

# Highway Safety Plan

Annual Report  
Fiscal Year 2019



**VISION ZERO** 

Zero fatalities. Zero excuses.

North Dakota  
Department of Transportation  
**Safety Division**

**Prepared by**

**North Dakota Department Of Transportation  
Bismarck, North Dakota  
dot.nd.gov**

**Director**

**William T. Panos**

**Driver Safety**

**Robin Rehborg, Deputy Director**

**Safety Division**

**Karin Mongeon, Safety Division Director**

**Lauren Bjork, Safety Public Information Program Manager**

**Melissa Casteel, Research Analyst/FARS Supervisor**

**Heather Christianson, Law Enforcement Program Manager**

**Lory Harsche, Contract/Finance Manager**

**Carol Thurn, Program Manager**

**Sandy Wilson, Program Manager**

**Vacant, FARS Analyst/Traffic Records Manager**

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Director  
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Deputy Director for Driver Safety  
Robin Rehborg

### Safety Division

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## Executive Summary

Over the past five years (2014-2018) North Dakota has experienced a 22 percent reduction in motor vehicle crash fatalities.

North Dakota has continued its commitment to traffic safety in federal fiscal year (FFY) 2019 through Vision Zero – a strategy to reduce motor vehicle crash fatalities and serious injuries in North Dakota to zero.

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

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

Grant funds are awarded to eligible entities to complete projects and/or activities within the HSP.

This Annual Report is an account of previous FFY activity and progress toward achieving the goals set forth in the FFY 2019 HSP.

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# Progress Toward FFY 2019 Performance Targets

The FFY 2019 North Dakota HSP included performance measures and targets to be achieved through projects and activities conducted to address motor vehicle crash problems.

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

North Dakota met 9 of 12 identified core performance and behavior targets for FFY 2019.

The three measures that were not met in FFY 2019 included core measures: (C7) number of motorcycle fatalities, (C8) number of unhelmeted motorcycle fatalities, and (C11) number of bicycle fatalities. Motorcycle and bicycle fatalities in North Dakota account for a small number of total fatalities. However, to improve performance with the bicyclist fatality measure next year, the NDDOT plans to allocate additional resources toward bicycle safety strategies through North Dakota Moves – the State's active transportation and transit plan. To improve motorcycle fatality measures, the NDDOT Safety Division is in the process of completing a comprehensive assessment of the North Dakota Motorcycle Safety Program and will use the assessment process to inform program improvements in FFY 2020.

## Core Performance Measures

### C1: Number of Fatalities

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FFY 2019 Target	Target Met 2018 Calendar Year Yes or No
Number of fatalities	104	140	105	148	170	148	135	131	113	116	105		
5-year moving average					133	142	141	146	139	129	120	127.3	Yes

### C2: Number of Serious Injuries

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FFY 2019 Target	Target Met 2018 Calendar Year Yes or No
Number of serious injuries*	297	330	380	462	575	517	519	555	433	426	360		
5-year moving average*					409	453	491	526	520	490	459	486.2	Yes

### C3: Fatality Rate/100 Million Vehicle Miles Traveled

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FFY 2019 Target	Target Met 2018 Calendar Year Yes or No
Fatality Rate /100 million vehicle miles traveled (VMT)*	1.33	1.72	1.27	1.62	1.69	1.47	1.28	1.31	1.16	1.19	1.06		
5-year moving average*					1.53	1.55	1.47	1.47	1.38	1.28	1.20	1.271	Yes

### C4: Number Of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FFY 2019 Target	Target Met 2018 Calendar Year Yes or No
Number of unrestrained passenger vehicle occupant fatalities, all seat positions	54	74	46	76	89	66	71	63	48	42	37		
5-year moving average*					68	70	70	73	67	58	53	69.1	Yes

## C5: Number Of Fatalities Involving A Driver Or Motorcycle Operator With A Blood Alcohol Content (Bac) Of .08 And Above

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FFY 2019 Target	Target Met 2018 Calendar Year Yes or No
Number Of Fatalities Involving A Driver Or Motorcycle Operator With A Blood Alcohol Content (Bac) Of .08 And Above	47	54	46	63	72	61	55	51	52	47	29		
5-year moving average*					56	59	59	60	58	53	47	57.4	Yes

## C6: Number Of Speed-Related Fatalities

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FFY 2019 Target	Target Met 2018 Calendar Year Yes or No
Number of speed-related fatalities	27	32	42	51	62	59	50	43	25	28	40		
5-year moving average*					43	49	53	53	48	41	37	49.6	Yes

## C7: Number Of Motorcycle Fatalities

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FFY 2019 Target	Target Met 2018 Calendar Year Yes or No
Number of motorcycle fatalities	13	7	15	14	16	9	10	8	12	13	16		
5-year moving average*					13	12	13	11	11	10	12	11.0	No

