

**NDDOT**  
North Dakota  
Department of Transportation

**SAFETY DIVISION**  
**ANNUAL REPORT**

**FISCAL YEAR**  
**2017**

*Prepared by*

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## STATE DEMOGRAPHICS

The United States Census Bureau estimates that the population of North Dakota is 757,952 on July 1, 2016, a 12.7 percent increase from the 672,591 persons counted in census 2010.

North Dakota has seen an estimated increase of 85,361 since the 2010 census. About 94 percent of that gain reside within the boundaries of the 357 incorporated cities. The remaining 6 percent reside in census designated places, villages or rural areas of the state.

North Dakota is now the second-leading oil producing state in the nation following Texas. Oil production in the state began in late 2008 and has grown to the current level of production of just under 1,000,000 barrels of oil per day.

Census data show that the oil boom in North Dakota has sparked a population increase that made the state the fastest growing since 2011.

Population in North Dakota continues to be concentrated. The nine largest communities, including Fargo, Bismarck, Grand Forks, Minot, West Fargo, Williston, Dickinson, Mandan and Jamestown had an estimated population gain of 68,109 representing 85 percent of the state total gain in population since the 2010 census.

Native Americans are one third of North Dakota's minority population. There were just under 114,000 individuals of minority status in 2016, American Indian population representing 34 percent of the total of these individuals.

The oil "boom" has impacted North Dakota in many ways including an influx of population statewide but primarily in the northwest where the bulk of the oil is being produced; a significant increase in commercial and non-commercial vehicle traffic, travel time, and vehicle miles traveled; economic prosperity; and an increase in motor vehicle fatalities.

Fatalities have seen a steady decrease since 2013. Vehicle miles traveled (VMT) were down slightly in 2016 to 9.7 billion VMT.

North Dakota has continued its commitment to traffic safety and has taken additional steps to advance traffic safety by establishing a goal of moving toward zero deaths on North Dakota roads.

To accomplish this, North Dakota has reinvigorated the Strategic Highway Safety Plan (SHSP) process with increased stakeholder involvement, revised processes to identify priority emphasis areas and selection of evidence-based strategies for implementation, and increased resource commitment to the process.

The traffic safety priorities and strategies identified within the Highway Safety Plan (HSP) are consistent with the state's SHSP.

The North Dakota Department of Transportation's (NDDOT) Safety Division receives federal funds through the National Highway Traffic Safety Administration (NHTSA) to administer programs to reduce the number of people injured and killed in motor vehicle crashes on North Dakota roadways each year.

The HSP identifies the 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 fatalities and serious injuries to target the greatest resources to the greatest problems.

The HSP describes the projects and activities to be funded to achieve national and state traffic safety goals identified for each priority traffic safety problem area. 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 federal fiscal year (FFY) activity and progress toward achieving the goals set forth in the FFY 2017 HSP.

# PERFORMANCE GOALS

The HSP includes performance measures established by the state for traffic safety priorities. The Safety Division has adopted the core performance measures, core behavior measure, core activity measures, and the core attitude/awareness/behaviors questions established by the Governor's Highway Safety Administration (GHSA) and NHTSA.

North Dakota's progress in meeting FFY 2017 performance measures is shown in the data below and on the following pages.

## CORE PERFORMANCE MEASURES

Measure	2010 NCSA/ State Data*	2011 NCSA/ State Data*	2012 NCSA/ State Data*	2013 NCSA/ State Data*	2014 NCSA/ State Data*	2015 State Data*	2016 State Data*	FY 2017 Target	Goal Met
<b>1. Number of traffic fatalities</b>	105	148	170	148	135	131	113	140.5	Yes
5-year moving average	114	133	142	151.4	141	146	139		
<b>2. Number of serious injuries in traffic crashes</b>	380*	462*	575*	517*	518*	540*	429*	485.7	Yes
5-year moving average	369.2	376.4	409.2	453.2	490.4	522.4	515.8		
<b>3. Fatality Rate/100 million Vehicle Miles Traveled (VMT)</b>	1.27	1.62	1.69	1.47	1.28	1.3	1.16*	1.46	Yes
5-year moving average	1.43	1.48	1.53	1.55	1.47	1.47	1.38*		
<b>4. Number of unrestrained passenger vehicle occupant fatalities, all seat positions</b>	46	76	89	66	71	63*	48	69.3	Yes
5-year moving average	58	62	68	70	70	73	67		
<b>5. Number of fatalities involving a driver or motorcycle operator with a blood alcohol content (BAC) of .08 and above</b>	46	63	72	61	55	50*	50	59.1	Yes
5-year moving average	48	53	56	59	59	60	57		
<b>6. Number of speed-related fatalities</b>	42	51	62	59	50	43*	25	52.5	Yes
5-year moving average	37	39	43	49	53	53	48		
<b>7. Number of motorcycle fatalities</b>	15	14	16	9	10	8*	12	12.7	Yes
5-year moving average	9	11	13	12	13	11	11		
<b>8. Number of unhelmeted motorcycle fatalities</b>	12	10	11	3	9	3*	10	8.9	No
5-year moving average	8	9	10	9	9	7	7		
<b>9. Number of fatal crashes involving a driver age 20 and younger</b>	17	22	23	21	23	16*	15	21.1	Yes
5-year moving average	21	21	21	21	21	20	20		
<b>10. Number of pedestrian fatalities</b>	7	9	7	1	9	7*	7	6.5	No
5-year moving average	5	6	7	6	7	7	6		
<b>11. Number of bicycle fatalities</b>	1	1	0	1	3	1*	3	1.2	No
5-year moving average	1	1	1	1	1	1	2		

**CORE BEHAVIOR MEASURE**

Measure	2012	2013	2014	2015	2016	FFY 2017 Goals	Goal Met (Yes/No)
Percent of observed occupants using a seat belt	80.9%	77.7%	81.0%	80.4%	82.8%	80.8%	Yes

**CORE ACTIVITY MEASURE**

Measure	2010	2011	2012	2013	2014	2015	2016
Number of seat belt citations issued during grant-funded enforcement activities	2,502	2,442	3,612	3,615	2,183	3,831	3,352
Number of impaired driving arrests made during grant-funded enforcement activities	521	525	677	670	644	817	689
Number of speeding citations issued during grant-funded enforcement activities	5,224	5,007	7,188	5,978	5,409	5,717	4,483
A4: Percentage of Crash Reports electronically submitted. April 1, 2015 - March 30, 2016						99	100
A5: Percentage of misused car seats during checks (New Measure in 2013)				75	75	78	76
A6: Distracted Driving Citations	Not Collected 2010-2014					394	437



# CORE ATTITUDE, AWARENESS, & BEHAVIOR MEASURES

## 2011-2017 SURVEY RESULTS

In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcohol?

	2011	2012
<b>Do Not Drink</b>	40.0%	56.8%
<b>Do Drink</b>		
<b>0 time</b>	59.1%	44.3%
<b>1 time</b>	17.5%	21.7%
<b>2-3 times</b>	15.5%	21.6%
<b>4-6 times</b>	5.5%	8.3%
<b>7 or more times</b>	2.4%	4.1%

2010 = 57 percent of respondents

2011 = 57 percent of respondents

2012 = 43.2 percent of respondents

### ID-1

In the past 60 days, how many times have you driven a vehicle within two hours after drinking?  
(This question was reworded with the 2013 survey.)

	2013	2014	2015	2016	2017
<b>None</b>					
<b>1-2 drinks</b>	69.5%	71.3%	66.7%	1.0%	68.5%
<b>3+ drinks</b>	92.4%	94.5%	93.4%	95.3%	93.0%
<b>1-5 times</b>					
<b>1-2 drinks</b>	26.8%	27.0%	30.1%	26.5%	29.1%
<b>3+ drinks</b>	6.6%	5.1%	6.1%	4.4%	6.7%
<b>6-10 times</b>					
<b>1-2 drinks</b>	3.0%	1.3%	1.5%	2.0%	1.6%
<b>3+ drinks</b>	0.8%	0.2%	0.5%	0.1%	0.3%
<b>More than 10 times</b>					
<b>1-2 drinks</b>	0.7%	0.4%	0.7%	0.4%	0.7%
<b>3+ drinks</b>	0.2%	0.2%	0.1%	0.2%	0.1%

### ID-2

Have you recently read, seen, or heard anything about drunk driving enforcement?

	2011	2012	2013	2014	2015	2016	2017
<b>Yes</b>	87.0%	89.5%	88.9%	87.1%	89.5%	89.2%	86.4%
<b>No</b>	13.0%	10.5%	11.1%	12.9%	10.5%	10.8%	13.0%

## ID-3

What do you think the chances are of someone getting arrested if they drive after drinking alcohol?

	2011	2012	2013	2014	2015	2016	2017
Very likely	31.3%	32.5%	25.9%	29.7%	33.6%	32.9%	32.5%
Somewhat likely	26.7%	29.7%	29.1%	31.6%	32.9%	29.0%	26.3%
Likely	26.7%	25.9%	26.5%	25.9%	21.3%	31.4%	35.9%
Unlikely	12.6%	10.3%	16.7%	11.1%	10.3%	5.4%	4.4%
Very Unlikely	2.7%	1.6%	1.8%	1.7%	2.1%	1.2%	1.0%

## SB-1

How often do you use seat belts when you drive or ride in a vehicle?

	2011	2012	2013	2014	2015	2016	2017
Always	67.9%	62.8%	70.5%	72.2%	71.9%	74.2%	74.4%
Nearly always	23.5%	26.9%	21.3%	19.7%	20.4%	19.7%	19.5%
Sometimes	5.3%	6.5%	6.0%	5.6%	5.6%	4.1%	4.6%
Rarely	2.7%	2.9%	1.8%	2.1%	1.6%	1.6%	1.2%
Never	0.6%	0.9%	0.4%	0.5%	0.6%	0.4%	0.3%

## SB-2

Have you recently read, seen, or heard anything about seat belt law enforcement?

	2011	2012	2013	2014	2015	2016	2017
Yes	82.8%	84.7%	80.6%	74.5%	78.2%	77.1%	70.7%
No	17.2%	15.3%	19.4%	25.5%	21.8%	22.9%	29.3%

## SB-3

What do you think the chance is of getting a ticket if you don't wear your seat belt?

	2011	2012	2013	2014	2015	2016	2017
Very likely	16.0%	17.1%	15.5%	16.5%	16.9%	15.1%	11.4%
Somewhat likely	22.6%	28.1%	28.8%	24.9%	30.6%	39.2%	39.5%
Likely	25.3%	26.6%	21.8%	26.8%	21.6%	24.5%	23.6%
Unlikely	25.0%	23.7%	31.3%	26.3%	26.5%	16.7%	19.2%
Very Unlikely	11.2%	4.5%	2.7%	5.6%	4.4%	4.5%	6.3%

## SP-1 a (Question eliminated 2017)

On a road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

	2011	2012	2013	2014	2015	2016
Always	1.1%	0.6%	1.3%	0.7%	1.3%	1.4%
Nearly always	3.5%	6.4%	7.6%	5.3%	7.3%	8.9%
Sometimes	32.9%	31.6%	35.5%	33.6%	34.0%	35.6%
Rarely	47.3%	46.3%	42.2%	48.1%	44.6%	41.5%
Never	15.2%	15.2%	13.4%	12.3%	12.8%	12.5%



### SP-1 b (Question eliminated 2017)

On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

	2011	2012	2013	2014	2015	2016
Always	1.2%	1.1%	1.3%	1.1%	2.0%	1.7%
Nearly always	6.2%	6.3%	8.8%	6.6%	10.6%	10.9%
Sometimes	27.3%	23.5%	26.0%	26.3%	28.7%	30.5%
Rarely	44.9%	45.6%	45.9%	45.9%	41.3%	40.4%
Never	20.5%	23.5%	18.0%	20.0%	17.4%	12.5%

### SP-1 (Replaced Questions SP-1a and SP-1b)

On a road with a speed limit of 75 mph, how often do you drive faster than 80 mph? (New Question in 2017)

	2017
Always	3.2%
Nearly always	7.3%
Sometimes	20.9%
Rarely	40.6%
Never	28.0%

### SP-2

What do you think the chance is of getting a ticket if you drive over the speed limit?

	2011	2012	2013	2014	2015	2016	2017
Very likely	28.0%	28.7%	24.0%	23.9%	24.0%	20.5%	15.4%
Somewhat likely	31.3%	33.6%	37.5%	34.3%	43.3%	32.8%	33.5%
Likely	29.1%	28.8%	29.3%	32.7%	25.7%	42.4%	45.3%
Unlikely	9.5%	7.4%	8.4%	8.1%	6.5%	3.8%	4.4%
Very Unlikely	2.1%	1.5%	0.9%	1.0%	0.5%	0.5%	1.3%

### SP-3

Have you recently read, seen, or heard anything about the speed enforcement?

	2011	2012	2013	2014	2015	2016	2017
Yes	35.8%	34.2%	36.3%	38.1%	41.7%	37.3%	34.9%
No	64.2%	65.8%	63.7%	61.9%	58.3%	62.7%	65.1%

Other data sources that are useful in monitoring program outcomes include the North Dakota Behavioral Risk Factor Surveillance Survey (BRFSS) and the North Dakota Youth Risk Behavior Survey (YRBS), both of which ask traffic safety-related questions as follows. The BRFSS and YRBS are conducted every other year.

Most recent data shows significant improvement in self-reported seat belt use and no drinking while driving behaviors among North Dakota students in 9th through 12th grades.

