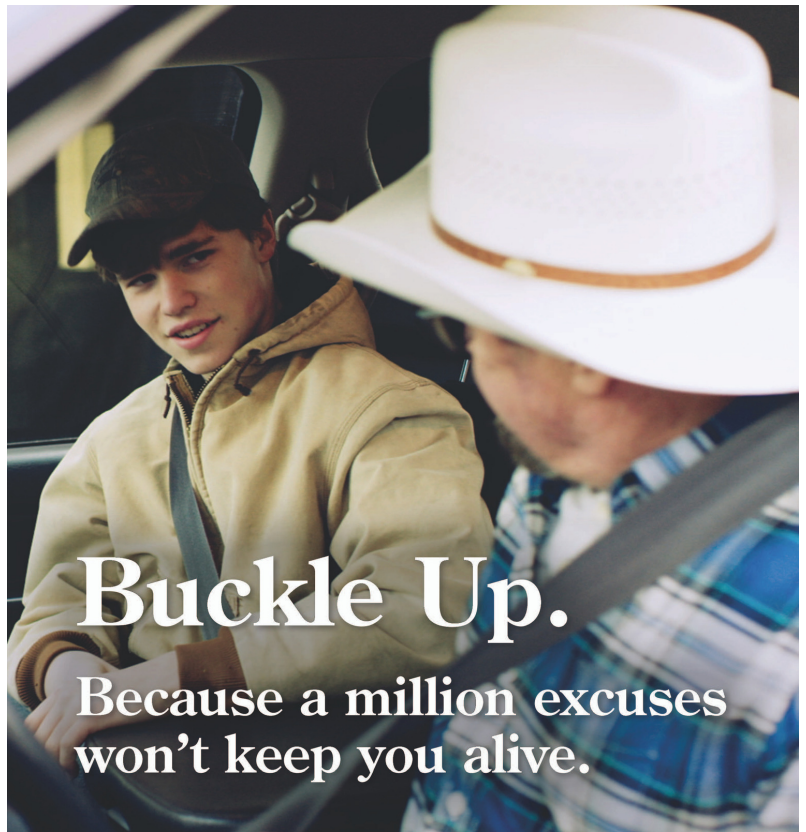
## Enforcement Media - Paid/Earned/PI&E - OP1805-06

**Budget Expended: \$394,400**

### Project Description and Activity:

Occupant protection media and outreach campaigns were developed and distributed to educate North Dakota residents of the risks and consequences of not wearing a seat belt to increase seat belt use in North Dakota. Failure to wear seat belts results in more motor vehicle fatalities than any other single contributing factor.

Four occupant protection campaigns were conducted in FFY 2018. Three flights ran in conjunction with the state and national HVE periods. Media for each of the flights included statewide broadcast TV, cable TV, radio, digital and social media ads, cover photos and posters. The fourth flight was a non-enforcement flight to promote child safety seats through digital and social media, cover photos and posters. One flight used the existing creative featuring Krista Slaubaugh of Tigirlily (North Dakota sisters who are now Nashville recording artists), a past crash victim who was wearing her seat belt and survived.



Safety Division, 2598

Two flights featured newly developed creative called "Do It For Love" and "Million Excuses" which encompassed findings of market research demonstrating that emotional connections were the best way to motivate North Dakotans to wear their seat belts.

Costs included consultant fees and costs for creative development and media purchases.

## Tribal Outreach Programs - CP1809-03

**Budget Expended: \$0**

### Project Description and Activity:

Grants awarded to the tribes under this project did not include occupant protection outreach activity.

## Native American Media - CP1809-05

**Budget Expended: \$49,591**

### **Project Description and Activity:**

Native Americans in North Dakota are over-represented in fatal crashes. To more effectively target Native Americans with seat belt use education, media and outreach materials specific to North Dakota tribes were developed. The Native American ads featured culture-specific language and creative. Ads focused on "protecting life," reinforcing the importance of buckling up as well as choosing and using the correct child safety seats. Creative included a radio ad, digital, and social media ads. A Snapchat geofilter was deployed at the annual United Tribes Powwow and a new transit ad for the Standing Rock Transit Bus was developed and placed.

Costs included consultant fees and costs for creative development and media purchases.



## Traffic Safety Partner Network - CP1809-09

**Budget Expended: \$0**

### Project Description and Activity:

The Vision Zero Partner Network (VZPN) – formerly the Traffic Safety Partner Network – was developed two years ago and consists of private and public partners of employers, associations, groups and individuals. The VZPN is an informal network that exists to share resources and ideas to help reduce risky driver and occupant behaviors—to save lives on North Dakota roads.

VZPN promotion and outreach materials, including monthly e-blasts, were developed and distributed via the NDDOT Safety Division’s full service media vendor.

Costs related to VZPN outreach were charged as appropriate to the project they are associated with (occupant protection, impaired driving, distracted driving, etc.).



## **CORE PERFORMANCE MEASURE COUNTERMEASURE: FATALITIES INVOLVING AN OPERATOR WITH .08 BAC OR ABOVE**

Decrease the number of traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above by 0.5 percent from a five-year (2011-2015) average of 60.2 to a five-year average of 59.9 by December 31, 2018.