## C8: Number Of Unhelmeted Motorcycle Fatalities

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FFY 2019 Target	Target Met 2018 Calendar Year Yes or No
Number of unhelmeted motorcycle fatalities	10	7	12	10	11	3	9	3	10	10	11		
5-year moving average*					10	9	9	7	7	7	9	7.2	No

## C9: Number Of Fatal Crashes Involving A Driver Age 20 And Younger

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FFY 2019 Target	Target Met 2018 Calendar Year Yes or No
Number of fatal crashes involving a driver age 20 and younger	22	20	17	22	23	21	23	16	15	15	9		
5-year moving average*					21	21	21	21	20	18	16	19.8	Yes

## C10: Number Of Pedestrian Fatalities

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018		
Number of pedestrian fatalities	6	4	7	9	7	1	9	7	7	5	6	FFY 2019 Target	Target Met 2018 Calendar Year Yes or No
5-year moving average*					7	6	7	7	6	6	7		

## C11: Number Of Bicycle Fatalities

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018		
Number of bicycle fatalities	1	1	1	1	0	1	3	1	3	2	2	FFY 2019 Target	Target Met 2018 Calendar Year Yes or No
5-year moving average*					1	1	1	1	2	2	2		

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

\*Source: North Dakota Department of Transportation Safety Division

## Core Behavior Measure

### B1: Percent Of Observed Occupants Using Seatbelts

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018		
Percent Of Observed Occupants Using Seatbelts*	81.6%	81.5%	74.8%	76.7%	80.9%	77.7%	81.0%	80.4%	82.8%	79.3%	82.5%	FFY 2019 Target	Target Met 2018 Calendar Year Yes or No

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

\*Source: North Dakota Department of Transportation Safety Division

## Core Activity Measure

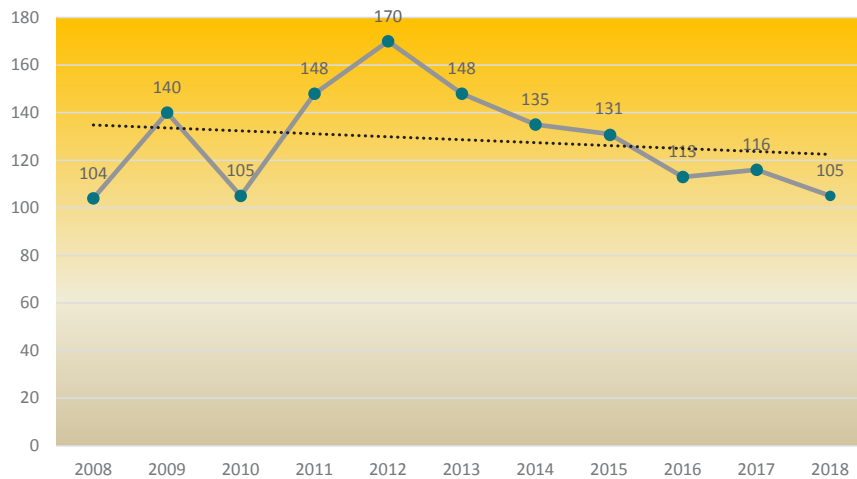
	2013	2014	2015	2016	2017	2018
A1: Seat Belt Citations	3,036	3,506	3,736	3,297	3,879	3,243
A2: Impaired Driving Citations	571	673	644	542	723	400
A3: Speeding Citations	5,486	5,511	5,413	4,512	4,902	4,141
A4: Percent of Crash Reports Submitted Electronically	Not reported	Not reported	89.2%	99.0%	99.4%	100.0%
A5: Percent of Misused Car Seats During Checks	75%	78%	77%	76%	73%	72%