**BRFSS** (Survey conducted every other even year)

Measure	2008	2010	2012	2014	2016
Percent of respondents who never, seldom or sometimes wore a seat belt when driving or riding in a vehicle	17%	14%	15%	3%	12%

**YRBS-9TH-12TH GRADE** (Survey conducted every other odd year)

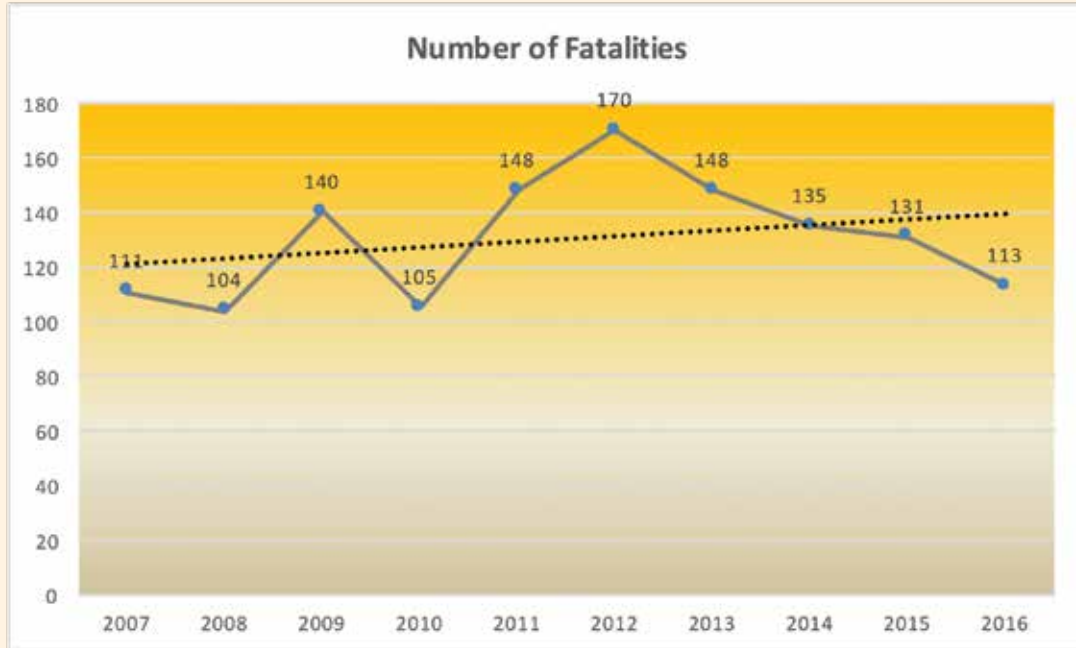
Percentage of students who rode one or more times during the past 30 days in a car or other vehicle driven by someone who had been drinking alcohol						
Percentage of students who drove a car or other vehicle one or more times during the past 30 days when they had been drinking alcohol	19%	15%	12%	11%	8%	7%
Percentage of students who drove a car or other vehicle while texting or talking on a cell phone on one or more of the past 30 days						
Percent of students who drove a car or other vehicle while texting or emailing while driving in the past 30 days.	*	*	*	59%	58%	53%
*Data is not available. Question was not asked or has changed.						

# A DECADE IN REVIEW

## TRAFFIC FATALITIES, INJURIES, AND CRASHES

**Goal:** Decrease the Number of Traffic Fatalities

### CRASH DATA



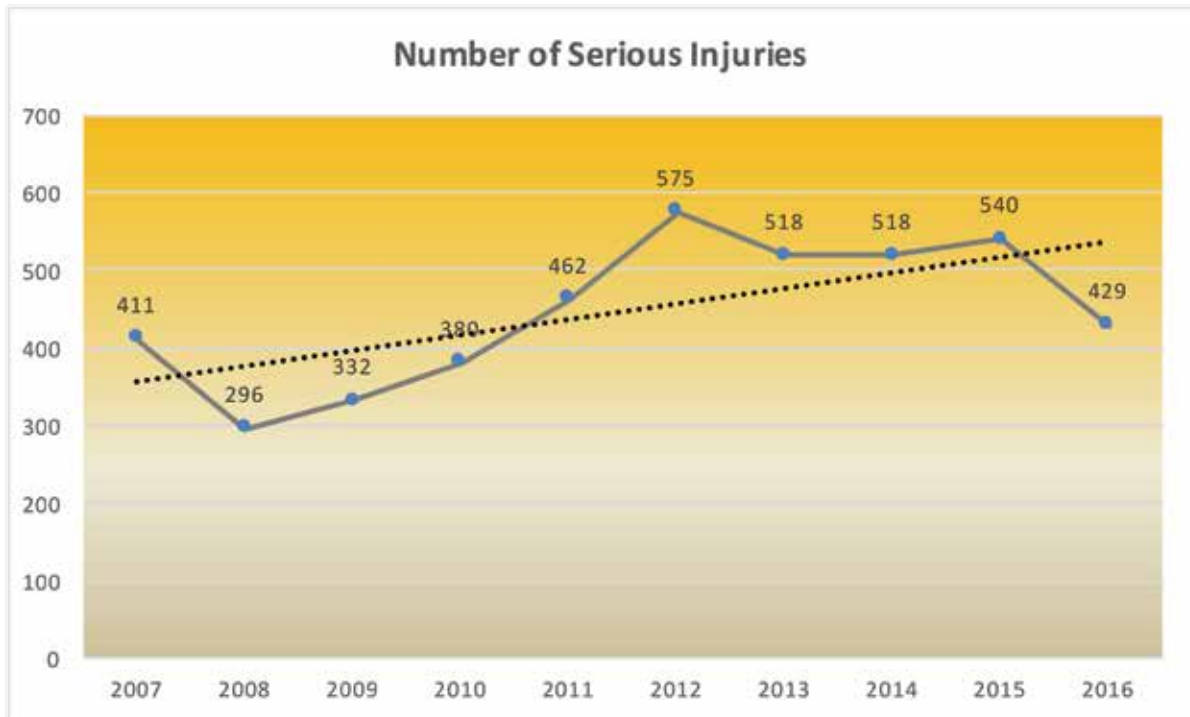
**Goal:** Decrease the Fatality Rate/Vehicle Miles Traveled (VMT)

### CRASH DATA



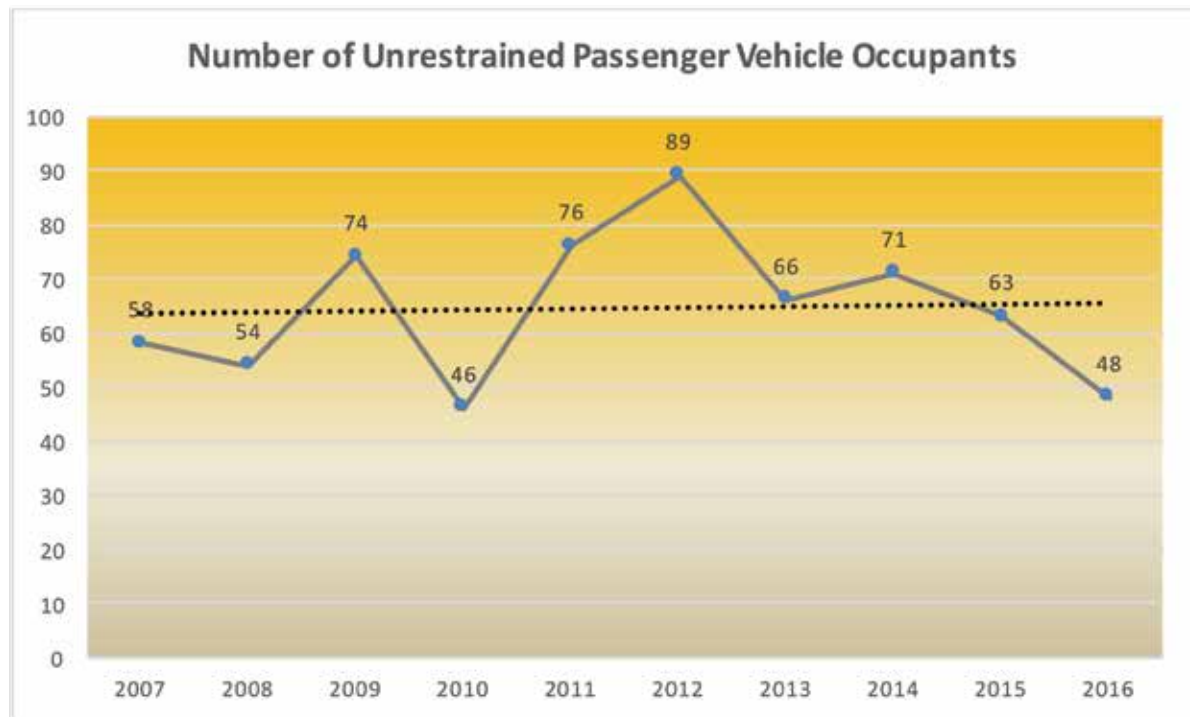
**Goal:** Decrease the Number of Serious Injuries (Actual)

**CRASH DATA**



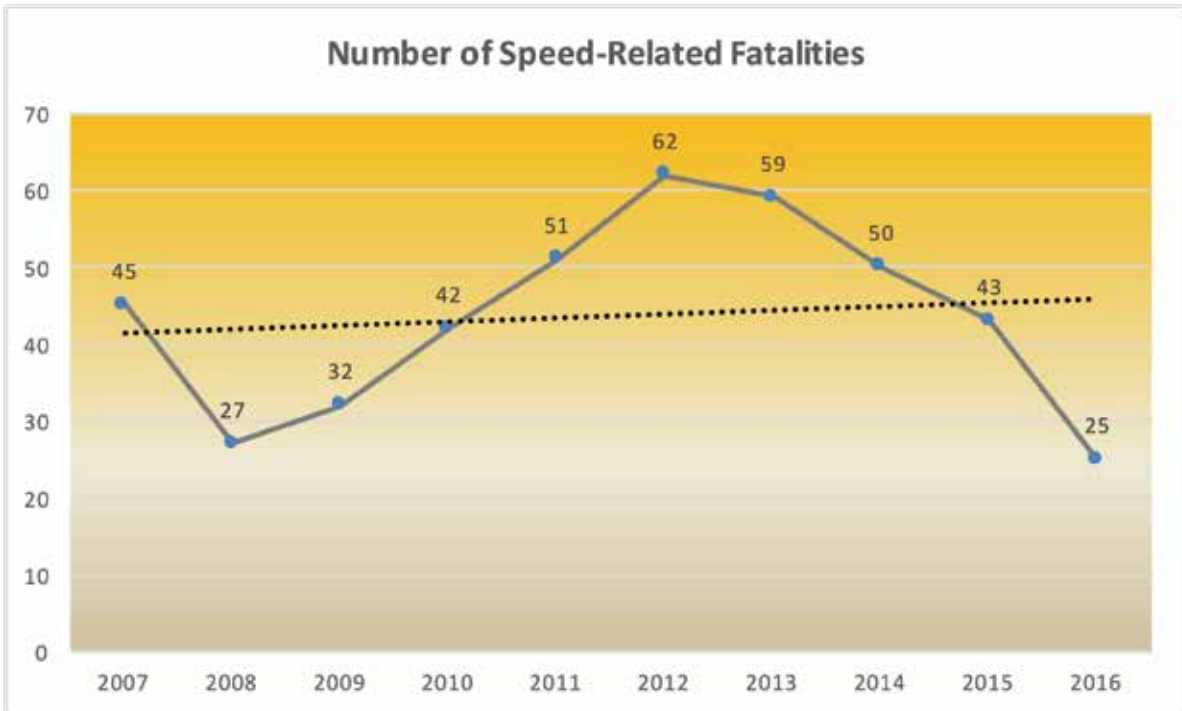
**Goal:** Decrease the Number of Unrestrained Passenger Vehicle Occupants

**CRASH DATA**



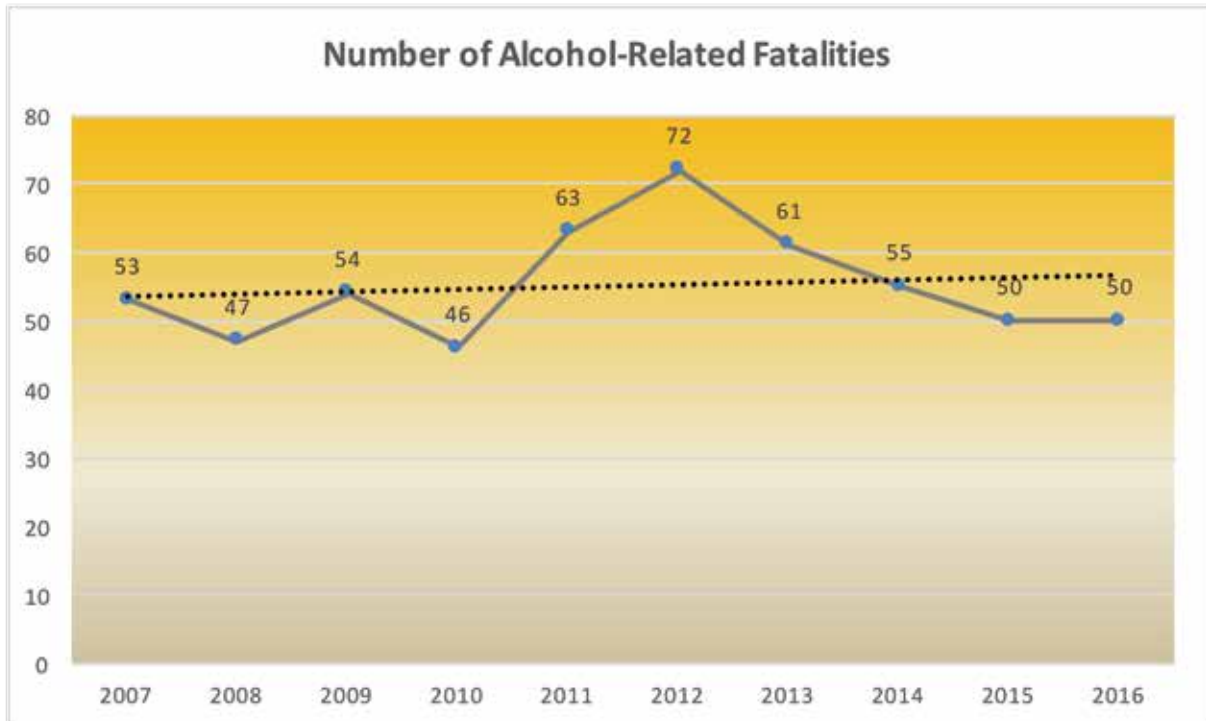
**Goal:** Decrease the Number of Speed-Related Fatalities