Performance Target: Met

Calendar Year 2017 – Number of Fatalities Involving an Operator with .08 BAC or Above: 46

## Program Management - ID1810-01

**Budget Expended: \$148,435**

### Project Description and Activity:

Costs consisted of the direct management of occupant protection programs including program manager salary, travel, and other direct costs.

## Overtime DUI Enforcement - ID1810-02

**Budget Expended: \$334,775**

### Project Description and Activity:

The NDDOT Safety Division continued to coordinate the deployment of regional enforcement bringing state, county, and city law enforcement agencies together to conduct sustained impaired driving HVE including saturation patrols and checkpoints. Agencies conducted five HVE in FFY 2018 targeted to high-risk times where there’s greater risk of impaired driving such as holidays, community celebrations, etc.

Grants were provided to the North Dakota Highway Patrol, 18 police departments and 14 sheriff’s offices. These agencies conducted three Drive Sober or Get Pulled Over campaigns and two underage drinking

prevention campaigns in FFY 2018 including participation in the national Drive Sober or Get Pulled Over campaign in August/September 2018. Nearly 5,840 hours of overtime was performed and a total of 3,398 citations were issued that included 403 DUIs and 275 other alcohol- and drug-related violations.

Costs included overtime enforcement hours and mileage.

## **Enforcement Media - Paid/Earned/PI &E - ID1810-03**

### **Budget Expended: \$395,539**

#### **Project Description and Activity:**

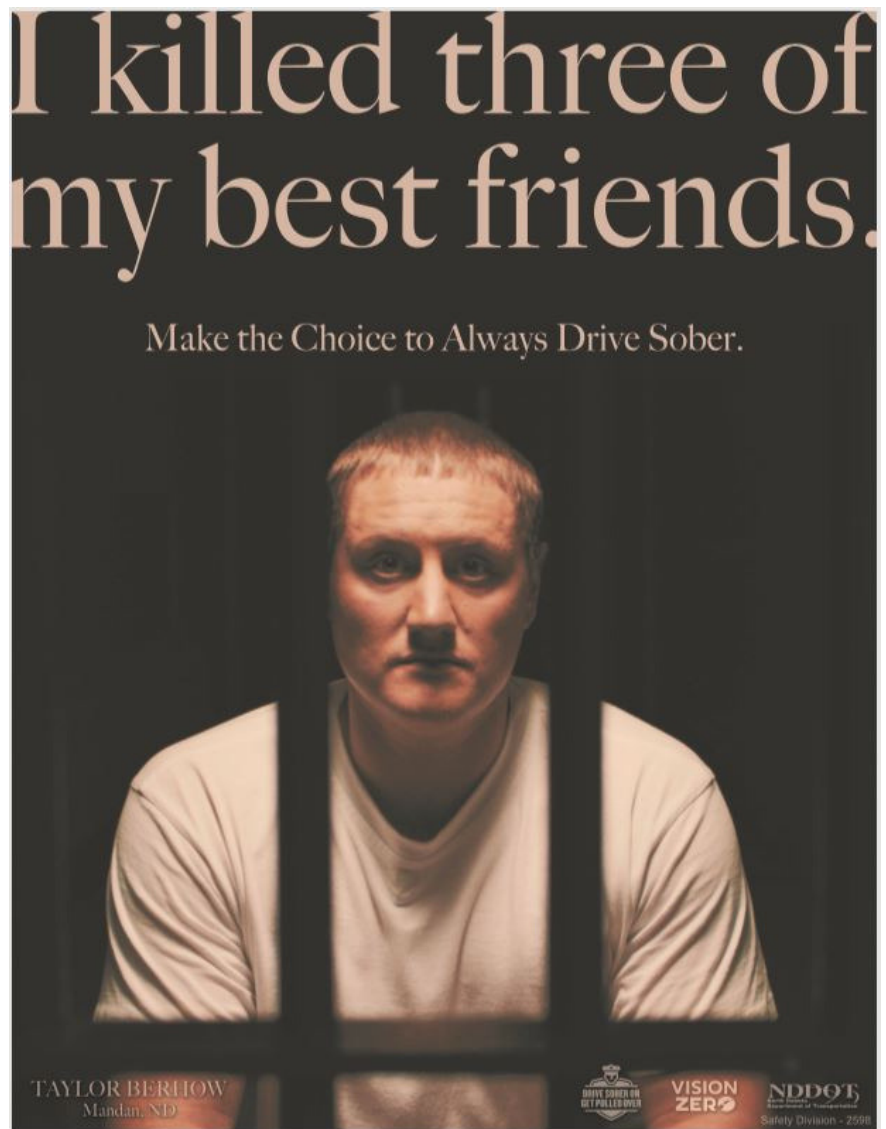
Media and outreach campaigns were developed and distributed to educate North Dakota residents of the risks and consequences of impaired driving.

Five campaigns were conducted in FFY 2018 – three campaigns ran in conjunction with the state and national HVE periods and two focused on underage drinking prevention.

The impaired driving enforcement campaign tells the story of Taylor Berhow of Mandan, ND, who drove drunk and caused a crash that killed three of his close friends. Taylor was 23 years old and had a BAC that was more than three times the legal driving limit. He was convicted of manslaughter and is serving eight years in prison. Taylor spoke to groups around the state, including

high school students, about the consequences of his choices to deter them from driving impaired. Media included TV, radio, digital and social media, cover photos and posters. This campaign has had the most extensive reach and results of any impaired driving campaign implemented to date.