# A Decade in Review: Motor Vehicle Fatalities, Injuries and Crash Trends in North Dakota

## Core Performance Measures

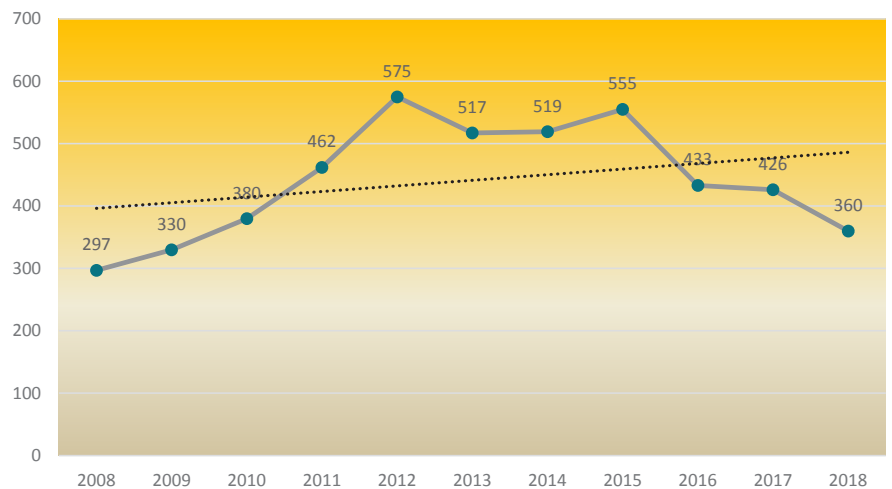
### C1: Number of Traffic Fatalities



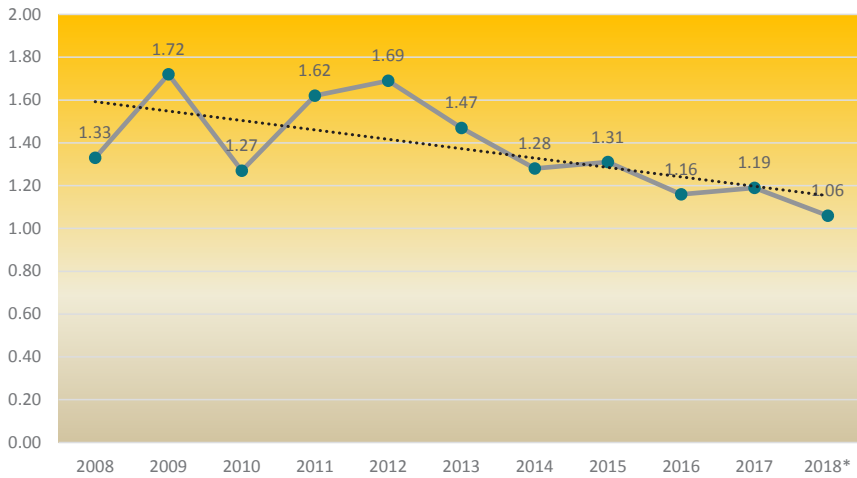
Reduce the number of traffic fatalities from a 5-year (2012-2016) average of 139.4 to a 5-year (2015-2019) average of 127.3 by December 31, 2019.

### C2: Number of Serious Injuries

Reduce the number of serious traffic injuries from a 5-year (2012-2016) average of 515.8 to a 5-year (2015-2019) average of 486.2 by December 31, 2019.

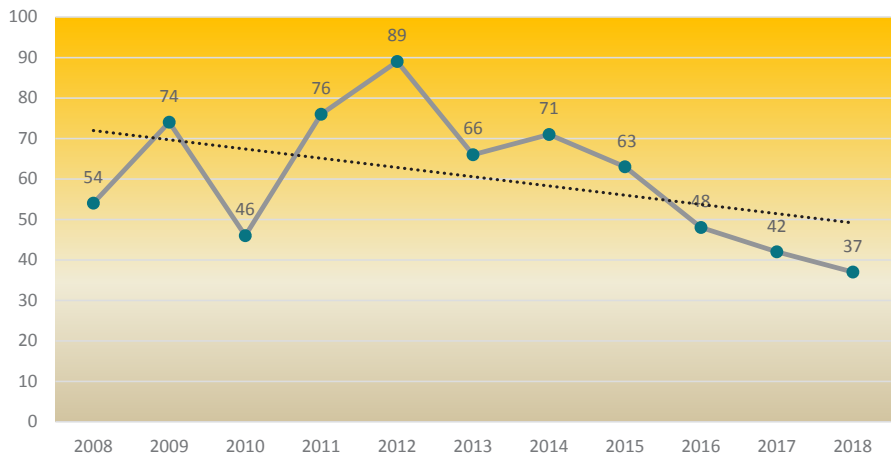


### C3: Fatality Rate/100 Million Vehicle Miles Traveled (VMT)



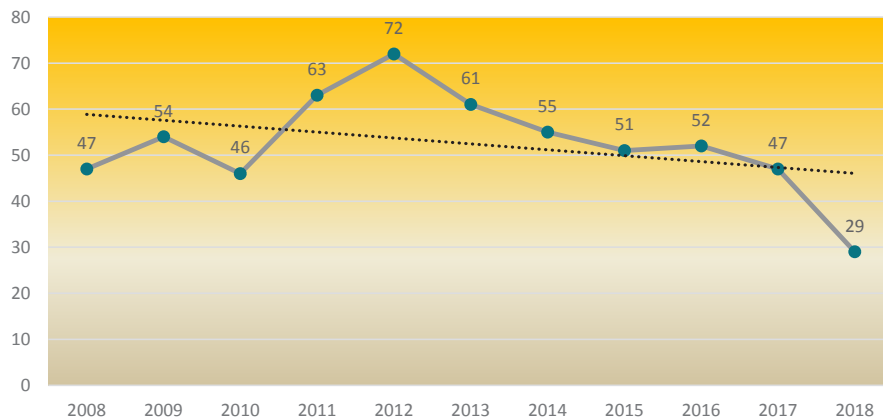
Reduce the rate of traffic fatalities from a 5-year (2012-2016) average of 1.382 to a 5-year (2015-2019) average of 1.271 by December 31, 2019.