**CRASH DATA**

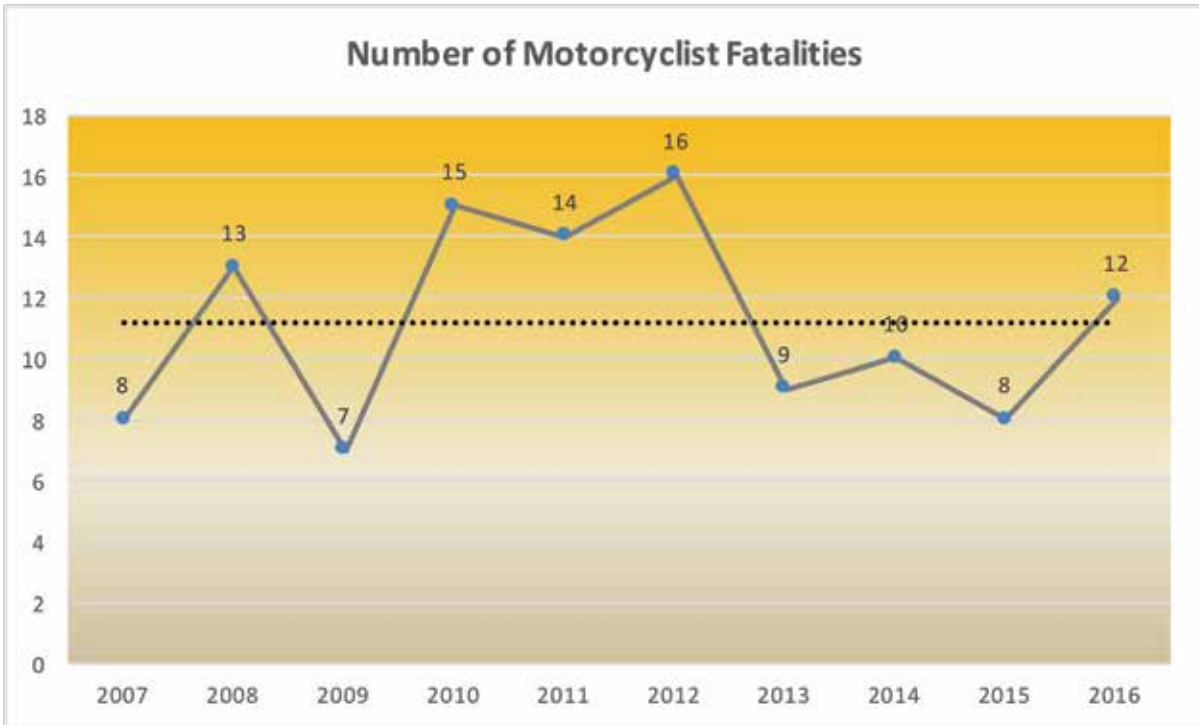


**Goal:** Decrease the Number of Alcohol-Related Fatalities

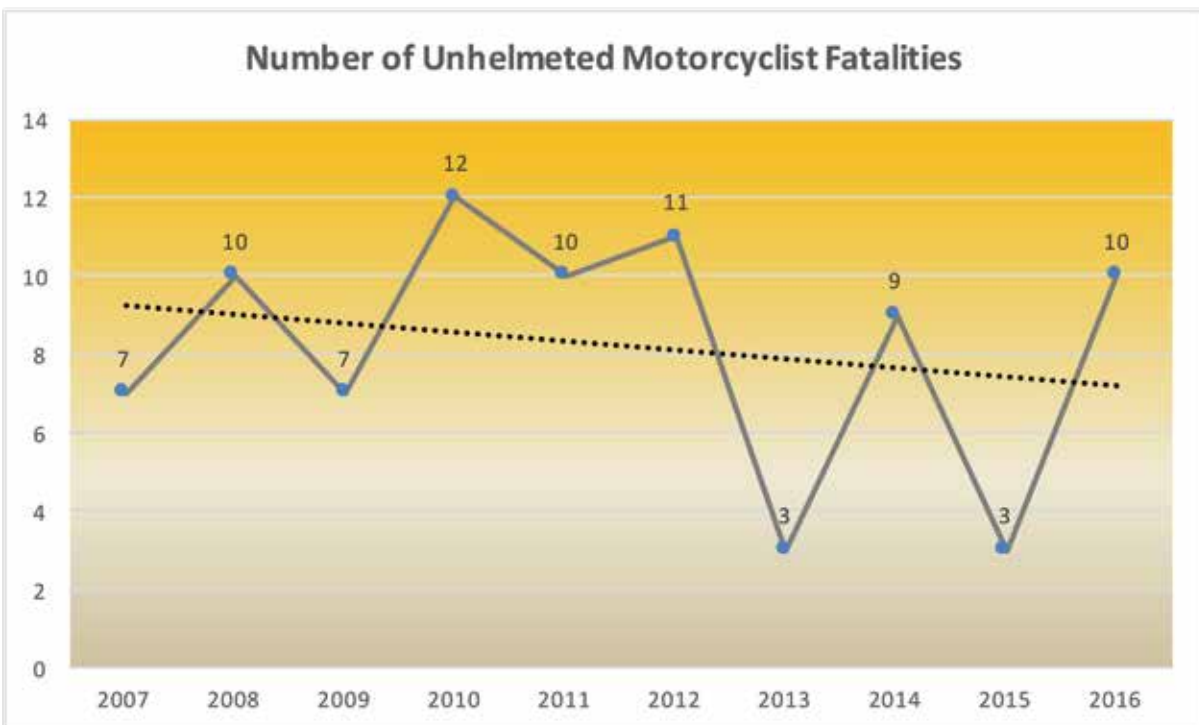
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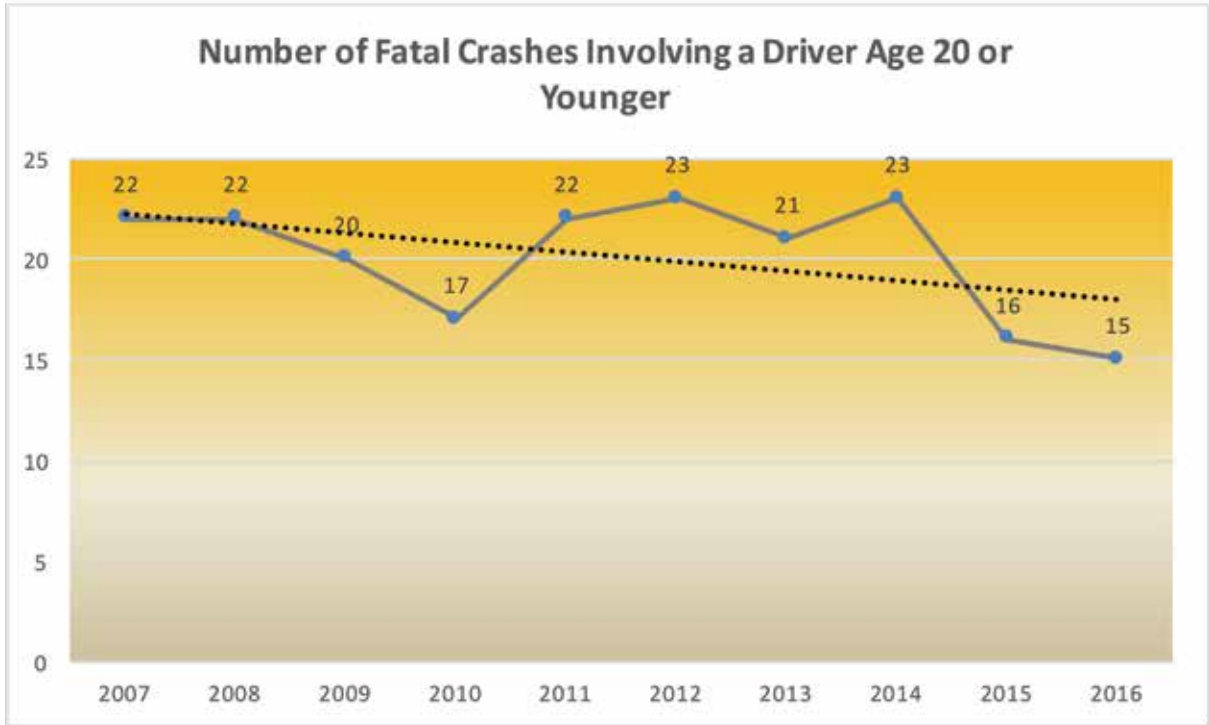
**Goal:** Decrease the Number of Motorcyclist Fatalities  
**CRASH DATA**



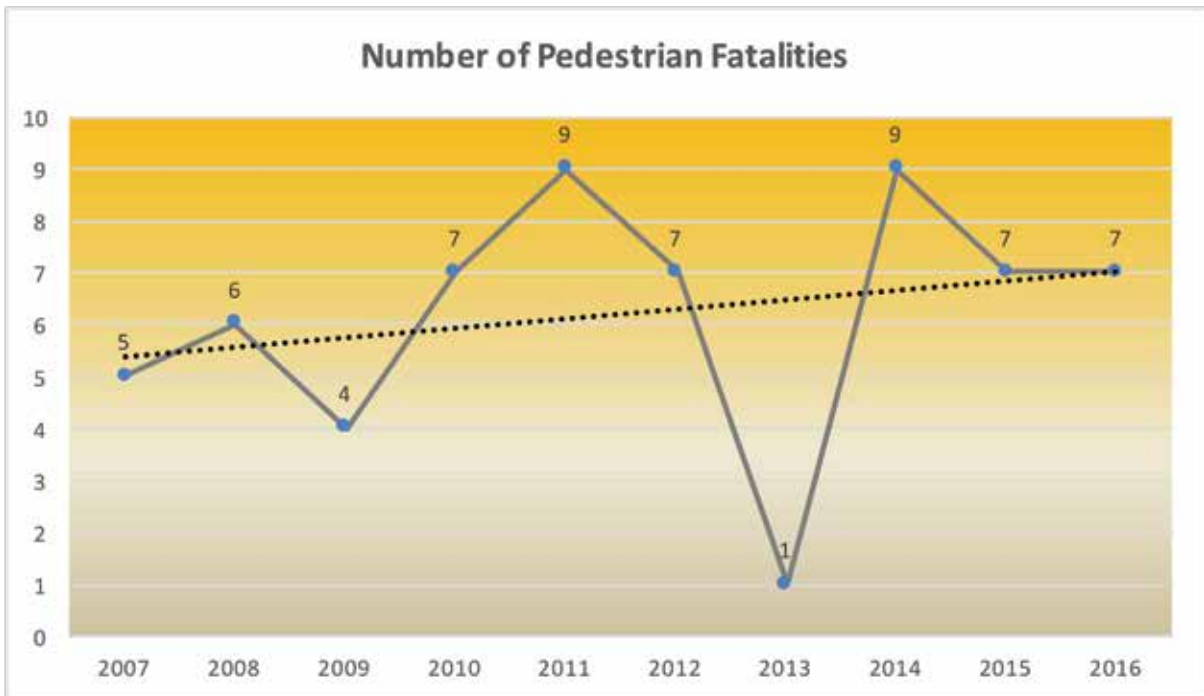
**Goal:** Decrease the Number of Unhelmeted Motorcyclist Fatalities  
**CRASH DATA**