Costs included consultant fees and costs for creative development and media purchases.



## **Video Camera Surveillance Systems - ID1810-05**

**Budget Expended: \$110,539**

### **Project Description and Activity:**

Law enforcement agencies participating in the regional overtime enforcement program were eligible to apply for funds to purchase in-car video surveillance systems based on demonstrated need. Video cameras have been proven to reduce court time and aid in officer safety. They continue to be an integral tool for the impaired driving investigation. The North Dakota Highway Patrol and 10 local law enforcement agencies were awarded video cameras in FFY 2018.

## **Alcohol-Testing Equipment - ID1810-06**

**Budget Expended: \$116,572**

### **Project Description and Activity:**

Funds were provided to the North Dakota Attorney General's Office State Toxicology Lab to purchase equipment for testing samples of alcohol and drugs. Funding was also provided for analyst training.

The State Toxicology Lab purchased the following evidentiary testing equipment: ten Intoxilyzer 8000 units and one Intoxilyzer 9000. Ten gas cylinders were also purchased. The Lab is responsible to order, calibrate, deploy and assure officer training and certification.

The GS Mass Spectrophotometer that was approved for purchase was not purchased in FFY 2018 due to follow up related to compliance with the Buy America Act.

## **Traffic Safety Resource Prosecutor (TSRP) Program - ID1810-07**

**Budget Expended: \$164,659**

### **Project Description and Activity:**

During the FFY 2018 TSRPs trained over 231 individuals on topics of search and seizure, prosecuting the drugged driver, DUI mock trial, criminal and traffic legislative changes, DUI case law update, and effective witnessing. Participants included law enforcement, prosecutors and judges. The TSRPs also provided technical assistance to prosecutors and law enforcement personnel throughout the fiscal year.

The TSRPs has been instrumental in working with law enforcement to reduce the number of dismissed administrative hearings to ensure DUI offenders received immediate sanction.

The TSRPs participated in national/regional trainings and conferences including the Annual TSRP Conference and the NHTSA Regional TSRP, Law Enforcement Liaison (LEL), and Judicial Outreach Liaison (JOL) Conference.

The TSRPs continued to administer the TSRP webpage for prosecutors and law enforcement. The

webpage provided information on impaired driving enforcement, courtroom testifying, Standardized Field Sobriety Test (SFST) training manuals, Supreme Court opinions, and memos regarding interpretations of case law, etc.

And, the TSRPs co-chaired the Vision Zero Impaired Driving Prevention Strategy Implementation Team (DUI Task Force). The DUI Task Force reviewed/researched current state laws, incarceration issues, current treatment practices, and data gaps for recommended improvements.

Costs consisted of salaries, travel, operations and program costs associated with the TSRP program.

### **Program Evaluation - ID1810-08**

**Budget Expended: \$31,549**

#### **Project Description and Activity:**

The NDDOT Safety Division provided funds to the North Dakota State University Upper Great Plains Transportation Institute (NDSU-UGPTI) for program evaluation to strengthen programs for improved outcomes.

NDSU UGPTI completed the following evaluation projects related to impaired driving.

- Analysis of alcohol/drug-related crash, driver and other data sets to meet NDDOT Safety Division requests.
- Continued longitudinal evaluation of North Dakota's 24/7 Sobriety Program – a driver-based intervention for DUI offenders. Program evaluation continues to demonstrate positive participant outcomes with reduced recidivism.
- Continued work on Phase I of a holistic impaired driving data record system. Phase I includes exploration of data sources and systems for integration. Interviews were conducted with relevant agencies and the data system framework is being developed.

Costs consisted of UGPTI's consulting fees, operating expenses, and approved indirect cost rate.

### **DUI Training/Events Coordination - ID1810-09**

**Budget Expended: \$77,307**

#### **Project Description and Activity:**

The NDDOT Safety Division contracted with a professional event planner to assist with training, conferences and other traffic safety program events. The event planner coordinated and completed event logistics and acted as a fiscal agent to reimburse the onsite and participant expenses associated with each.

Events completed under this project in FFY 2018 included:

- Reimbursement of travel expenses for law enforcement to attain the following training:
  - Advanced Roadside Impaired Driving Enforcement (ARIDE)
  - Multi-Agency Enforcement Regional Meetings
  - Drug Recognition Expert (DRE) course including DRE kits.
- Conference arrangements were made and speaker and participant expenses reimbursed for a DRE and State's Attorney's conference held in June 2018.
- Travel expenses were provided for DRE Officer of the Year to attend the DRE National Annual Conference in Denver.
- Travel arrangements were made and expenses reimbursed to two families, the Deutscher's and Mickelson's, who were nominated and received the Governor's Highway Safety Association (GHSA) Peter O'Rourke Special Achievement Award for their advocacy to decrease impaired driving in North Dakota. The families received their award at the GHSA Annual Conference in Atlanta, GA in August.

Costs consisted of the consultant fees and direct costs associated with events including speaker costs, room rentals, law enforcement reimbursement, and miscellaneous associated costs.

## **Parents Lead - ID1810-10**

### **Budget Expended: \$50,000**

#### **Project Description and Activity:**

The NDDOT Safety Division continued as a partner agency in the administration of the Parents Lead Program – an evidence-based underage drinking prevention program.