### C4: Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions



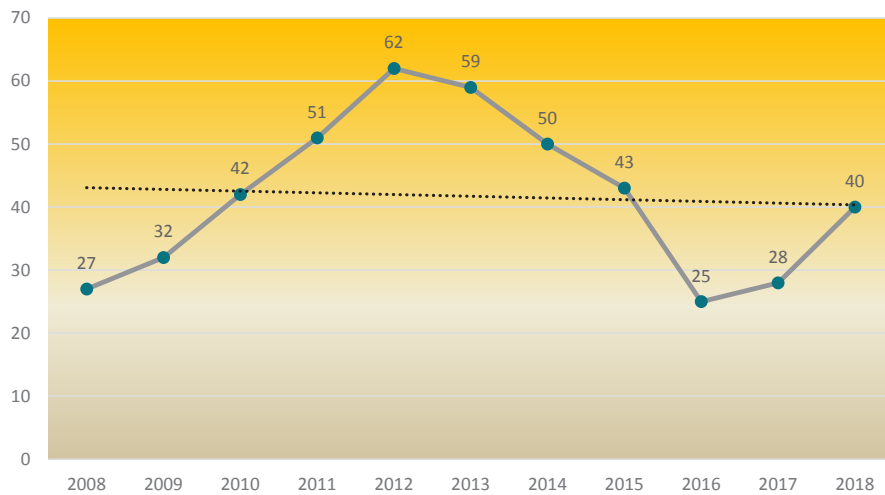
Reduce the number of unrestrained fatalities from a 5-year (2012-2016) average of 69.4 to a 5-year (2015-2019) average of 69.1 by December 31, 2019.

### C5: Number of Fatalities Involving A Driver or Motorcycle Operator with A Blood Alcohol Content (Bac) Of .08 and Above



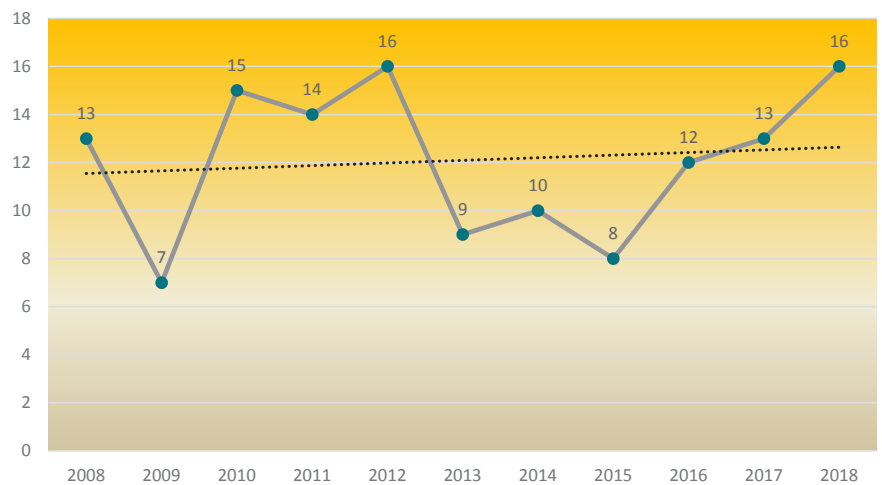
Maintain the number of traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above at the 5-year (2012-2016) average of 57.4 for the 5-year (2015-2019) average period ending December 31, 2019.

### C6: Number of Speed-Related Fatalities



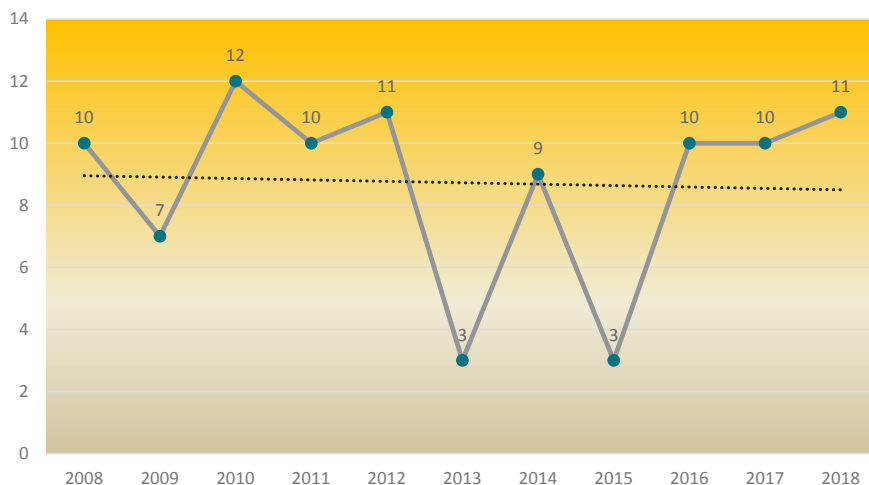
Maintain the number of speeding-related fatalities at the 5-year (2012-2016) average of 49.6 for the 5-year (2015-2019) average period ending December 31, 2019.