**Goal:** Decrease Number of Fatal Crashes Involving a Driver 20 or Younger  
**CRASH DATA**

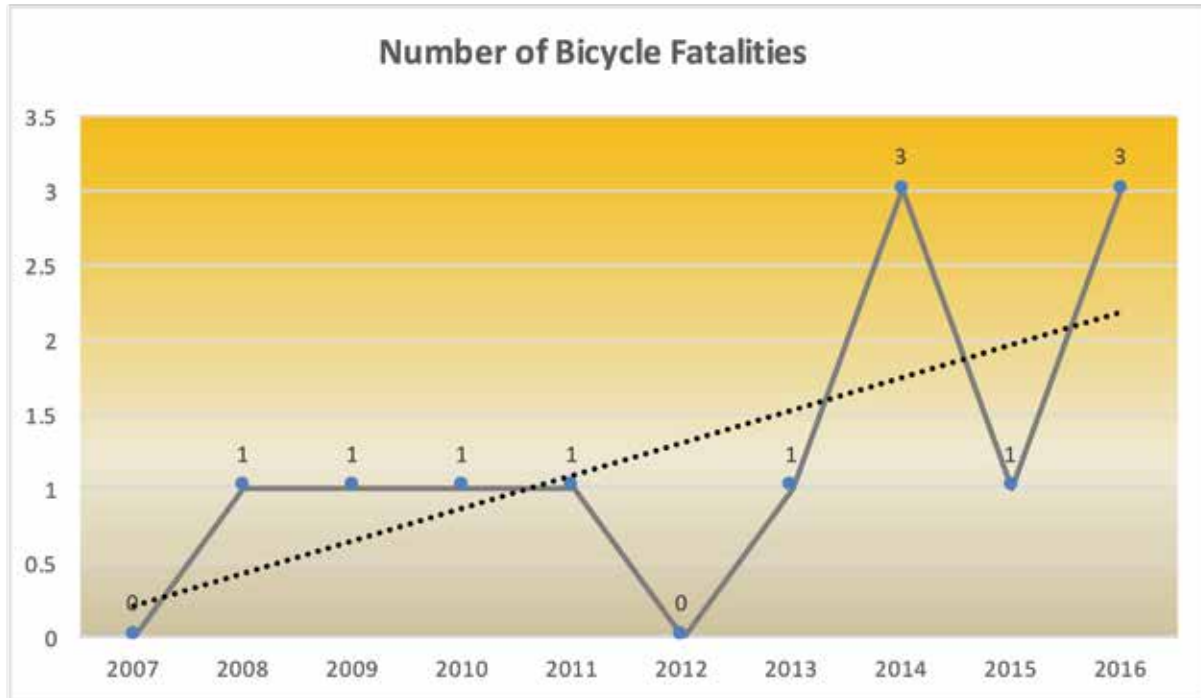


**Goal:** Decrease the Number of Pedestrian Fatalities  
**CRASH DATA**



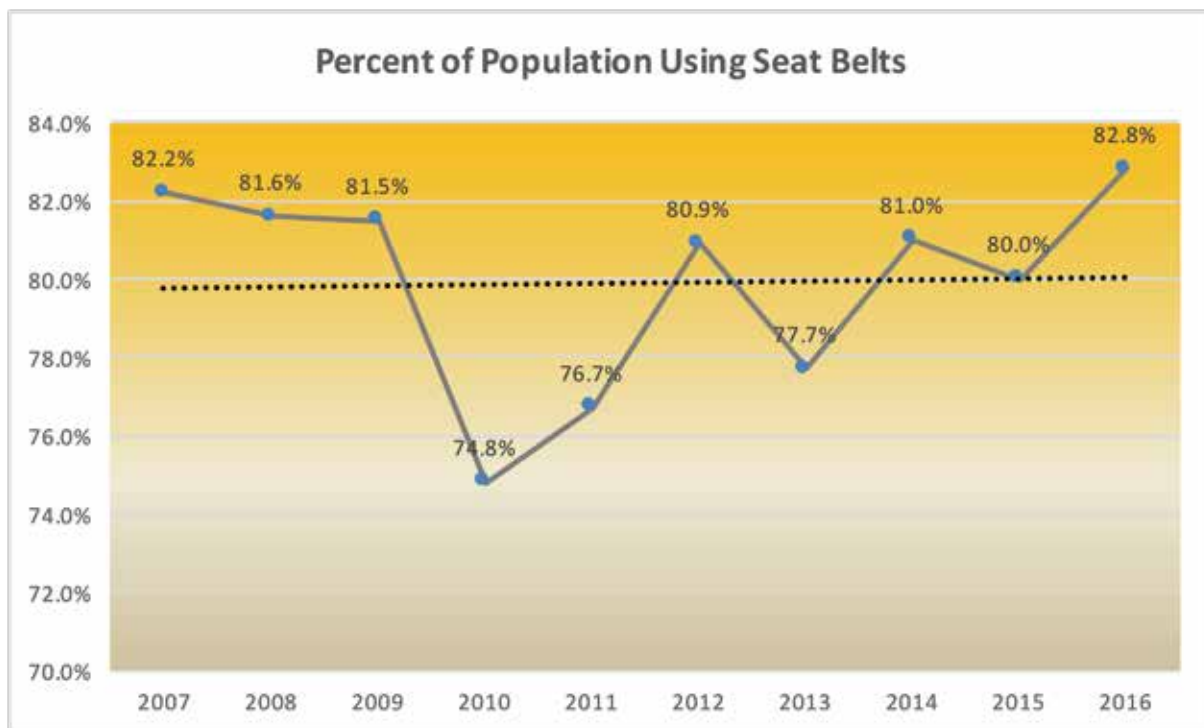
**Goal:** Decrease the Number of Bicycle Fatalities

**CRASH DATA**



**Goal:** Increase the Percent of Population Using Seat Belts

**OBSERVED SEAT BELT SURVEY**





# FFY 2017 PROGRAM SUMMARIES

## C1 CORE PERFORMANCE MEASURE COUNTERMEASURES

### Number of Fatalities from Traffic Crashes

Decrease the number of traffic fatalities by 0.5 percent from a five-year (2010-2014) average of 141.2 to a five-year average (2013-2017) of 140.5 by December 31, 2017.

Actual: 113 Fatalities

Performance Target: Met

### ■ Planning and Administration – PA1701-01

**Budget Expended: \$119,385**

#### Project Description

The costs under this program consist of the salaries of the Traffic Safety Program managers and the contract/finance program manager, travel, and miscellaneous expenses for general traffic safety activity not associated to a specific program area.

### ■ Program Management – CP1709-01

**Budget Expended: \$118,705**

#### Project Description

The costs under this program consist of the direct management costs and travel expenses for Community Traffic Safety Projects for salary, travel, and other direct costs.

### ■ County and Corporate Outreach Program (NDACo) – CP1709-02

**Budget Expended: \$240,301**

#### Project Description

The Safety Division provides a grant to the North Dakota Association of Counties (NDACo) to provide county-level traffic safety outreach to county leadership (i.e. commissioners), employers, schools, sports, and communities to increase support for traffic safety policies and intervention at the local level.

Activity occurs through diverse partnerships governed by the NDACo including the Institute of Local Government, the County Employers Group (CEG), and CEG Risk Managers Group and other partnerships within

the counties including law enforcement, businesses, sports venues, media, schools/universities, and other entities.

#### Results:

The North Dakota High School Activities Association (NDHSAA) offered a unique opportunity to connect with the high school system. The traffic safety message – Code for the Road – was at every sport and scholastic tournament throughout the year. Under this partnership the message was delivered through banners, program ads, informational booths and announcements at 22 athletic state tournaments, 8 fine art championships and numerous other regional and district events. The estimate reach is over 41,000 students at these tournaments.

- Continued sports venue partnerships to promote traffic safety messages through universities and amateur athletics as follows:
  - Fargo Force Hockey (3,299 average attendance)
  - Bismarck Bobcats (1,203 average attendance)
  - Fargo Moorhead RedHawks (3,607 average attendance)
  - North Dakota State University (14,358 enrollment)
  - University of North Dakota (14,648 enrollment)
  - Minot State University (3,412 enrollment)
  - Dickinson State University (1,425 enrollment)
  - University of Mary (3,200 enrollment) Not a sponsorship, but a partnership
- College and semi-professional programs had unified messaging to a targeted crowd of teens, young adults and their parents in the same setting at athletic venues throughout the state.
- Partnerships with the ND Amateur Softball Association (summer softball tournaments). New partnership with West Fargo Baseball/Young Field.
- Continued the partnership with McQuade's softball tournament – the largest single-weekend softball tournament in the country was held in Bismarck, ND. This tournament had over 452 teams and 15,000 fans. Traffic safety announcements were made

throughout the tournament, an ad appeared in the tournament handbook, and banners were placed at softball diamonds throughout the venue in the cities of Bismarck and Mandan.

- Reached nearly 1,810 students in 14 different counties across the state in both classroom and school assembly style training with the “Impact Teen Drivers” program. This program provided engaging awareness on the dangers of distracted driving and the importance of good decision making behind the wheel.
- Expanded the “Impact Teen Drivers” program by leveraging county government with the “Impact Teen Drivers Train the Trainer” program to increase more trainers across the state.
- Participated at different conferences by attending and/or presenting on traffic safety.
- Participated in the ND SHSP and was committee member for the Young Driver Emphasis Team.
- Participated at the NDACo Annual Conference and reached over 500 county officials each year with traffic safety messages/education.
- Provided traffic safety updates to the NDACo County Officials Association Board and the County Commissioners Association Board of Directors throughout the year in face-to-face meetings along with regular emails.
- Developed partnership with the County Engineers Association. Presented to the Board on the Traffic Safety Outreach Program and prepared to present at the annual conference in January.
- County traffic safety information was distributed via bi-monthly articles in County News and in the CEG Newsletter. Other areas to highlight the programs and offer services are:
  - Annual Report (brief summary of program highlights)
  - Common Ground (fosters positive communication and understanding between county officials and legislators)
  - Leader Letter (features brief announcements that may have the potential to be on the county board’s agenda)

**■ Program Evaluation (NDSU-UGPTI)  
– CP1709-06  
Budget Expended: \$31,039**

**Project Description**

The North Dakota State University (NDSU) Upper Great Plains Transportation Institute (UGPTI) was

asked to complete evaluation projects as requested by the NDDOT.

Costs consists of UGPTI’s consulting fees, sub-consultant fees, operating expenses, and an approved indirect cost rate.

The evaluation of projects and programs is needed to identify success and also to determine if changes may be needed.

**Results:**

The NDSU-UGPTI completed the following evaluation projects:

- The annual public opinion survey Knowledge, Attitudes, Behaviors, and Beliefs (KABB) are consistent with NHTSA/GHSA-established performance reporting requirements. This survey measures the public traffic safety knowledge, attitude, behavior and belief of North Dakota Drivers.
- Analyzed crash and driver data sets request to meet specific needs of the Safety Division.
- Alive at 25 program assessment was conducted. Participants from the Alive at 25 program were analyzed and tracked regarding driver crashes, citations, and impaired driving events. Before and after trends were examined.
- Continued the evaluation of the 24/7 Sobriety Program that showed the success of this driver-based intervention for DUI offenders.
- The Defensive Driving Course – Attitudinal Dynamics of Driving Program was not evaluated in FY2017.

**■ TSP Summit and Positive Community Norms & Event Coordination – CP1709-07  
Budget Expended: \$24,598**

**■ DD1711-04 Employer Cell Phone Policy Seminar (Vendor/Fiscal Agent)  
Budget Expended: \$ 3,364**

**Project Description**

The Safety Division contracts with a media contractor to assist the Safety Division to plan and conduct training, conferences and other traffic safety program events to coordinate and complete the event logistics.

**Results:**

- The Traffic Safety Partner Summit (TSPS) occurred in February 2017. The media contractor coordinated all aspects of the summit and training including reserving rooms, making arrangements with presenters, design and distribution of marketing materials, online registration, preparation of conference packets, and on-site support. The Positive Community Norms event did not take place this fiscal year.
- The TSPS provided an opportunity to convene all stakeholders and reaffirm the goals and expectations of the grant programs and the traffic safety goals. This was an opportunity to discuss success of programs, changes to programs, and potential policy changes. This annual event was well attended and survey results indicate that the participants believe the information was relevant to them and their goals.
- The Employer Cell Phone Policy Seminar presented by David Teater was held April 27, 2017 at the NDDOT. The audience included the NDSC staff members, NDDOT Executive Management, NDDOT Office Hold-

ers, NDDOT Division Directors and Division Engineers, and other NDDOT employees with a risk management or safety functions within the Department. The seminar included a presentation entitled *Distracted Driving – A Traffic Safety Epidemic* and covered:

- The serious threat of vehicle crashes and their impact on business and society.
- The science of driver distraction and how cell phone use while driving degrades driver performance.
- Common misperceptions about cell phone driving distraction.
- Why cell phone distraction is the leading cause of distraction crashes and is underreported as a factor in crashes and fatalities.
- Corporate response and why a policy prohibiting employee cell phone use while driving is “best safety practice.”
- Public opinion of cell phone driving bans.
- Potential technology solutions.

## C2 CORE PERFORMANCE MEASURE COUNTERMEASURES

### Serious Traffic Injuries

Decrease the number of serious traffic injuries by 0.5 percent from a five-year (2010-2014) average of 488.2 to five-year average (2013-2017) of 485.7 by December 31, 2017.

Actual: 429 (State Data)

Performance Target: Met

## C3 CORE PERFORMANCE MEASURE COUNTERMEASURES

### Motor Vehicle Fatalities per VMT

Decrease the rate of motor vehicle fatalities per VMT by 0.5 percent from a five-year (2010-2014) average of 1.47 to five-year average (2013-2017) of 1.46 by December 31, 2017.

Actual: 1.16 Fatality Rate/100 VMT

Performance Target: Met

## C4 CORE PERFORMANCE MEASURE COUNTERMEASURES

### Occupant Protection

Decrease the number of unrestrained passenger vehicle occupant fatalities, all seat positions, by 0.5 percent from a five-year (2010-2014) average of 69.6 to a five-year average (2013-2017) of 69.3 by December 31, 2017.

Actual: 48 Unrestrained passenger vehicle occupant fatalities, all seat positions  
Performance Target: Met

### Program Management – OP1705-01

**Budget Expended: \$47,415**

#### Project Description

The Occupant Protection Program is administered by Safety Division staff. The costs under this project consists of the salary of the program manager, travel, and miscellaneous expenses for the program.

### Overtime Enforcement – OP1705-05

**Budget Expended: \$307,302**

#### Project Description

Law Enforcement agencies (state, county, city and tribal) conducts sustained statewide high visibility enforcement of North Dakota's occupant protection laws in an effort to reduce the number of unrestrained fatalities statewide.

#### Results:

- Conducted three Click It or Ticket campaigns including participation in the national Click It or Ticket campaign in May.
- These sustained campaigns included participation from North Dakota Highway Patrol, 26 police departments and 24 sheriff departments. Over 6,300 hours of overtime was performed and a total of 8,782 citations were issued that included 1,256 seat belt and child restraint citations.
- These events were planned to coincide with the high crash months as identified through crash analysis.
- Agencies that participated in these campaigns were directed to identify high crash locations and crash times in their jurisdiction and to focus their effort on those locations and times.
- These sustained high visibility enforcement efforts conducted along with the statewide media campaigns and outreach programs have created an awareness that seat belts save lives. The number of unrestrained fatalities decreased from 69 in 2015 to 48 in 2016.

### Enforcement Media-Paid/Earned/PI&E – OP1705-06

**Budget Expended: \$279,236**

#### Project Description

The primary goal of the Occupant Protection campaigns is to educate North Dakota residents of the risks and consequences of not wearing a seat belt. The immediate goal is to change and influence North Dakota residents' behavior (increase seat belt use) to ultimately prevent and reduce injuries and fatalities due to vehicle occupants not wearing a seat belt. The failure to wear seat belts resulting in more motor vehicle fatalities than any other traffic safety-related behavior in North Dakota. The secondary goal was to provide information and education about traffic safety.

#### Results:

- The paid media plans were crafted to reach the target audience using the mediums they consume with enough reach and frequency to break through the clutter and teach them the message. We had three paid statewide campaigns that ran in conjunction with the national and state enforcement periods. The flights staggered from November 2016 to August 2017. The media for all three flights included statewide broadcast TV, cable TV, radio, digital and social media ads.
- All occupant protection flights used the existing TV and radio ads that featured Krista Slaubaugh of Tigirlily, a past crash victim who was wearing her seat belt and survived. Correlating digital and social ads, along with cover photos for social media and posters were created to go along with this already existing campaign. Through Krista's personal testimony and photos showing the extensive damage to her vehicle after the crash, the materials educated and influenced North Dakota residents by focusing on the real-life benefits of surviving a crash due to wearing a seat belt.