Parents Lead provides education and awareness to parents about the importance of their involvement and intervention to ultimately change the drinking culture in North Dakota to deter underage drinking and overconsumption.

Parents Lead is a partnership between the NDDOT Safety Division, the North Dakota Department of Human Services (NDDHS) Behavioral Health Division, and the North Dakota University System. These agencies coordinate for the administration of the program and the distribution of program materials through stakeholder and referral groups of each agency.

Parents Lead program materials include a website ([www.parentslead.org](http://www.parentslead.org)) with content for parents, professionals and communities. Parents can register to receive monthly e-mail information. Television, radio and print materials are produced and distributed to expand participation in the program. There is also a Parents Lead Facebook page. Funding was provided to NDDHS Behavioral Health Division for costs associated with program administration and expansion.



## **CORE PERFORMANCE MEASURE COUNTERMEASURE: SPEED-RELATED FATALITIES**

Decrease the number of speed-related traffic fatalities by 0.5 percent from a five-year average (2011-2015) of 52.4 to a five-year average of 52.1 by December 31, 2018.

Performance Target: Met

Calendar Year 2017 - Number of Speed-Related Fatalities: 28

### **Program Management - SC1807-01**

**Budget Expended: \$0**

#### **Project Description and Activity:**

Costs consisted of the direct management of the program including program manager salary, travel, and other direct costs. No costs were charged to this project in FFY 2018.

### **Radar Equipment to Law Enforcement - SC1807-02**

**Budget Expended: \$86,594**

#### **Project Description and Activity:**

Grants were provided to law enforcement agencies to purchase radar equipment to facilitate the use of speed as a trigger violation for impaired driving and occupant protection enforcement periods. Priority was given to agencies who demonstrated a need for the speed control equipment and who participated in the overtime enforcement programs.

Grants were awarded to the North Dakota Highway Patrol and eight local law enforcement agencies for the purchase of radar/LIDAR units.

### **Oil Country Partnership - Paid/Earned Media - CP1809-04**

**Budget Expended: \$34,674**

#### **Project Description and Activity:**

A media and outreach campaign was developed and distributed to provide information to the traveling public about driving among commercial vehicles.

The campaign ran in July 2018 which was selected due to higher traffic volumes this time of the year including commercial vehicle traffic. The campaign consisted of TV, and digital and social media ads. The TV script is as follows and social and digital media provided similar messages.

*"We've got long roads in North Dakota. And one of the most dangerous things people can do while driving is not giving trucks the space they need. Trucks are large and have a lot of places where we can't see. If you can't see me - I can't see you. So, for all of our safety, leave a safe distance between us. If you need to pass, don't linger. Be cautious and give yourself plenty of time. Let's all get home safely."*



Costs included consultant fees and costs for creative development and media purchases.

### **Other Funds Motor Carrier Enforcement (North Dakota Highway Patrol)**

**Budget: \$268,400 from the Federal Motor Carriers Services Administration (FMCSA)**

#### **Project Description and Activity:**

The North Dakota Highway Patrol (NDHP) conducted a TACT-like (Ticketing Aggressive Cars and Trucks) overtime high visibility enforcement program in areas of the state more prominently impacted by speed-related fatal and serious crashes.

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### **CORE PERFORMANCE MEASURE COUNTERMEASURE: MOTORCYCLE FATALITIES**

Decrease the number of motorcycle fatalities by 0.5 percent from a five-year (2011-2015) average of 11.4 to five-year average of 11.3 by December 31, 2018.

Performance Target: Not Met

Calendar Year 2017 – Number of Motorcycle Fatalities: 12

### **Program Management - MC1806-01**

**Budget Expended: \$6,734**

#### **Project Description and Activity:**

Costs consisted of the direct management of the program including program manager salary, travel, and other direct costs.

### **Motorcycle Safety Education Program (NDMSP) - MC1899-01**

**Budget Expended: State Funds**

#### **Project Description and Activity:**

The North Dakota Chapter of American Bikers Aiming Toward Education (ABATE) administers the North Dakota Motorcycle Safety Program (NDMSP) on behalf of the NDDOT Safety Division to provide access to statewide rider training to motorcyclists. The NDMSP assists riders to improve skills and attitudes to reduce riding risk. In 2018, the NDMSP taught 153 rider courses and trained 1,439 motorcyclists.

Costs were reimbursed to ABATE on a per student basis through North Dakota state funds administered by the NDDOT Safety Division.

## Statewide Awareness/Education Campaign - MC1806-02

**Budget Expended: \$20,000**

### Project Description and Activity:

Funds were provided to ABATE the Share the Road campaign to encourage all roadway users to “share the road” with motorcyclists. The Share the Road campaign includes public service announcements, billboards, brochures, posters and other safety publications and is conducted during the peak riding season. ABATE displayed 10 motorcycle safety billboards throughout North Dakota in May and June and an additional large billboard along the Interstate from April through September. ABATE secured 80,750 ads for an in-kind value of approximately \$483,000 to promote the campaign.



### CORE PERFORMANCE MEASURE COUNTERMEASURE: UNHELMETED MOTORCYCLE FATALITIES

Maintain the number of unhelmeted motorcycle fatalities from a five-year (2011-2015) average of 7.2 to five-year average of 7.2 by December 31, 2018.