### C7: Number of Motorcycle Fatalities



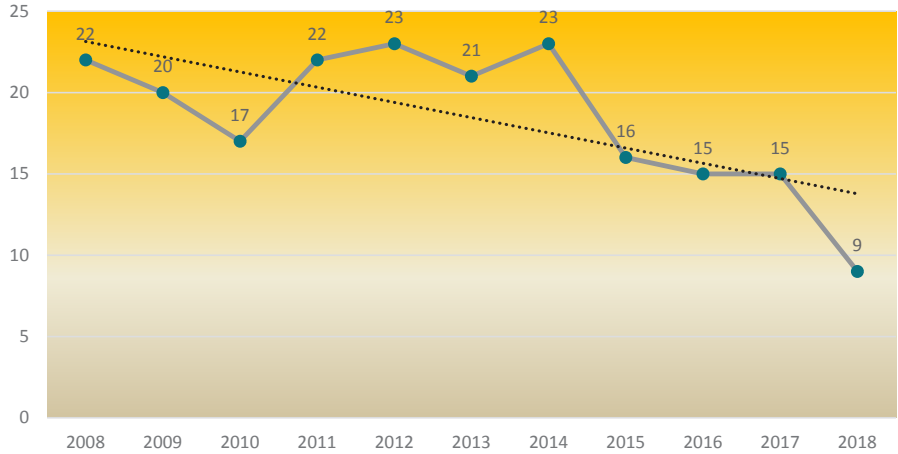
Maintain the number of motorcyclist fatalities at the 5-year (2012-2016) average of 11.0 for the 5-year (2015-2019) average period ending December 31, 2019.

### C8: Number of Unhelmeted Motorcycle Fatalities



Maintain the number of unhelmeted motorcyclist fatalities at the 5-year (2012-2016) average of 7.2 for the 5-year (2015-2019) average period ending December 31, 2019.

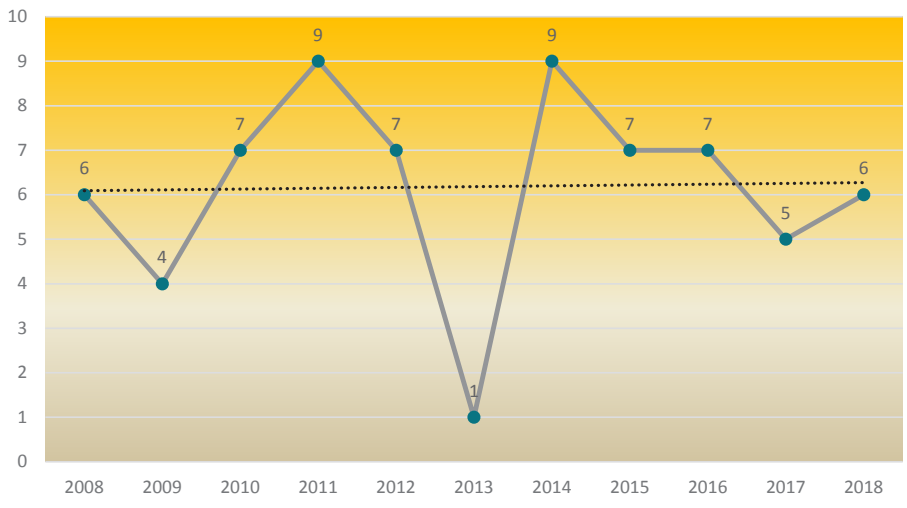
### C9: Number of Fatal Crashes Involving A Driver Age 20 and Younger