### Tribal Outreach Programs – CP1709-03

**Budget Expended: \$70,656**

North Dakota's Native American population is disproportionately impacted by motor vehicle fatalities. Native Americans represent 5.5 percent of North

Dakota's population but account for an average of 15 percent of motor vehicle fatalities over the past five years.

In 2016, 72.2 percent of Native American driver/passenger fatalities were unbelted at the time of the crash. In addition, of the 21 Native Americans killed in 2016 crashes, 80.9 percent were alcohol-related.

To advance the planning, coordination, implementation, and evaluation of traffic safety programs on each reservation, the Safety Division provided a grant to two of North Dakota's four tribes (Ft. Berthold and Turtle Mountain) to maintain a Tribal Traffic Safety Outreach coordinator in FFY 2017 to conduct traffic safety outreach.

Turtle Mountain Coordinator resigned in July of the contract year and Turtle Mountain did not replace the position.

#### Results:

Traffic Safety Outreach Coordinators:

- Conducted traffic safety presentations at schools and businesses on reservation.
- Sent newspaper releases to the local papers for all national and state campaigns.
- Developed and distributed radio PSAs
- Sent out email blasts and fact sheets on traffic safety to all tribal employees.
- Worked on updating Three Affiliated Tribes (TAT) Strategic Highway Safety Plan.
- Worked with local law enforcement for training on TraCS.
- Worked with KAT Communications on Good Health TV PSA project.
- Attended the Traffic Safety Partner Summit.
- A member of the SHSP Impaired Driving Task Force.
- Partnered with NDSU-UGPTI on Tribal Crash Reporting project
- The Coordinator on the Ft. Berthold Reservation is a Child Passenger Safety (CPS) technician and sits on the CPS Advisory Committee.

### **Native American Media – CP1709-05**

**Budget Expended: \$0.00**

#### **Project Description**

Native Americans represent the largest minority population in North Dakota. Almost 60 percent of the current Native American population in North Dakota

live on reservations and over 40 percent are under the age of 20.

#### Results:

- Did not contract with media firm specific to Native Americans. The media firm completed Native American projects and billed to the overall Occupant Protection, Impaired Driving and Distracted Driving projects. In FY18 the media firm will have a media plan specific to Native Americans.

### **Traffic Safety Partner Network**

**– CP1709-09**

**Budget Expended: \$13,500**

#### **Project Description**

This project will provide media services to assist the NDDOT to conceive, develop, implement, and evaluate traffic safety media campaigns.

The Traffic Safety Partner Network (TSPN) was developed in FFY16 consisting of private and public partners through employers, associations, groups and individuals. The TSPN exist to protect the health and safety of families, employees, and the community by preventing motor vehicle injuries and crashes through education, enforcement and policy activities.

#### Results:

- The media firm continued to send traffic safety email blasts to the current TSPN partners. The media firm completed these projects and billed to the overall Occupant Protection, Impaired Driving and Distracted Driving projects. North Dakota was chosen to be part of a pilot project with Network of Employers for Traffic Safety (NETS) on improving the TSPN by involving more employers.

## C5 CORE PERFORMANCE MEASURE COUNTERMEASURES

### 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 (2010-2014) average of 59.4 to a five-year average (2013-2017) of 59.1 by December 31, 2017.

Actual: 50 Fatalities involving a driver or motorcycle operator with a BAC of .08 or above

Performance Target: Met

### Program Management – ID1710-01

**Budget Expended: \$118,696**

#### Project Description

The Impaired Driving Program is administered by Traffic Safety Manager and Law Enforcement Program Manager. The costs under this project consist of the salary of the program managers, travel, and miscellaneous expenses for the program.

### Overtime DUI Enforcement – ID1710-02

**Budget Expended: \$321,069**

#### Project Description:

The Safety Division coordinates the deployment of regional enforcement efforts which bring together state, county, and city agencies to conduct impaired driving enforcement through statewide sustained overtime (saturation patrols and checkpoints). The agencies worked regionally during five events to target planned enforcement to high-risk periods where there's a greater risk of impaired driving in the regional such as holidays, community celebrations and data-driven times and locations.

#### Results:

- The North Dakota Highway Patrol along with 21 police departments and 25 sheriff's departments worked 6,950 overtime hours dedicated to impaired driving. All agencies under contract participated in the national Drive Sober or Get Pulled Over campaign.
- A total of 3,958 citations were written that included 365 DUI citations, 185 drug arrests, and 286 Minor Zero tolerance, minor in possession and minor in consumption arrests.
- Agencies who received funding for underage drinking enforcement conducted enforcement efforts above and beyond the scheduled impaired driving enforcement during pre-identified high-risk times such as proms and graduations.

- There were 166 compliance checks conducted during FFY 2017
- A total of 1335 overtime hours were dedicated to underage drinking enforcement.
- Officers issued over 531 citations during the underage drinking enforcement grant overtime
- In spite of many agencies being tasked with a number of other required overtime details in ND during FY 17 the participating agencies were still able to conduct traffic enforcement. This demonstrates the commitment of ND law enforcement to traffic safety.

### Enforcement Media – Paid/Earned/PI & E (Media Vendor) – ID1710-03

**Budget Expended: \$365,069**

#### Project Description

The primary goal of the impaired driving campaign is to educate North Dakota residents of the risks and consequences of driving impaired and preventing alcohol-related injuries and fatalities.

#### Results:

The paid media plans were crafted to reach the target audience using the mediums they consume with enough reach and frequency to break through the clutter and teach them the message. These five statewide campaigns ran in conjunction with the national and state enforcement periods. They staggered from October 2016 to September 2017. There were two campaigns focusing on underage in October and April/May. There were three campaigns focusing on Drive Sober or Get Pulled Over in December/January, March, and August/September. These campaigns outlined reach and frequency for statewide broadcast TV, cable TV, radio, digital and social media.

The media vendor used a combination of existing and new creative to teach the message that North Dakotans should always drive sober. Social media ads were created specifically for underage enforcement and the other three campaigns used existing TV and radio ads, "Empty Spaces – Josh Everett." Correlating digital and social media ads, cover photos for social media and posters were also created to go with the existing campaign.

## Video Camera Surveillance systems (Law Enforcement Agencies) – ID1710-05

**Budget Expended: \$91,000**

### Project Description

Agencies participating in the multi-agency enforcement regional efforts are eligible to apply for funds to purchase in-car video surveillance systems based on demonstrated need.

### Results:

- The North Dakota Highway Patrol and four local law enforcement agencies were awarded video cameras in FY17.
- Video cameras have been proven to reduce court time and aid in officer safety and continue to be an integral tool for the impaired driving investigation.

## Alcohol-Testing Equipment (State Toxicology Lab) – ID1710-06

**Budget Expended: \$1,967**

### Project Description

Funds are provided to the State Toxicology Lab to purchase equipment for testing samples of alcohol and drugs. Funding is also provided for training to the analysts to attend to stay current in forensic toxicology field.

### Results:

The State Toxicology Lab was able to utilize \$1,967 of the grant for attending the Intoxilyzer Users Group training. The equipment items requested by the lab (Randox Sample Kits [36], Randox Control Kits [24] and IC/MS/MS, Liquid Chromatography Mass Spectrometry) were not purchased for the following reasons: The IC/MS/MS was not purchased as the State Toxicology Lab is waiting for confirmation that the IC/MS/MS is an allowable purchase under the Buy America Act. The State Highway Safety Office requested clarification and continues to wait for that confirmation.

The Randox kits were not purchased as the kits have an expiration date and the Lab, with recent loss of staff, was not prepared to begin utilizing the kits during FY17.

## Traffic Safety Resource Prosecutor (TSRP) Program – ID1710-07

**Budget Expended: \$159,753**

### Project Description

Funding provided for the salaries, travel, operations and program costs associated with the TSRP program.

### Results:

- During the FFY 2016 TSRPs has trained over 1,000 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 are law enforcement, prosecutors and judges. The TSRPs also provided technical assistance to approximately 52 prosecutors and law enforcement personnel.
- The TSRPs has been instrumental in working with law enforcement to reduce the number of dismissed administrative hearings. This was beneficial to the administrative hearing process and to ensure that all DUI offenders were prosecuted swift and certain. A training was conducted in 8 locations in ND regarding the Administrative Hearing process and what the officer needs to do to win their case. This training was also recorded and made available for continuing education for all law enforcement agencies.
- The TSRPs have participated in national/regional trainings and conferences, such as the TSRP Conference, NHTSA Regional Law Enforcement Liaison (LEL), and TSRP Conference, and Governors Highway Safety Association (GHSA) Conference.
- A TSRP web page has been implemented on the North Dakota State's Attorney (NDSAA) website. This page was open to prosecutors and law enforcement to find training regarding impaired driving stops and courtroom testifying, Standardized Field Sobriety Test (SFST) training manuals, memos regarding interpretations of case law and etc. This page was valuable for law enforcement and prosecutors and is a go to source for each discipline.
- The TSRPs are co-chairs of the Impaired Driving Task Force (TF). The TF reviewed; current state laws, incarceration issues, current treatment practices, and data gaps. The TF worked to strengthen these areas by researching other state best practices and determining how to further develop state policy, laws and procedures.

**Program Evaluation (NDSU-UGPTI)**

– ID1710-08

**Budget Expended: \$27,497**

**Program Description**

Program evaluation supports the Safety Division’s planning, program development, and resource all location decisions. The North Dakota State University Upper Great Plains Transportation Institute (NDSU-UGPTI) will continue to analyze and validate arrest and conviction data of the NDDOT for accuracy, completeness and assessment of conviction rates for use to evaluate DUI strategies in place in the state.

Costs will consist of UGPTI’s consulting fees, operating expenses, and approved indirect cost rate.

**Results:**

- UGPTI conducted the Safety Divisions annual public survey of traffic safety knowledge, attitude, behavior and beliefs. UGPTI evaluates the responses received and prepared a draft and final report for the Safety Division. The results of this annual survey provided guidance for the Safety Division in determining how effective our messaging efforts have been.
- The 24/7 program is reviewed annually. The 24/7 program does appear to have a positive effect on the participants in reducing impaired driving and, overall, motor vehicle crashes. UGPTI will continue to conduct an ongoing evaluation of the 24/7 Sobriety Program to understand the success of the 24/7 programs as a driver-based intervention for DUI offenders that was targeted to specific offender groups.
- The Interagency Impaired Driving Database began Phase 1, which initiated the case study approach to data improvement by exploring ND data sources and systems that could be integrated for a holistic impaired driving data record system. Interviews have been conducted with relevant agencies and the data library framework is being developed.

**DUI Training/Events Coordination (Vendor Fiscal Agent) – ID1710-09**

**Budget Expended: \$24,562**

**Program Description**

The Safety Division contracts with a professional firm to act in the capacity of events planner to assist the Safety Division to plan and conduct training, conferences and other traffic safety program events.

The fiscal agent coordinates and completes the event logistics and act as a fiscal agent to reimburse the onsite and participant expenses associated with each of the following activities/events:

**Results:**

- This project provided funding for the 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 (included out-of-state training to attain certifications)
- Travel expenses were provided for DRE Officer of the Year to attend the DRE National Annual Conference in Denver.

**Attitudinal Dynamics of Driving Implementation Project – CP1709-10**

**Budget Expended: \$1,439**

**Program Description**

Defensive Driving Course - Attitudinal Dynamics of Driving (DDC-ADD) is designed to be an instructional intervention course for drivers who receive multiple traffic citations, a DUI, or drivers who are at fault in a vehicle collision. The psychology of this course is adopted from “Choice Theory” by Dr. William Glasser. Attitudinal Dynamics of Driving (ADD) is used extensively for court referrals, and also as a diversion program for people with DUI violations, excessive points, or any violation of law including minor alcohol violations, theft and other poor decisions. The North Dakota Safety Council will use the funds to develop the ADD course into a statewide program.

**Results:**

- The DDC-ADD project was implemented in FY16. In FY17 the NDSC coordinated 24 classes across the state to share information and perspectives on the DDC-ADD project, more specifically targeted to drivers with DUI violations, or any violation of law including minor alcohol violations, excessive points, or drivers who are at fault in a vehicle collision.
- The DDC-ADD’s 10 instructors reached 112 students during FY17.
- The NDSC generated program income throughout the course of FY17 and that income was applied to the expenses of the DDC-ADD program before grant funds were distributed.



- NDSC conducted an evaluation of the DDC-ADD program by tracking the students who have attended the class and will determine if there is a reduction in traffic violations when sufficient data has been collected.
- The DDC-ADD was a new program and at this time it is too early to determine the impact this program has had on impaired driving. The program will be evaluated by UGPTI to identify if there is an impact.

## Other Funds Parents LEAD

### Budget: \$180,000 State Funds

The Safety Division is a partner agency in the administration of the Parents LEAD (Listen, Educate, Ask, Discuss) program – an evidence-based underage drinking prevention program.

The Parents LEAD program provides education and awareness to parents about the importance of their involvement and intervention to ultimately change the drinking culture in North Dakota by deterring underage drinking and overconsumption.

Program content was developed in partnership between the Safety Division, the North Dakota Department of Human Services Division of Mental Health and Substance Abuse Services, the North Dakota University System Consortium for Substance Abuse Prevention, and the North Dakota State University Extension Services. These agencies also 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)) that includes an option to register for e-mail updates, television and radio ads, print materials, and a Facebook page.

The funding for the Parents LEAD program continues to be provided by the Department of Human Services

### North Dakota's SHSP Impaired Driving Strategies

The North Dakota SHSP identifies the following impaired driving strategies that will be pursued through the SHSP implementation by stakeholders in FFY 2017 and using other state and federal resources, yet to be determined.

Conduct a comprehensive assessment of impaired driving laws to strengthen administrative license sanctions and criminal penalties against best practices and recommend impaired driving policy changes.

### Included in this assessment will be the following key elements:

Extend/strengthen administrative license suspension of DUI offenders including first-time offenders. Continue to research and determine the best sanctions for impaired drivers.