Performance Target: Not Met

Calendar Year 2017 – Number of Unhelmeted Motorcycle Fatalities: 9

## Motorcycle Safety Education - Paid Media and Outreach - MC1806-03

**Budget Expended: \$49,970**

### Project Description and Activity:

Media and outreach campaigns were developed and distributed to educate motorcycle riders and the general public about topics such as licensing, training, motorcyclist conspicuity, impaired riding prevention and the benefits of personal protective gear.

Existing media was used to promote one statewide campaign during the summer motorcycle season. The creative included an email and social ads on “All the Gear All the Time (ATGATT)” and the story of Rob Keller who was in a serious motorcycle crash but survived thanks to

his protective gear. The Rob Keller campaign included earned media, social and digital media, cover photos and posters. Roadside banners were placed in 5 locations in North Dakota prior to Sturgis.

Costs included consultant fees and costs for creative development and media purchases.





## **CORE PERFORMANCE MEASURE COUNTERMEASURE: DRIVERS AGE 20 AND YOUNGER INVOLVED IN FATAL CRASHES**

Decrease the number of drivers age 20 and younger involved fatal crashes by 0.5 percent from a five-year (2011-2015) average of 21.0 to five-year average of 20.9 by December 31, 2018.

Performance Target: Met

Calendar Year 2017 – Number of Drivers Age 20 and Younger Involved in Fatal Crashes: 15

### **Program Management - TSP1808-01**

**Budget Expended: \$19,594**

#### **Project Description and Activity:**

Costs consisted of the direct management of the program including program manager salary, travel, and other direct costs.

### **Alive at 25 Defensive Driving Program - TSP1808-03**

**Budget Expended: \$50,000**

#### **Project Description and Activity:**

The North Dakota Safety Council received a grant to provide the Alive at 25 program to schools throughout North Dakota. Alive at 25 teaches teens and young adults that (1) people in their age group are more likely to be hurt or killed in a vehicle crash; (2) inexperience, distractions and peer pressure cause unique driving hazards; (3) speeding, alcohol and party drugs greatly increase their risk of injury or death; and (4) as a driver or passenger, they can reduce their risk by taking control.

Costs were for student registrations, materials, distribution and other costs associated with the project.

### **Driver's Education Curriculum and Support - DE1808-02**

**Budget Expended: \$3,624**

#### **Project Description and Activity:**

The NDDOT Safety Division provided funds to assist the North Dakota Driver and Traffic Safety Education Association (NDDTSEA) to complete the following activities in FFY 2018.

- Continued to update, reproduce, promote, and distribute a driver education curriculum – the Playbook, a multimodal interface for teachers and students. The Playbook blends 3D animations, real-world videos, interactive presentations and engaging student activities.
- Provided training, technical assistance, and resources to driver's education instructors to encourage use of The Playbook.
- Planned and conducted the annual NDDTSEA Conference for drivers education instructors throughout the state.
- Continued to update and administer the NDDTSEA website.

## **Teen Intervention - TSP1808-04**

**Budget Expended: \$0.00**

### **Project Description and Activity:**

This project consisted of mailing Early Warning Letter (EWL) to teens and/or parents upon receipt of his/her first moving violation. The EWL is an effective tool to reduce recidivism among first-time teen violators. A personal letter reminded teens of the importance of obeying the law, the consequences of engaging in unsafe habits early in their driving careers, and that they are responsible for their personal safety and that of others on the road.

No costs were charged to this project in FFY 2018. Costs are paid through other NDDOT cost centers.

## **Ford Driving Skills for Life (DSFL) - Other Funds - Ford Motor Company**

**Budget Expended: \$5,122**

### **Project Description and Activity:**

Grant funds through the GHSA and the Ford Motor Company were used to conduct the 7th annual Ford Driving Skills for Life (DSFL) program in Bismarck, North Dakota in May 2018.

The event consisted of a ride and drive session conducted via law enforcement. Teens had the opportunity to drive through the course under normal conditions and then again while being distracted while receiving and sending text messages along with taking selfies.

Participants went through a series of traffic safety information and interactive activities including distracted driving simulators, impaired driving pedal cart, a rollover simulator, a seat belt convincer and other activities.

After participation in DSFL, participants were able to participate in the North Dakota Safety Council's Alive at 25 program free of charge.



### **CORE PERFORMANCE MEASURE COUNTERMEASURE: PEDESTRIAN FATALITIES**

Maintain the number of pedestrian fatalities from a five-year (2011-2015) average of 6.6 to a five-year average of 6.6 by December 31, 2018.

Performance Target: Met

Calendar Year 2017 - Number of Pedestrian Fatalities: 5

**Other Funds Media - Paid/Earned/PI&E - Pedestrian Safety**  
**Budget: Funds through Federal Highway Administration (FHWA)**  
**Transportation Alternatives Program (TAP)**

**Project Description and Activity:**

TAP activities are administered through the NDDOT Local Government Division. TAP activities to decrease pedestrian crash fatalities in FFY 2018 included adding facilities for pedestrians and provision of safety and education activities for pedestrians and motorists.

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**CORE PERFORMANCE MEASURE COUNTERMEASURE:  
BICYCLE FATALITIES**

Maintain the number of bicycle fatalities from a five-year (2011-2015) average of 1.2 to a five-year average of 1.2 by December 31, 2018.