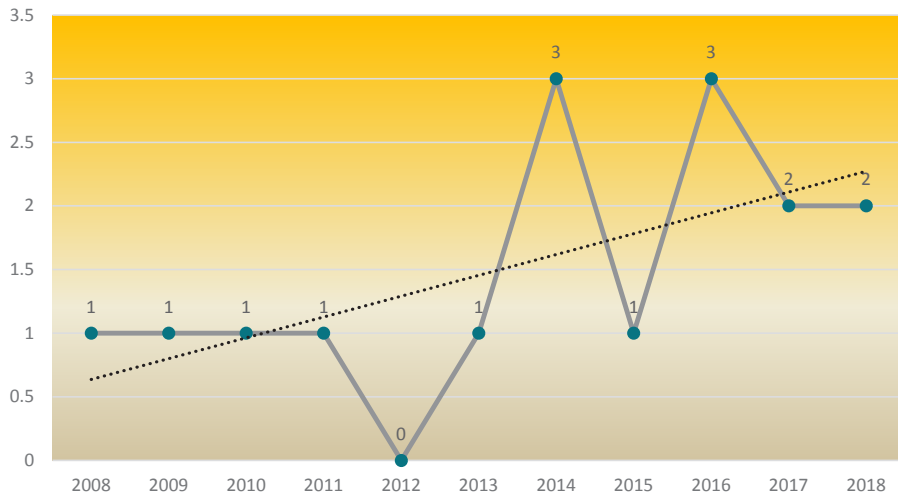
Maintain the number of drivers age 20 or younger involved in fatal crashes at the 5-year (2012-2016) average of 19.8 for the 5-year (2015-2019) average period ending December 31, 2019.

### C10: Number of Pedestrian Fatalities

Maintain the number of pedestrian fatalities at the 5-year (2012-2016) average of 6.2 for the 5-year (2015-2019) average period ending December 31, 2019.



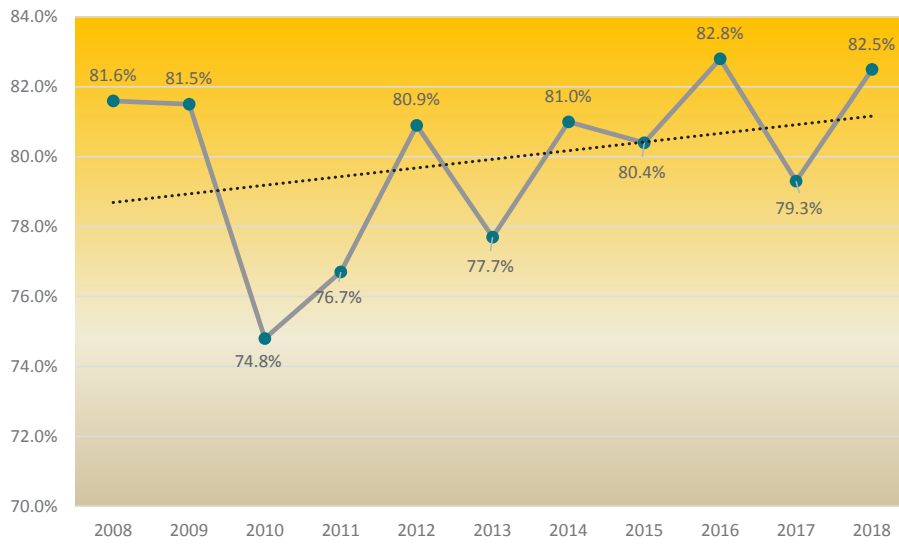
### C11: Number of Bicycle Fatalities



Maintain the number of bicyclist fatalities at the 5-year (2012-2016) average of 1.1 for the 5-year (2015-2019) period ending December 31, 2019.

# Core Behavior Measure

## B1: Percent of Observed Occupants Wearing Seat Belts



Increase the percent of observed occupants using seatbelts by 0.5 percent from 79.3 percent (2017) to 79.7 percent (2018) by December 31, 2019.



# FFY 2019 Project and Activity Summary



## Core Performance Measure Countermeasures Number of Traffic Fatalities

Decrease the number of traffic fatalities from a 5-year (2012-2016) average of 139.4 to a 5-year (2015-2019) average of 127.3 by December 31, 2019.

Performance Target: Met

Calendar Year 2018 – Number of Fatalities: 105 fatalities

### Planning and Administration – PA1901-01

**Budget Expended: \$98,366**

#### Project Description and Activity

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

### Program Management – CP1909-01

**Budget Expended: \$165,711**

#### Project Description and Activity

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

### County and Corporate Outreach Program – CP1909-02

**Budget Expended: \$213,513**

#### Project Description and Activity

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

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

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

## **Program Evaluation – CP1909-06**

**Budget Expended: \$37,671**

### **Project Description and Activity**

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

- The annual Knowledge, Attitudes, Behaviors, and Beliefs (KABB) traffic safety survey which is consistent with NHTSA/GHSA-established performance measures.
- Analysis of crash and driver data sets request to meet specific needs of the NDDOT Safety Division.
- Developed and conducted a survey to assess ride-sharing service use and other information to identify the impact of the services related to motor vehicle crash prevention.

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

## **Vision Zero Partner Summit and Event Coordination – CP1909-07**

**Budget Expended: \$42,065**

Venone Public Relations provided event coordination services to the NDDOT Safety Division to prepare for the annual Vision Zero Partner Summit conducted in April 2019. Venone reserved Summit facilities and hotel rooms for participants, entered into contracts with speakers, designed and distributed marketing and Summit materials, created and administered the online registration, and provided on-site support.