Remove the option of BAC test refusal or establish stronger penalties for BAC test refusal than for test failure. (Note: North Dakota's DUI law effective July 1, 2013 criminalized the refusal. Also, based on federal court ruling states cannot remove the option of refusal.)

Impose increased penalties for a 0.15 BAC and higher. (Note: Through the passage of North Dakota's DUI law in 2013, DUI offenders with a BAC of 0.16 will receive more stringent sanctions.)

Strengthen impaired driving detection and public perceived risk of arrest in rural communities and on local roads by expanding the use of sobriety checkpoints during high visibility saturation patrols to combat impaired driving.

Apply holistic or ecological approaches (via persons, families, cultures, communities, and policies) to create a cultural awareness of risk and to educate the motoring public during high visibility enforcement campaigns.

Conduct highly publicized compliance checks and training for alcohol retailers and merchants to reduce sales to underage persons.

Conduct public outreach on accessible safe-ride alternative transportation services during high visibility enforcement campaigns.

### Results:

- High visibility enforcement and saturated media continue to be a priority.
- Public information and education pertaining to alternatives rides and compliance checks and server training continued to be a priority and was conducted by agencies who participate in these programs.
- Emphasis was placed on enhancing the DUI law to reflect the Supreme Court Decision of *Birchfield v North Dakota* and the recent *Helm v North Dakota* decision.
- Monitored the progress of the electronic warrant pilot program and coordinate with stakeholders to ensure that the program was expanded statewide.

# C6 CORE PERFORMANCE MEASURE COUNTERMEASURES

## Speed-Related Fatalities

Decrease the number of speed-related fatalities by 0.5 percent from a five-year average (2010-2014) of 52.8 to a five-year average (2013-2017) of 52.8 by December 31, 2017.

Actual: 25 Speed related fatalities  
Performance Target: Met

## Program Management – SC1707-01

### Budget Expended: \$0

#### Project Description

Safety Division staff administers speed management projects. Because of the nominal time allocated to this program area by Program Managers no time was charged directly to this project number.

## Radar Equipment to Law Enforcement – SC1707-02

### Budget Expended: \$81,961

#### Project Description

This project will provide radar equipment to law enforcement to facilitate the use of speed as a trigger violation for impaired driving and occupant protection enforcement periods.

#### Results:

- Agencies who participated the multi-agency enforcement effort for occupant protection were given priority for equipment funding. North Dakota's occupant protection law is a secondary violation for adults (18 and older). Officers typically use speed as a primary offense when making occupant protection stops.
- Radar/LIDAR units were awarded to the North Dakota Highway Patrol and local law enforcement agencies who demonstrated need for the speed control equipment and who participated in the federal and state Click It or Ticket (CIOT) enforcement campaigns.

## Oil Country Partnership – Paid/Earned Media (Media Vendor) – CP1709-04

### Budget Expended: \$29,156

#### Project Description

A partnership including the NDDOT, the North Dakota Highway Patrol, and the North Dakota Petroleum Council has been working together to develop a media campaign to target the motoring public in North Da-

kota's oil-producing counties and a set of traffic safety problems common to fatal and serious injury crashes in these counties including speed/aggressive driving, lack of seat belt use, and inappropriate passing.

#### Results:

- The partnership team met in late spring and elected to develop a new ad that would identify the No-Zone area of a commercial vehicle truck and how to drive safely around Commercial Motor Vehicles. The development and artwork for this ad was paid for by the North Dakota Petroleum Council. NDDOT provided the funding for the placement of this ad on cable TV, social and digital media during the summer of FY2017.



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

### Budget: \$126,000 FMCSA

The North Dakota Highway Patrol (NDHP) conducts a TACT-like (Ticketing Aggressive Cars and Trucks) high visibility enforcement program.

Funds are for the NDHP to conduct high visibility enforcement on overtime in areas of the state more prominently impacted by speed-related fatal and serious crashes.

#### North Dakota's SHSP Speed/Aggressive Driving Strategies

##### Project Description

The North Dakota SHSP identifies the following strategies that will be pursued through the SHSP implementation by stakeholders beginning in FFY 2015 and using other state and federal resources, yet to be determined.

- Educate state and local leadership and the public on the problem of speed in North Dakota to facilitate the enactment and support of legislation to strengthen penalties such as increased fines for right-of-way and speed violations.
- Strengthen speed detection and public perceived risk of being stopped and ticketed through sustained, well-publicized high visibility speed enforcement campaigns.
- Address the perception of widespread speeding by heavy vehicles by first conducting a statewide assessment of commercial vehicle speeds. In response to

- the assessment results, examine enforcement, safety education, and outreach safety strategies for priority regions or corridors identified as needing improvement.
- Install speed signing using variable message signs in school zones once selected.

**Results:**

- Expanded the Code for The Road to include a page on speeding/aggressive driving.
- Continued to provide support to the North Dakota Highway Patrol and local law enforcement for funding for equipment to conduct speed enforcement.

## C7 CORE PERFORMANCE MEASURE COUNTERMEASURES

### Motorcycle Fatalities

Decrease the number of motorcycle fatalities by 0.5 percent from a five-year (2010-2014) average of 12.8 to five-year average (2013-2017) of 12.7 by December 31, 2017.

Actual: 12 Motorcycle fatalities

Performance Target: Met

### Program Management – MC1706-01

**Budget Expended: \$5,792**

#### Project Description

The North Dakota Motorcycle Safety Program (NDMSP) contract was administered by Safety Division Program Manager. The costs under this project consisted of the salary of the manager, travel, and miscellaneous expenses for the program.

### Motorcycle Safety Education Program

**(NDMSP) ABATE of ND**

**– MC1799-02 & MC1706-02**

**Budget Expended: \$485,851**

#### Project Description

American Bikers for Awareness, Training, and Education (ABATE) coordinates local and mobile motorcycle training courses to assure statewide access to training by the public. The NDMSP prepares motorcyclists who participate in the course to develop skills and attitudes to assist them to reduce their riding risk. ABATE is tasked with increasing the public's awareness of motorcycles on the roadway. An awareness campaign entitled, Share the Road, with motorcyclists was conducted during the peak riding season.

**Results:**

- The NDMSP employed 20 rider coaches statewide and provided them updated training in preparation for the training season which began in May.

- Rider coaches taught 169 courses with a total of 1,605 students.
- ABATE maintained and was involved with several organizations in an effort to create a better public awareness of the NDMSP. Some of the groups include Bismarck/Mandan and Fargo Chambers of Commerce.
- ABATE partnered with motorcycle dealerships to conduct open houses and safety events to promote the NDMSP.
- Conducted advanced motorcycle safety classes for experienced riders consisting of independent riders and motorcycle (MC) clubs.
- ABATE entered into an agreement with the Harley Davidson Corporation to hold five Basic Rider Course (BRC) classes specifically for the people of Ryder, ND in July. This was to showcase the sport of motorcycling to teach the citizens of Ryder how easy it is to learn how to ride a motorcycle.
- The NDMSP displayed 10 motorcycle safety billboards throughout North Dakota during May, June, July and August. One additional billboard was displayed along Interstate 94 through September.
- ABATE worked with MidContinent Communications to secure almost 95,000 safety commercial ads for an in-kind value of approximately \$638,000 to promote these campaigns. ABATE also partnered with Bismarck and Fargo radio stations using their PSAs to promote motorcycle safety awareness.
- Continued a partnership with the North Dakota National Guard (NDNG) to provide motorcycle safety education to military personnel per U.S. Department of Defense requirements.
- Continued to partner with the Motorcycle Advisory Committee with eleven members including law enforcement, EMT, driver license supervisor, engineer, motorcycle groups, medical and marketing professionals.

## C8 CORE PERFORMANCE MEASURE COUNTERMEASURES

### Unhelmeted Motorcycle Fatalities

Decrease the number of unhelmeted motorcycle fatalities by 0.5 percent from a five-year (2010-2014) average of 9.0 to five-year average (2013-2017) of 8.9 by December 31, 2017.

Actual: 10 Unhelmeted motorcycle fatalities

Performance Target: Not Met

### Motorcycle Safety Education – Paid Media and Outreach – MC1706-03 & MC1706-04 Budget Expended: \$74,931

#### Project Description

The media and outreach plan is designed to expand the statewide safety campaign, Code for the Road, and media outreach to motorcycle riders and the general public to include topics such as licensing, training, motorcyclist conspicuity, impaired riding prevention and the benefits of personal protective gear.

#### Results:

- Continued to use the current public information and education material to support existing programs ran by ABATE and the NDMSP as well as encourage motorcyclists to take personal responsibility for their safety.

- PSA video was developed on All the Gear All the Time (ATGATT) and shared on social media.
- Media buys and in-kind match were negotiated based on promotional strategy and target audience.
- Paid digital ads included a banner ad with an accompanying audio ad for the Pandora digital placement, and email blasts were sent targeting motorcyclist enthusiasts. A total of four emails were sent out, reaching 155,200 unique individuals, 77,600 per email. Facebook and Twitter posts were used to promote motorcycle safety.
- The paid social media ads were crafted to build on the email marketing messages and included a message aimed at non-motorcyclists reminding them to be aware of motorcycles on the road.
- Roadside banners were placed in 5 locations in ND prior to Sturgis Week.
- The HSO in FY2018 will continue to promote motorcycle safety through PSAs and social media using the "All the Gear All the Time video, <http://www.ndcodefortheroad.org/heads-up/keller/>. And emphasizing motorcycle safety on the ND Code for the Road website *Heads Up* <http://www.ndcodefortheroad.org/heads-up/motorcyclists>.

## C9 CORE PERFORMANCE MEASURE COUNTERMEASURES

### 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 (2010-2014) average of 21.2 to five-year average (2013-2017) of 21.1 by December 31, 2017.

Actual: 15 Fatal crashes involving a driver age 20 and younger.

Performance Target: Met

### Program Management – TSP1708-01 Budget Expended: \$22,122

#### Project Description

The Youth/Young Adult Program is administered by Safety Division Program Manager. Funds will be used to pay for costs including salary, travel and operational expenses associated with administering youth/young adult projects.

### Teen Media and Outreach – TSP1708-02 Budget Expended: \$81,619

#### Project Description

This project consists of development of a media and outreach campaign targeting teens.

#### Results:

- The **Speak Up! Against Distracted Driving** campaign message was developed to empower teens to be proactive in driving safety, whether behind the wheel or a passenger in a vehicle.
- Partnered with Miss North Dakota's Outstanding Teen 2017 as an advocate for the Speak Up! campaign. Coordinated a powerful video inviting teens to participate in the campaign and sign the pledge to drive distraction-free.
- The **Code for the Road** and **Speak Up! Against Distracted Driving** messages were displayed at all sporting and scholastic tournaments throughout the year through a partnership with the North Dakota High School Athletics Association.
- Graphic elements were developed for use on the Internet in support of the teen campaign.
- Hologram boards were developed to promote seat belt

**ALWAYS WEAR  
FULL PROTECTIVE GEAR  
EVERY TIME YOU RIDE.**

**CODE  
FOR THE  
ROAD**

**NDDOT**  
North Dakota  
Department of Transportation

Leading  
the way  
**NMSP**  
NORTH DAKOTA MOTORCYCLE SAFETY PROGRAM

Safety Division 2598

use among teens. The boards help young drivers understand what happens when vehicle control is lost and occupants are not wearing seat belts. The hologram board portrays four different viewpoints of an incident which created a realistic visualization of a crash.

**Teen Driving Outreach – TSP1708-03**

**Budget Expended: \$0.00**

**Project Description**

Schools will develop and implement projects to increase student seat belt use and deter distracted and speed/aggressive driving. Law enforcement will enforce positive driver and occupant behaviors on and surrounding school grounds. Projects will consist of various types of student education and outreach including peer-to-peer activities and parent education to establish positive social norms.

**Results:**

This project was not implemented during FFY 2017. Discussions with some schools on the activities that were happening in schools across the state led to the decision not to implement during this fiscal year.

**Driver’s Education Curriculum and Support – DE1708-02**

**Budget Expended: \$2,637**

**Project Description**

The Safety Division provides grant funds to assist the North Dakota Driver and Traffic Safety Education Association (NDDTSEA) over a several year period to tailor the driver’s education curriculum used in the State of Oregon for use by driver’s education programs throughout North Dakota. In Oregon, the curriculum contributed toward reducing motor vehicle fatalities among new drivers. The curriculum, North Dakota Driver Risk Prevention Curriculum, moves beyond skills-based driver’s education to include behavioral safety skills and parent education.

**Results:**

- NDDTSEA adapted the curriculum in FFY 2009 and the curriculum was reproduced, promoted, and distributed to driver’s education instructors throughout the state each year since then. NDDTSEA has continued to provide training, technical assistance, and resources to driver’s education instructors to encourage use of the curriculum through continued funding through the Safety Division.
- Developed a multimodal interface for teachers and

learners called the Playbook. This interface blends 3D animations, real-world videos, interactive presentations and engaging student activities; all accessible through the Instructor flashdrive. This Playbook is updated yearly.

- Assisted NDDTSEA with their annual conference.
- Continued to update the NDDTSEA website. Placed teen and parent information on this site as well as information for the driver education instructors. There is a specific folder for mobile apps that parents can place on the teen’s phone so they cannot use the phone while driving.

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

**Budget Expended: \$3,715**

**Project Description**

Grant funds through the Ford Motor Company were used to offer the Ford Driving Skills for Life (DSFL) program in North Dakota.

**Results:**

- Held the 6th annual Ford DSFL in Grand Forks, ND in June 2016 over a full day with two sessions for participants to attend. The event consisted of a ride and drive session conducted via Grand Forks Police Department. 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. Additional distractions for the driver included the radio being on in the vehicle and the officers talking to them as they drove to simulate many distractions that a driver can experience while operating a vehicle.
- Participants were escorted through a series of traffic safety information, interactive activities and photo opportunity stations. The Grand Forks Sheriff’s Department educated the teens on impaired driving. The teens wore drunk goggles and rode a pedal cart through cones. The North Dakota Highway Patrol demonstrated the importance of wearing a seat belt by showing the teens how a belted person vs. an unbelted person move in the vehicle of the rollover simulator.
- Partnered with the local Ford dealership and event sponsors.
- Garnered media attention through a media alert and news release.
- Social media was used prior to the event and the day of the event.
- Partnered with the North Dakota Safety Council Alive at 25 program. This program was offered to the teens free of charge.