Performance Target: Not Met

Calendar Year 2017 - Number of Bicycle Fatalities: 2

**Other Funds Media - Paid/Earned/PI&E - Bicycle Safety**  
**Budget Expended: Funds through Federal Highway Administration (FHWA)**  
**Transportation Alternatives Program (TAP)**

**Project Description and Activity:**

TAP activities are administered through the NDDOT Local Government Division. TAP activities to decrease bicycle crash fatalities in FFY 2018 included adding facilities for bicyclists and provision of safety and education activities to bicyclists and motorists.

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**CORE BEHAVIOR MEASURE COUNTERMEASURE:  
OBSERVED SEAT BELT USAGE**

Increase the percent of observed occupants using seat belts by 0.5 percent from 80.4 percent (2015) to 80.8 percent (2017) by December 31, 2018.

Performance Target: Not Met

Calendar Year 2017 - Observed Seat Belt Use Rate: 79.3 percent

## Annual Statewide Observational Seat Belt Survey - OP1805-03

**Budget Expended: \$37,092**

### Project Description and Activity:

NDSU UGPTI conducted the annual statewide seat belt observation survey on behalf of the NDDOT Safety Division to determine North Dakota's seat belt use rate as a measure to evaluate the success of occupant protection programs. This survey was conducted June 2018.

North Dakota's seat belt use by front and outboard passengers was 82.5 percent in 2018, an increase from 79.3 percent in 2017.

## Observational Child Passenger Safety Survey - OP1805-04

**Budget Expended: \$12,102**

### Project Description and Activity:

NDSU UGPTI conducted an observational child passenger safety (CPS) survey on behalf of the NDDOT Safety Division to determine CPS use rates. This survey was conducted June 2018 in unison with the observational seat belt survey. Survey data was being analyzed by UGPTI at the time of this report but showed preliminarily that the CPS use rate was 94.1 percent. The use rate among those age 0-3 years old was 98.9 percent; 4-9 years old 94.8 percent; and 10-14 years old 87.6 percent. FFY 2018 survey data will be used to inform CPS program administration to improve use rates.

# A1-A3

## CORE ACTIVITY MEASURE COUNTERMEASURES

ACTIVITY MEASURE	2013	2014	2015	2016	2017
A1: Seat Belt Citations	3,036	3,506	3,736	3,297	3,879
A2: Impaired Driving Citations	571	673	644	542	723
A3: Speeding Citations	5,486	5,511	5,413	4,512	4,902

## Program Management - PT1802-01

**Budget Expended: \$0.00**

### Project Description and Activity:

Costs consisted of the direct management of the program including program manager salary, travel, and other direct costs. No costs were charged to this project in FFY 2018.

## Web-Based Law Enforcement Reporting System - PT1802-03

**Budget Expended: \$2,511**

### Project Description and Activity:

The NDDOT Safety Division maintained the Law Enforcement Reporting System (LEWR), a web-based system that facilitates grant reporting by participating law enforcement agencies for high visibility enforcement programs and monitoring of reported activity by program managers.

Costs were for maintenance and support of the system by the NDDOT and State of North Dakota information technology services.

## Law Enforcement Training - PT1802-04

**Budget Expended: \$1,161**

### Project Description and Activity:

The NDDOT Safety Division contracted with a professional event planner to assist with training, conferences and other traffic safety program events. The event planner coordinated and completed event logistics and acted as a fiscal agent to reimburse the onsite and participant expenses associated with each.

Events completed under this project in FFY 2018 included:

- Reimbursed a law enforcement officer for costs to participate in the training Communication Skills for the Highway Safety Professional.
- Purchased supplies for Traffic Occupant Protection Strategies (TOPS) training.

Costs consisted of the consultant fees and direct costs associated with events including law enforcement reimbursement and miscellaneous associated costs.



## CORE ACTIVITY MEASURE COUNTERMEASURE

ACTIVITY MEASURE	2013	2014	2015	2016	2017
A4: Percent of Crash Reports Submitted Electronically	Not reported	Not reported	89.2%	99.0%	99.4%

## Program Management - PT1804-01

**Budget Expended: \$128,210**

### Project Description and Activity:

Costs consisted of the direct management of the program including program manager and FARS analyst salary, travel, and other direct costs.

## **Crash Data Systems Enhancement - TR1804-02**

**Budget Expended: \$9,087**

### **Project Description and Activity:**

This project provided for the system enhancements necessary to allow remote data entry of crash reporting via TraCS (Traffic and Criminal Software) and integration of TraCS with the existing Crash Reporting System (CRS) and software (ArcMap, Cognos, etc.) to enhance timely reporting, crash data reliability and access by state and local agencies.

Costs were for maintenance and support of the systems by the NDDOT and State of North Dakota information technology services.

## **TraCS - TR1804-03**

**Budget Expended: \$388,215**

### **Project Description and Activity:**

North Dakota continued to use TraCS (Traffic and Criminal Software) for electronic crash reporting by law enforcement, through a Memorandum of Understanding (MOU) with the State of Iowa – the software licensor.

An information technology vendor was contracted by the NDDOT Safety Division for the maintenance of TraCS and associated TraCS modules (incident location tool, electronic citations, Report and Notice form, etc.). The vendor provided support to law enforcement users throughout the state to install the software, provide training, and to provide ongoing technical assistance and resources to facilitate efficient TraCS use.

Costs were for the vendor's hourly services, travel, and other direct costs associated with TraCS support.