Costs consisted of the consultant fees and direct costs associated with the Vision Zero Partner Summit.

## **Vision Zero Partner Network – CP1909-09**

### **Project Description and Activity**

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

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

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

Two additional projects associated with expanding partnerships and network activity were completed as follows.

### **(1) Vision Zero Safety Corridors Media – Paid/Earned/PI & E – CP1909-09-01**

**Budget Expended: \$50,082**

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

The NDDOT introduced a new concept called Vision Zero Safety Corridors as part of North Dakota's Vision Zero strategy to reduce motor vehicle fatalities and serious injuries to zero. A safety corridor is a designated section of highway that includes enhanced safety features and an increase in law enforcement to remind drivers that they are responsible for obeying all traffic laws and posted speed limits.

Safety corridor locations were selected based on highways with a higher number of

vehicle crashes. Safety Corridors are a Vision Zero solution in which engineering, enforcement, emergency response and education partners work together to help reach the zero goal.

The project involved developing a video and paid, earned and social media materials. The goal was to educate the public about the Safety Corridors and what they can expect to see when driving in them such as additional signage, more visible pavement markings, highly visible law enforcement and more.

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

**(2) Transforming Safety Culture – CP1909-09-02**  
**Budget Expended: \$17,715**

**Project Description and Activity**

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

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



**Core Performance Measure Countermeasures  
Serious Injuries**

Decrease the number of serious injuries from a five-year (2012-2016) average of 515.8 to a five-year (2015-2019) average of 486.2 by December 31, 2019.

Performance Target: Met

Calendar Year 2018 – Number of Serious Injuries: 360



**Core Performance Measure Countermeasures  
Fatality Rate per 100 Million VMT**

Decrease the fatality rate from a five-year (2012-2016) average of 1.382 to a five-year (2015-2019) average of 1.271 by December 31, 2019.

Performance Target: Met

Calendar Year 2018 – Fatality Rate per 100 Million VMT: 1.06



# C4

## Core Performance Measure Countermeasures Unrestrained Passenger Vehicle Occupant Fatalities

Decrease the number of unrestrained passenger vehicle occupant fatalities, all seat positions, from a five-year (2012-2016) average of 69.4 to a five-year (2015-2019) average of 69.1 by December 31, 2019.

Performance Target: Met

Calendar Year 2018 – Number of Unbelted Fatalities: 37

### Program Management – OP1905-01

**Budget Expended: \$13,648**

#### Project Description and Activity

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

### Overtime Enforcement – OP1905-05

**Budget Expended: \$315,243**

#### Project Description and Activity

Grants were provided to law enforcement agencies throughout North Dakota to conduct sustained high visibility enforcement (HVE) of North Dakota's occupant protection laws to reduce the number of unrestrained motor vehicle crash fatalities statewide. Participating agencies included the North Dakota Highway Patrol, 18 police departments and 17 sheriff's offices. Agencies that participated in these campaigns were directed to conduct HVE at high crash locations during high crash times in their jurisdiction.

These agencies conducted three Click It or Ticket campaigns in FFY 2019 including participation in the national Click It or Ticket campaign in May 2019. More than 6,000 hours of overtime was performed and a total of 8,087 citations were issued that included 3,243 seat belt and child restraint citations.

The sustained HVE along with the statewide media and outreach has had a positive impact. The percent of unrestrained fatalities in North Dakota decreased from 55 percent in 2017 to 48 percent in 2018.

Costs included overtime enforcement hours and mileage.



**Enforcement Media – Paid/Earned/PI&E – OP1905-06**

**Budget Expended: \$362,872**

**Project Description and Activity**

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

Four occupant protection campaigns were conducted in FFY 2019. Three flights ran in conjunction with the state and national HVE periods. Media for each of the flights included statewide broadcast TV, cable TV, radio, digital and social media ads, cover photos and posters. The fourth flight was a non-enforcement flight to promote child safety seats through digital and social media, cover photos and posters.

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

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



Safety Division, 2598



## **Native American Media – CP1909-05**

**Budget Expended: \$29,903**

### **Project Description and Activity**

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

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



## Core Performance Measure Countermeasures Fatalities Involving an Operator with .08 BAC or Above

Maintain the number of traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above from a five-year (2012-2016) average of 57.4 to a five-year (2015-2019) average of 57.4 by December 31, 2019.

Performance Target: Met

Calendar Year 2018 – Number of Fatalities Involving an Operator with .08 BAC or Above: 29

### Program Management – ID1910-01

**Budget Expended: \$115,354**

#### Project Description and Activity

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

### Overtime DUI Enforcement – ID1910-02 and ID1910-12

**Budget Expended: \$289,729**

#### Project Description and Activity

The NDDOT Safety Division continued to coordinate the deployment of regional enforcement bringing state, county, and city law enforcement agencies together to conduct sustained

impaired driving HVE including saturation patrols and checkpoints. Agencies conducted five HVE in FFY 2019 targeted to high-risk times where there's greater risk of impaired driving such as holidays, community celebrations, etc.