## C10 CORE PERFORMANCE MEASURE COUNTERMEASURES

### **Pedestrian Fatalities**

Decrease the number of pedestrian fatalities from a five-year (2010-2014) average of 6.6 by 0.5 percent to a five-year (2013-2017) average of 6.5 by December 31, 2017.

Actual: 7 Pedestrian fatalities

Performance Target: Not met

### **Other Funds Media – Paid/Earned/PI&E – Pedestrian Safety**

**Budget: \$65,000 FHWA**

#### **Project Description**

This project provides for paid and earned media and PI&E for motorist and pedestrian awareness to “Share the Road.” Funds will be used to purchase radio, television and print ads. Alternative media including social media, email blasts, etc. will also be used.

Funds are for the Safety Division’s media vendor to develop and implement pedestrian safety campaigns including paid media placement.

#### **Results:**

- Funding was provided to conduct Bike Rodeos across the state, develop a community tool kit to conduct Bike Rodeos, and develop a school crossing guard guideline and video.

- Funding was provided to media vendor to assist in the development of news releases and ordering supplies for local communities wishing to develop a Safe Routes to School (SRTS) program. News releases were issued for International Walk to School day in October. Communities organized walk to school events and included their mayor, school principals, and parents to encourage children to walk to school.
- The 17 larger communities in ND were solicited to conduct a SRTS program within their community. Six communities applied for and were awarded funding to conduct educational components in their schools, develop crossing guard programs, training for crossing guards, to conduct media events and enforcement of school zones, to all K-8 schools, that encourage children to walk and/or bike to school.

#### **Future Activities to Prevent Pedestrian Fatalities**

- The NDDOT will work to expand the public education and information and awareness regarding pedestrian safety by expanding the NDDOT web site to include pedestrian/bicycle safety tips and visibility.
- NDDOT will analyze data to determine locations and causes of crashes and will use that information to develop awareness campaigns.
- NDDOT continues to promote the development of walking trails and education on the proper use of those trails.

## C11 CORE PERFORMANCE MEASURE COUNTERMEASURES

### **Bicycle Fatalities**

Reduce the number of bicycle fatalities five-year (2010-2014) average of 1.2 by 0.5 percent to a (2013-2017) five-year average of 1.2 by December 31, 2017.

Actual: 3 Bicycle fatalities

Performance Target: Not Met

### **Other Funds Media – Paid/Earned/PI&E – Bicycle Safety**

**Budget: \$65,000 FHWA**

#### **Project Description**

This project provides for paid and earned media and PI&E for motorist and pedestrian awareness to “Share the Road.” Funds will be used to purchase radio, television and print ads. Alternative media including social media, email blasts, etc. will also be used.

Funds are for the Safety Division’s media vendor to develop and implement pedestrian safety campaigns including paid media placement.

#### **Results:**

- Funding was provided to conduct Bike Rodeos across the state, develop a community tool kit to conduct Bike Rodeos, and develop a school crossing guard guideline and video.
- Funding was provided to the media vendor to assist in the development of news releases and ordering supplies for local communities wishing to develop a Safe Routes to School (SRTS) program. News releases were issued for International Walk to School day in October. Communities organized walk to school events and included their mayor, school principals, and parents to encourage children to walk to school.

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#### **Future Activities to Prevent Bicycle Fatalities**

- The NDDOT is working to expand the public education and information and awareness regarding pedestrian safety by expanding the NDDOT web site to include pedestrian/bicycle safety tips and visibility.
- NDDOT will analyze data to determine locations and causes of crashes and will use that information to develop awareness and education campaigns.
- NDDOT continues to promote the development of walking/biking trails and biking lanes and education on the proper use of those trails and lanes.

## **B1 BEHAVIOR CORE MEASURES**

### **Observed Seat Belt Usage**

Increase the percent of observed occupants using seat belts by 0.5 percent from 80.4 (2015) to 80.8 (2016) by December 31, 2017.

Actual Seat Belt Usage: 82.8 percent  
Performance Target: Met

### **Annual Statewide Observational Seat Belt Survey – OP1705-03** **Budget Expended: \$55,136**

#### **Project Description**

The Safety Division conducts an annual statewide seat belt observation survey 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 5-11, 2017.

#### **Results:**

- North Dakota's seat belt use of front and outboard passengers was estimated at 82.8 percent.

### **Observational Seat Belt & Child Passenger Safety Survey of Rural Roadways – OP1705-04** **Budget Expended: \$10,253**

#### **Project Description**

North Dakota's rural roads provide vital social and commercial links for a widely dispersed population. Approximately two-thirds of the state's travel takes place on rural roads. The Safety Division conducts an annual observational seat belt and child passenger safety (CPS) survey on rural local roads (non-state system) to determine seat belt use rates in rural locations. North Dakota continues to measure seat belt use on non-interstate rural roads.

#### **Results:**

- The observed seat belt use rate on North Dakota's rural roads was not conducted in FY 2017. The CPS protection use rate was 95.7%. The 0-3 year olds restraint use was 99.2%; 4-9 year olds use at 95.1%; and the 10-14 year olds use at 92.6%.



# A1 - A3 CORE ACTIVITY MEASURES

ACTIVITY MEASURES		
Program Area	2015 Data	2016 Data
A1 Seat Belts	3,831	3,352
A2 Impaired Driving Citations	817	689
A3 Speeding Citations	5,717	4,483

Activity measures are used for tracking purposes only. No performance goals/targets are identified.

## Program Management (Program Manager) – PT1702-01

**Budget Expended: \$0.00**

### Project Description

The Safety Division staff will provide training, technical assistance and resources to law enforcement to build capacity and expand operational proficiency toward the effective enforcement, arrest, prosecution, and adjudication of traffic safety offenses.

Program costs include salary, travel and operation expenses associated with administering police traffic services projects.

## Web-Based Law Enforcement Reporting System – PT1702-03

**Budget Expended: \$10,044**

### Project Description

The Safety Division maintains the web-based law enforcement reporting system to facilitate grant reporting by participating law enforcement agencies for high visibility enforcement programs. The system allows for enforcement data and reimbursement to be managed electronically. Maintenance may include any revisions to the existing system that may be deemed necessary.

### Results:

- Funding was set aside to cover the costs associated with maintaining and hosting the Law Enforcement Web Reporting (LEWR) System. Updates were made to existing reports to further enhance the needs of law enforcement so that they were better able to monitor their enforcement efforts and attain the required performance measures.

- The LEWR system is an integral electronic system that allows the NDDOT to be able to effectively monitor the enforcement overtime grant programs in an efficient manner. The LEWR system has reduced the amount of administrative time previously charged to the grant by law enforcement grant administrators as the program is able to calculate hours and mileage rates along with citation totals.

## Law Enforcement Training (Vendor/Fiscal Agent) – PT1702-04

**Budget Expended: \$9,220**

### Project Description

The Safety Division contracts with a professional firm to assist the Safety Division to plan and conduct training conferences and other law enforcement events. The firm will coordinate and complete the event logistics and act as a fiscal agent to reimburse the on-site and participant expenses.

### Results:

- Funding was provided to reimburse law enforcement for travel expenses to attend Traffic Occupant Protection Strategies (TOPS) training. The TOPS training is required by all officers who work the occupant protection overtime grants. Officers are reimbursed for meals, mileage and hotel costs associated with attending the TOPS training.
- A distracted driving training presentation was developed and presented to the law enforcement in Bismarck. The distracted presentation was placed on the North Dakota States Attorney Association/Traffic Safety Resource Prosecutor web page for agencies to access for continued training.

# A4 CORE ACTIVITY MEASURE

ACTIVITY MEASURES		
	2016 Data	2017 Data
<b>A4 Percentage of Crash Reports Submitted Electronically.</b>  <b>April 1 - September 30 time frame for each year</b>	99.0	100.0

Activity measures are used for tracking purposes only. No performance goals/targets are identified.

## Program Management (Traffic Records Manager) – TR1704-01

**Budget Expended: \$123,946**

### Project Description

The Data Analysis Section within the Safety Division is responsible for the direct management of the traffic records program including: (1) data management and analysis including crash data editing and entry into the Crash Reporting System, the development of the annual crash summary, provision of data to respond to data requests from within the NDDOT and from other state, local and federal agencies and the general public, and analyzing traffic safety data for the statewide problem identification included in the annual HSP; (2) maintenance of the Traffic Records Coordinating Committee (TRCC) and continuation of priority projects identified within the Traffic Records Strategic Plan (TRSP); (3) procurement and monitoring of information technology (IT) services to support TRSP projects; and (4) working with law enforcement and NDDOT staff to identify and correct frequent data errors and to provide technical assistance and resources to assure accurate, timely, complete, uniform, accessible and integrated reporting of crash report data elements.

### Results:

- Managed the Crash Reporting System (CRS) and developed the Crash Summary.
- Held quarterly meetings with the TRCC.
- All of North Dakota crashes were electronically submitted via TraCS.
- North Dakota’s Traffic Records Coordinating Committee (TRCC) continued to work toward the objectives of the state’s Traffic Records Strategic Plan (Plan).
- The TRCC revised the Plan to incorporate recommendations obtained through a requisite NHTSA Traffic Records Assessment (TRA) completed in February 2016. NHTSA required an assessment be completed every five years.

- The revised Traffic Records Strategic Plan included projects to address timeliness, accuracy, completeness, uniformity, integration, and accessibility of the CRS, driver system, vehicle system, adjudication/ court system, roadway information quality system, and injury surveillance system.

## Crash Data Systems Enhancement (NDDOT Information Technology) – TR1704-02

**Budget Expended: \$9,302**

### Project Description

This project will provide for the system enhancements necessary to allow remote data entry of crash reporting via TraCS (Traffic and Criminal Software). Integration of TraCS with the existing Crash Reporting System (CRS) enhances timely reporting, crash data reliability and access by state and local agencies.

### Results:

- The CRS continued to be improved with the identification and correction of program errors. Various software packages – ArcMap, Cognos, and TraCS – were used for the traffic records manager to access data from the mainframe computer for identification and correction of data errors. This allowed for flexibility and provided for enhanced problem identification of motor vehicle crash data and enhancements to crash data accuracy. The report generation segment of the CRS – Cognos and TraCS – have an online query function and multiple reporting functions. Reports generated on a desktop personal computer are “print-ready,” to substantially reduce the amount of time spent creating and editing desktop publishing documents.

Further reports will be developed as needed.

- The crash report form and the officer’s instruction manual will be reviewed, updated, and reprinted as

needed. Revisions to the crash report will include guidance from the TRCC for maximum adoption of Minimum Uniform Crash Criteria (MMUCC) elements and attributes.

- Some of the enhancements made to the TraCS crash report required enhancements to the CRS, Cognos, and other applications. These enhancements were made by the Information Technology Section within NDDOT.

## **TraCS (Information Technology Vendor) – TR1704-03**

**Budget Expended: \$296,864**

### **Project Description**

The State of North Dakota uses the TraCS (Traffic and Criminal Software) electronic crash reporting software through a Memorandum of Understanding (MOU) with the State of Iowa – the software licensor.

An information technology vendor is under contract with the NDDOT Safety Division for the maintenance of TraCS and associated TraCS modules (incident location tool, electronic citations, Report and Notice form, etc.) and the TraCS Web conversion. The vendor also coordinates with local law enforcement agencies throughout the state to install the software, provide training to law enforcement officers, and to provide ongoing technical assistance and resources to facilitate efficient TraCS use.

TraCS will be updated to collect additional MMUCC elements and attributes as determined through the TRCC.

### **Results:**

- Funds were used to reimburse the vendor’s hourly services, travel, and other direct costs associated with TraCS.
- The Traffic Records Program continued to deploy TraCS (Traffic and Criminal Software), North Dakota’s electronic crash reporting system. The Traffic Records Program Manager worked with an information technology (IT) vendor to install TraCS software at the local level, train law enforcement officers and administrative staff, and provided IT support for agencies using TraCS.
- All of NDDOT crash reports were submitted electronically via TraCS.
- North Dakota has converted all agencies to TraCS Web, thereby allowing law enforcement to have the most recent crash form. TraCS Web allows for the

timely correction to validation rules in the crash form thereby improving the accuracy. The TraCS Web crash report has been completely redone to include most of the MMUCC elements and attributes and to ensure that it meets the Federal Motor Carrier Safety Administration recommendations.

- Each of North Dakota’s four tribes (Standing Rock, Three Affiliated Tribes/MHA Nation, Turtle Mountain Band of Chippewa, and Spirit Lake Nation) had expressed an interest to use TraCS in the near future. Two of the four tribes have TraCS installed and were being encouraged to submit their crash reports to NDDOT.

## **Annual TraCS License Fee (Software Licensor) – TR1704-04**

**Budget Expended: \$237,000**

### **Project Description**

The State of North Dakota uses the TraCS (Traffic and Criminal Software) electronic crash reporting software through a Memorandum of Understanding (MOU) with the State of Iowa – the software licensor. The annual cost of the license fee is \$79,000. Costs will be limited to the payment of the licensing fee.

### **Results:**

- North Dakota continued to use TraCS as an electronic crash reporting software. Payment was issued to the State of Iowa for the licensing fees for 2015-2017.

## **EMS Data Analyst (ND Department of Health) – TR1704-05**

**Budget Expended: \$60,445**

### **Project Description**

This project provides funds to the North Dakota Department of Health Division of Emergency Management Services and Trauma (DEMST) to fund a full-time EMS (emergency medical services) data analyst. The position is responsible 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.

### **Results:**

- The Safety Division continued to fund the EMS Data Analyst position. The Analyst analyzes data from the ND Trauma Registry and the Statewide Online Ambulance Reporting system. The EMS Data Analyst is an integral member of the Traffic Records Coordinating Committee.