## **Annual TraCS License Fee - TR1804-04**

**Budget Expended: \$79,000**

### **Project Description and Activity:**

Payment was issued to the State of Iowa for TraCS licensing fees for 2018.

## **EMS Data Analyst - TR1804-05**

**Budget Expended: \$0**

### **Project Description and Activity:**

This project was to provide funds to the North Dakota Department of Health Division of Emergency Medical Systems (EMS) to fund a full-time EMS data analyst to analyze data from the North Dakota Trauma Registry and the Statewide Online Ambulance Reporting (SOAR) system, provide training to end-users, and to identify and complete necessary quality assurance projects to assure data integrity and accuracy.

The EMS Data Analyst position was not filled by the Division of EMS. There were no costs charged to this project in FFY 2018.



## Tribal Outreach Programs - CP1809-03

**Budget Expended: \$18,804**

### Project Description and Activity:

The NDDOT Safety Division awarded a grant to increase tribal law enforcement agency crash reporting. The project coordinator provided technical assistance and coordinated training to law enforcement.

Costs were for project coordinator salary.



## CORE ACTIVITY MEASURE COUNTERMEASURE

ACTIVITY MEASURE	2013	2014	2015	2016	2017
A5: Percent of Misused Car Seats During Checks	75%	75%	78%	76%	73%

## Child Passenger Safety Program Administration - OP1805-02

**Budget Expended: \$122,045**

## Child Passenger Safety Restraints - OP1805-07

**Budget Expended: \$21,934**

### Project Description and Activity:

The NDDoH continued to administer the Child Passenger Safety (CPS) Program to provide community services to parents and caregivers to increase the correct use of car safety seats, booster seats, and seat belts by infants, toddlers, children, and tweens (children ages eight through 12). During FFY 2018, the CPS Program:

- Maintained partnerships with local law enforcement agencies; local public health agencies; childcare providers; Women, Infant and Children (WIC) programs; Head Start programs; Safe KIDS North Dakota; hospital staff; social workers; and schools for program outreach through workshops, presentations, exhibits, newsletters, etc.
- Completed CPS Month activities resulting in 411 classroom presentations and distribution of CPS materials to classrooms. Total outreach efforts are estimated to have reached 21,365 children.
- Purchased and provided car seats and supplies to local agencies to distribute to low-income families in their communities including 570 car seats to 30 distribution programs including four Native American reservations.
- Conducted a variety of CPS workshops and courses including four 32-hour NHTSA standardized courses with a record 74 participants completing all course requirements.
- Assisted 271 certified CPS technicians to maintain their certification through 14 proxies who assist to sign off on CPS technician installs for recertification.
- Coordinated car safety seat checkups throughout the state in partnership with local programs and auto dealerships. The NDDoH assisted with 80 car seat checkups, inspecting over 900 car seats.
- Data from car seat checkups statewide demonstrated:

- 73 percent of car seats checked were misused
- 53 percent of children were incorrectly secured in the child restraint
- 58 percent of car seats were installed correctly
- 5 percent of car seats were not appropriate for the child
- 47 percent of car seat owners did not register the car seat with the manufacturer after receiving car seat.

Costs included program staff salaries (one part-time program administrator, one part-time contractor and proxies), travel, program materials, training costs, and CPS seats for distribution.



## **Child Passenger Safety Seat Education/Administration - OP1805-02-02**

**Budget Expended: \$1,000**

### **Project Description and Activity:**

Emmons County Public Health applied for and received the 2018-2019 Buckle Up for Life Gift of Safety through Toyota and Cincinnati Children's Hospital. The Gift of Safety provided Emmons County Public Health with 100 child passenger safety (CPS) seats for distribution in their service area. The NDDOT Safety Division provided a grant to Emmons County Public Health for their nurses to distribute the 100 seats along with providing parent education and outreach.

Costs included salary, mileage, storage unit fees, and ancillary project costs.

## **OTHER CORE ACTIVITY PERFORMANCE MEASURE COUNTERMEASURES**

### **Program Management - DD1811-01**

**Budget Expended: \$2,212**

#### **Project Description and Activity:**

Costs consisted of the direct management of the program including program manager salary, travel, and other direct costs.

### **Overtime Enforcement - DD1811-02**

**Budget Expended: \$43,286**

#### **Project Description and Activity:**

The NDDOT Safety Division provided grants to 16 agencies in more urban areas of the state to conduct overtime enforcement of North Dakota's ban on texting while driving with a focus in areas more prominently impacted by severe distracted driving crashes.

Agencies participated in two statewide campaigns April and September 2018. These agencies conducted 973 hours of distracted driving overtime and issued 411 distracted driving citations.

Costs included overtime enforcement hours and mileage.

### **Media - Paid/Earned (Media Vendor) - DD1811-03**

**Budget Expended: \$73,344**

#### **Project Description and Activity:**

Media and outreach campaigns were developed and distributed to educate North Dakota residents of the risks and consequences of distracted driving.

Two campaigns were conducted in FFY 2018 in conjunction with the state and national HVE periods and using a mix of radio, paid social media, posters and cover photos.

The distracted driving campaign message focused on texting and driving and provided a powerful statistic on how a distracted driver is much more likely to crash. The NDDOT Safety Division teamed up with teen peers Miss North Dakota Outstanding Teen, and two North Dakota SADD Students of the Year to assist to spread the message through organic media, radio interviews and a human interest story.