- Improved EMS and trauma data allowed for improved evaluation of program functions to build capacity with in the state’s EMS and trauma systems for improved response to motor vehicle crashes.
- The EMS Data Analyst position is currently vacant as of June 30, 2017 due to state budget cuts. The NDDOT is working with the North Dakota Department of Health to obtain data needed until the position is filled.

**Annual Crash Summary Other Funds – Staff Salaries through FHWA funds**  
**Budget Expended: \$0**

**Project Description**

The NDDOT Safety Division publishes the annual North Dakota Crash Summary which combines numerous crash analysis documents into a single comprehensive analysis of annual and historical crash data in North Dakota.

**Results:**

- This document is a valuable reference for the NDDOT and traffic safety partners for problem identification, planning, evaluation, and media inquiries. The document is available on the NDDOT website at: <https://www.dot.nd.gov/divisions/safety/docs/crash-summary.pdf>

**Other Projects in the Traffic Records Strategic Plan**

Other projects in the current Traffic Records Strategic Plan include quality assurance projects for each of the six data systems (crash, citation/adjudication, driver, injury, roadway, and vehicle) to be completed through each agency with responsibility for the data system. Quality assurance projects will be completed with existing agency resources for standard operations. No federal funds will be used for these projects except as identified in projects listed above.

## A5 CORE ACTIVITY MEASURE

ACTIVITY MEASURES	2015	2016
A5 percentage of misused car seats during checks	78%	76%

Activity measures are used for tracking purposes only. No performance goals/targets are identified.

**Child Passenger Safety Program – OP1705-02**  
**Budget Expended: \$114,850**

**Child Passenger Safety Restraints – OP1705-07**  
**Budget Expended: \$21,980**

**Project Description**

The Child Passenger Safety (CPS) Program goal is to increase the use of car safety seats, booster seats, and seat belts by infants, toddlers, children, and tweens (children aged eight through 12). The North Dakota Department of Health (NDDoH) provides community CPS services to parents and caregivers applicable to the safety of children.

**Results:**

- Provided technical assistance and resources to the public related to child restraint devices and North Dakota’s CPS law.
- Promoted CPS education as a routine component of other programs including Women, Infant, and Children (WIC), immunization, pre-school screening, and other programs through use of a variety of materials including audiovisual aids, exhibits, newsletters, etc.
- Maintained partnerships with agencies including local law enforcement agencies, local public health agencies, childcare providers, WIC programs, Head Start programs, Safe KIDS North Dakota, and schools for program outreach.
- Completed CPS Month activities resulting in 499 classroom presentations and distribution of CPS materials to classrooms. Total outreach efforts are estimated to have reached 18,893 children.

- CPS law was updated during the 2017 legislation to include children to be in car restraints through age 7.
- Due to change in CPS law the following publications were recreated, printed and distributed:
  - CPS law and best practice flyer
  - Law enforcement CPS law quick reference card
  - 8 translations of the CPS law and best practices flyer
    - Arabic
    - Bosnian
    - Chinese
    - Farsi
    - French
    - Nepali
    - Somali
    - Spanish
  - CPS best practice poster
- Purchased and provided car seats and supplies to local agencies to distribute to families in their communities. A total of 672 car seats were purchased. The seats were provided 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 44 participants completing all course requirements.
- Conducted numerous other CPS workshops and training throughout the state for law enforcement, hospital staff, social workers and other professionals.
- Conducted CPS trainings, presentations and events throughout the state. This included eight CPS trainings at Law Enforcement Training Centers with 148 participants.
- A two-day workshop was held in Bismarck with approximately 70 CPS techs in attendance.
- Assisted 242 certified CPS technicians to maintain their certification.
- There are currently 13 proxies in the state. Proxies are able to sign off on CPS technician installs for recertification.
- Used the NDDoH Injury Prevention Program's Facebook site to send out current CPS information/campaigns.
- Continued the CPS Advisory Committee to provide technical assistance to the current CPS program and activities. The committee includes professional/public members including child care providers, physician, advocates, EMS, law enforcement, government agencies, and other partners. The committee identified priority strategies using the NHTSA Countermeasures That Work guide as follows:

- Strengthen Child/Youth Occupant Restraint Laws
- Researched a data source for detailed injury data to understand what injuries occurred as a result of motor vehicle crashes.
- Communications and Outreach Strategies for Booster Seat Use
- Coordinated car safety seat checkups throughout the state in partnership with local programs and auto dealerships. The NDDoH assisted with 65 car seat checkups, inspecting 852 car seats.
- Data from car seat checkups statewide demonstrated:
  - 76 percent of car seats checked were misused
  - 60 percent of children were incorrectly secured in the child restraint
  - 65 percent of car seats were installed incorrectly
  - 4 percent of the car seats were not appropriate for the child
  - 46 percent of car seat owners did not register car seat with the manufacturer after receiving car seat.



**“Wearing a seat belt saved my life.”**

*Krista Slaubaugh of Tigirlily*

**CLICK IT OR TICKET.**

**CODE THE ROAD**      **NDDoH**  
North Dakota Department of Transportation

## A6: DISTRACTED DRIVING & OTHER ACTIVITY MEASURES

OTHER ACTIVITY MEASURES	2013	2015	2017
<b>Distracted Driving</b>			
<b>Percent of students who drove a car or other vehicle while texting or emailing while driving in the past 30 days.</b>	59%	61%	53%
<b>Percent of students who drove a car or other vehicle who talked on a cell phone while driving in the past 30 days.</b>	58%	68%	56%

### Program Management – DD1711-1

**Budget Expended: \$5,555**

#### Project Description

Direct management costs and travel expenses for young driver projects is funded.

### Overtime Enforcement

**(Law Enforcement Agencies – DD1711-0)**

**Budget Expended: \$41,213**

#### Project Description

Law enforcement agencies will conduct overtime enforcement of North Dakota’s anti-texting law. This program is conducted primarily in urban areas.

Funds are for grants to participating law enforcement agencies to conduct high visibility enforcement overtime in areas of the state more prominently impacted by distracted driving fatal and serious crashes.

#### Results:

- Sixteen law enforcement agencies participated in two statewide distracted driving overtime grant activities in FY 2016. The statewide enforcement took place in April and September, 2017.
- These agencies conducted 995 hours of distracted driving overtime and issued 437 distracted driving citations. Agencies were reimbursed for the overtime hours dedicated to the distracted driving overtime.

### Media – Paid/Earned (Media Vendor) – DD1711-03

**Budget Expended: \$67,101**

#### Project Description

The Safety Division provides distracted driving enforcement messages to the public through paid and earned media in conjunction with distracted driving enforcement events.

The primary goal of the distracted driving campaign is to educate North Dakota drivers and passengers about the risks of distracted driving, while reminding drivers about the penalties they may face if caught driving distracted (including texting) on North Dakota roads. The goal is to change and influence North Dakota residents’ behavior to prevent and reduce distracted driving-related crashes resulting in injury or fatalities.

#### Results:

- The paid media plans were crafted to reach the target audience using the mediums they consume with enough reach and frequency to break through the clutter and teach them the message. There were two paid statewide campaigns that ran in conjunction with the national and state enforcement periods. These campaigns were in April and September.
- A third flight was added (June-August) to inform all North Dakota drivers about the new distracted driving law that went into effect August 1, 2017. The goal of this flight was to inform North Dakota drivers in a timely manner about the new law to save them a ticket, but more importantly, so they recognize that distracted driving includes behaviors other than texting/cell phone use.
- The distracted driving creative was all new for this contract to teach the message that North Dakotans should drive distraction-free. For the two campaigns in April and September, they focused specifically on texting and driving, providing a powerful statistic on just how much more likely a distracted driver is to crash. Radio, digital and social media ads were created, along with cover photos for social media and posters for distribution in Driver’s License and Motor Vehicle lobbies, NDDOT district and section offices. The new law creative included correlating digital and

social media ads along with cover photos for social media.

- Handouts were developed for the NDDTSEA (North Dakota Driver and Traffic Safety Education Association) conference. The handouts provided a description of the distracted driving prevention program and the campaign materials that are available to the NDDTSEA group for use.
- News releases were developed for each enforcement campaign and issued to the media outlets in the communities where distracted driving overtime enforcement was to take place. Post news releases were issued after each campaign that detailed the enforcement results.

- Facebook and Twitter accounts were used to share news stories about the enforcement campaigns and to engage followers in the conversation of distracted driving.
- Email blasts were distributed to the partners of the Traffic Safety Partners Network and the members of the Strategic Highway Safety Plan. The email blasts provided information about the enforcement campaigns and distracted driving.



# ACCOMPLISHMENTS

**Through the efforts of the NDDOT, grantees, and traffic safety partners throughout the state, the following traffic safety activities were accomplished in FFY 2017.**

- Applied for and received funding through NHTSA under the new federal requirements of FAST-ACT (Fixing America's Surface Transportation Act) – the federal transportation bill – for the following grant programs to support traffic safety programming statewide. These grants totaled \$3,884,801 in new funds for FFY 2017.

Section 402, Highway Safety Programs

Section 405(b), Occupant Protection Low Belt Use

Section 405(c), Data Program

Section 405(d), Impaired Driving High Fatality

Section 405(d), 24-7 Sobriety Programs

Section 405(e), Distracted Driving

Section 405(f), Motorcycle Safety

- Coordinated Year 7 of a sustained, multi-agency impaired driving law enforcement crackdown to decrease alcohol-related motor vehicle fatalities.
- Continued to conduct quarterly Click It or Ticket high visibility enforcement campaigns to increase seat belt use in North Dakota.
- Completed significant data analysis and evaluated several programs to determine program improvements for more targeted, effective programming in subsequent years.
- Developed new media ad campaigns to sustain traffic safety messages to the public.
- CPS legislation was passed to include children through age 7 to be in a child restraint system.
- Provided resources to law enforcement to increase the number of Advanced Roadside Impaired Driving Enforcement (ARIDE) training and Drug Recognition Experts (DREs) in the state to improve the identification of drugged drivers.

- Conducted the annual Traffic Safety Partners Summit. The Summit provides training and resources to law enforcement, engineers, EMS and educational professionals. An awards banquet was held to acknowledge law enforcement officers, media, and citizens for their contributions to traffic safety. The banquet was sponsored AAA North Dakota.

- Provided grant funds in support of tribal outreach through public information and education activities. Grants were provided to Three Affiliated Tribes and Turtle Mountain Band of Chippewa for Tribal Community Traffic Safety Programs.

- Provided grant funds to the North Dakota Association of Counties to provide outreach through public information and education activities to county-level leadership and employees.

- Promoted Parents LEAD (Listen, Educate, Ask, Discuss), an underage drinking prevention program for parents or caregivers that provides resources and information to assist them to prevent underage alcohol consumption. The program is jointly administered between four state agencies: the NDDOT, the North Dakota University System, the North Dakota Department of Human Services, and North Dakota State University Extension Service.

- Deployed electronic crash reporting software, TraCS (Traffic and Criminal Software), to law enforcement agencies statewide. North Dakota currently submits 100 percent of all crash reports electronically. Currently two tribes have TraCS available for crash reporting and the other two have expressed interest in using TraCS. There are 68 agencies using the citation module within TraCS and all agencies have access to the electronic Report and Notice form.

- Continued to participate as the lead stakeholder in North Dakota's Strategic Highway Safety Plan (SHSP) and the resultant Local Road Safety Program to develop



# CHALLENGES

plans for each county in North Dakota that identify priority traffic safety emphasis areas and evidence-based, low-costs strategies for implementation.

- Conducted overtime enforcement efforts for the enforcement of North Dakota's Distracted Driving law. Agencies were solicited to participate in this enforcement effort to address the use of electronic devices while driving.

- Continued the use of the media tag, *Code for the Road. Follow the Rules. Follow the Law.* to be utilized as the umbrella message for the SHSP statewide efforts. Media campaigns for occupant protection, distracted driving and impaired driving have been developed using this tag. This tag is designed to empower the driving public to follow the rules and drive safely.

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## The Safety Division will be faced with the following challenges in FFY 2018.

- North Dakota's motor vehicle fatalities has shown a decrease from 2012 (170) to 113 in 2016 fatalities. Our challenge will be to continue to decrease the number of fatalities with the continued growth in population and the potential for oil extraction to increase in 2018.
- The landscape in North Dakota has changed dramatically in recent years and it is critical for the state to better coordinate the 4E areas (education, enforcement, engineering, and EMS) and adopt more stringent traffic safety legislation to drastically deter behavioral traffic safety issues.
- North Dakota was again one of the states in the nation with the highest rate of alcohol-related crash fatalities based on the most recent data (2015) from the national Fatality Analysis Reporting System (FARS). North Dakota has been a high-fatality rate state for the past five data years.
- About two-thirds of motor vehicle fatalities in North Dakota are unbelted at the time of the crash. And, this statistic has held constant over many years. It will be difficult to impact seat belt use beyond status quo without more stringent seat belt use laws, increased fines for lack of seat belt use, and substantial increases in funds to expand OP programming.
- Male pickup-truck drivers aged 18-34 continue to have the lowest seat belt use rates in the state.
- Teen drivers accounted for more than 10.0 percent of fatal crashes and nearly 20.0 percent injury crashes in North Dakota in 2016.
- The number of motorcycle licenses in North Dakota increased by 15.4 percent over from 2015 to 2016. As a result, motorcycle crashes continue to increase resulting in a need to expand the motorcycle safety courses and education throughout the state.
- North Dakota's Native American population continues to be disproportionately impacted by fatal crashes. Native Americans account for 5.5 percent of North Dakota's population but about 15 percent of the state's total crash fatalities over the past five years.
- The use of electronic devices while driving is of great concern nationally and in North Dakota as well. However, North Dakota crash data does not yet identify the use of electronic devices as a significant factor in motor vehicle fatalities or serious injuries. This is due, to some degree, to underreporting. But, in the absence of supporting data, it is difficult to justify and commit significant resources to address the problem.
- Interim continuing resolution obligation limitations make it difficult to assure traffic safety projects are funded without interruption.

# FINANCIAL SUMMARY

Figure 1 shows expenditures by program area as a portion of total FFY 2016 expenditures.