Costs included consultant fees and costs for creative development and media purchases.

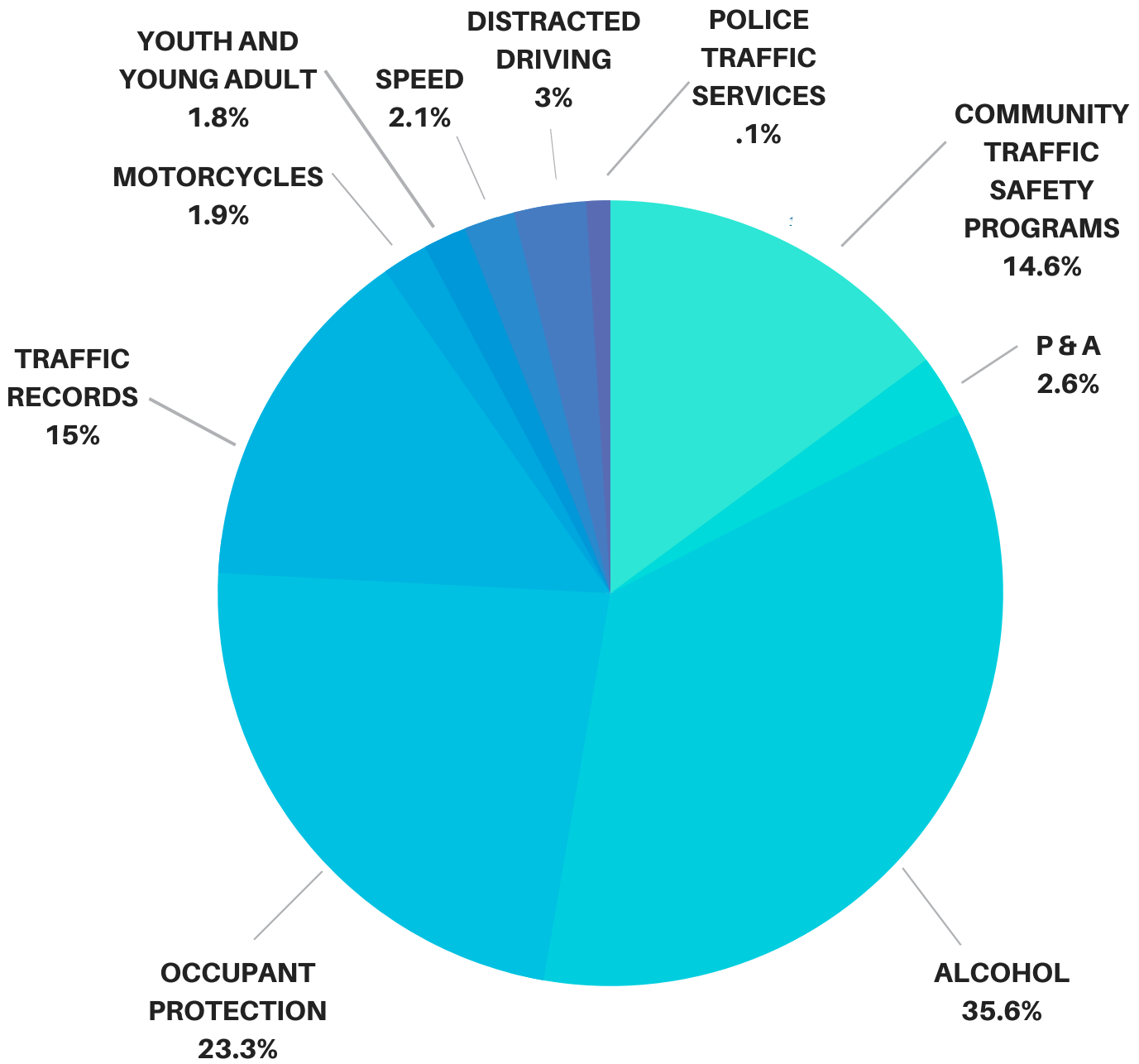
### **Tribal Outreach Programs - CP1809-03**

**Budget Expended: \$8,369**

#### **Project Description and Activity:**

The NDDOT Safety Division awarded a grant to the Three Affiliated Tribes to develop and implement a distracted driving awareness campaign targeting young teen drivers on the reservation. The campaign included education and outreach strategies and pre- and post-test surveys to measure impact.

# FINANCIAL SUMMARY



Financial Summary FFY 2018	402	405	Total	% of Total
P&A	\$104,821		\$104,821	2.6%
Traffic Records	\$128,210	\$476,302	\$604,512	15.0%
Alcohol	\$148,435	\$1,287,939	\$1,436,374	35.6%
Occupant Protection	\$455,695	\$481,943	\$937,638	23.3%
Community Traffic Safety Programs	\$587,712		\$587,712	14.6%
Motorcycles	\$56,704	\$20,000	\$76,704	1.9%
Youth/Young Adult	\$73,218		\$73,218	1.8%
Speed	\$86,594		\$86,594	2.1%
Distracted Driving	\$119,842		\$119,842	3.0%
Police Traffic Services	\$3,672		\$3,672	0.1%
<b>TOTAL</b>	<b>\$1,764,903</b>	<b>\$2,266,184</b>	<b>\$4,031,087</b>	<b>100%</b>