Grants were provided to the North Dakota Highway Patrol, 17 police departments and 17 sheriff's offices. These agencies conducted three Drive Sober or Get Pulled Over campaigns and two underage drinking prevention campaigns in FFY 2019 including participation in the national Drive

Sober or Get Pulled Over campaign in August/September 2019. More than 6,000 hours of overtime was performed and a total of 3,377 citations were issued that included 400 DUIs and 524 other alcohol- and drug-related violations.

Costs included overtime enforcement hours and mileage.



## Enforcement Media – Paid/Earned/PI &E – ID1910-03

**Budget Expended: \$367,989**

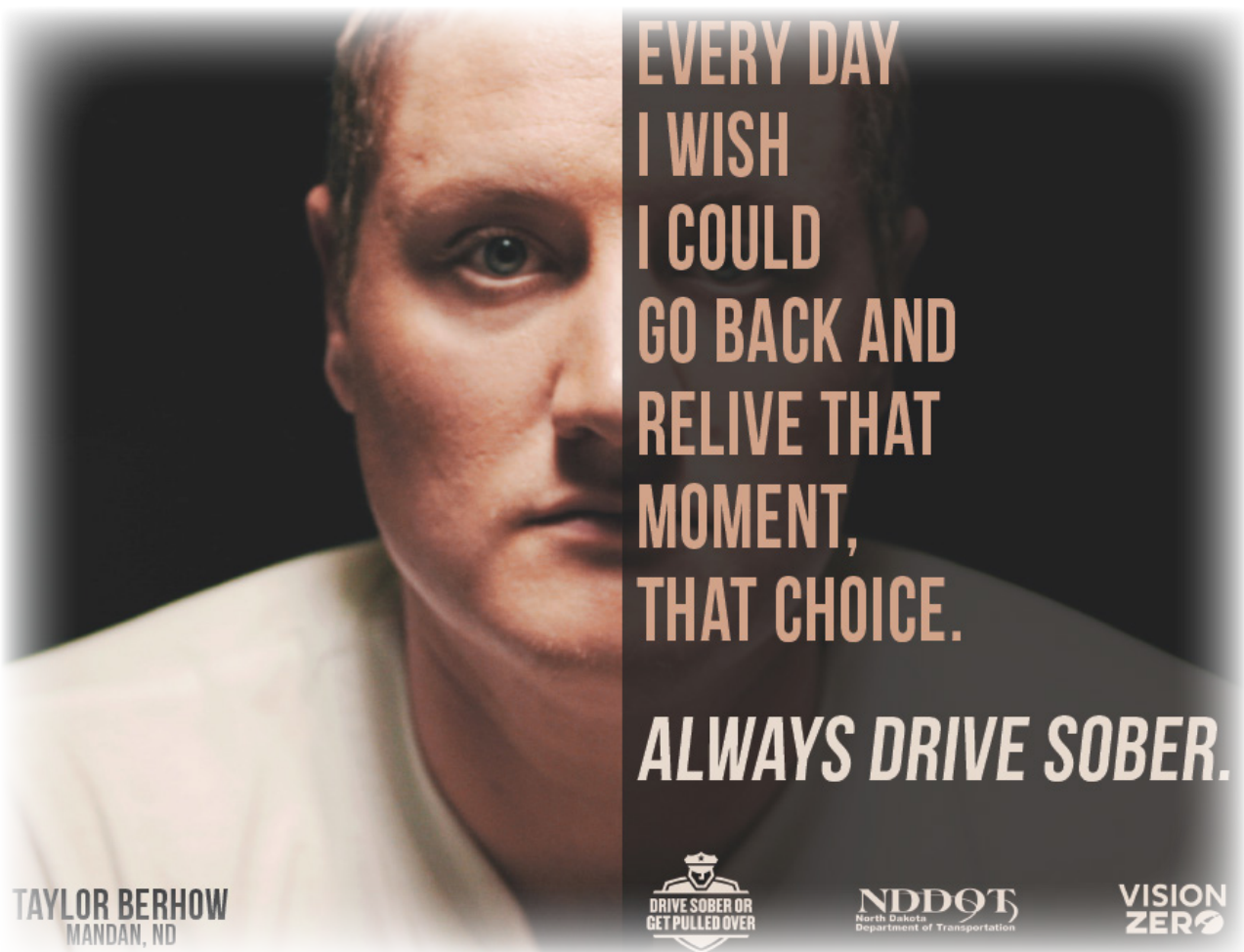
### Project Description and Activity

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

Five campaigns were conducted in FFY 2019 – three campaigns ran in conjunction with the state and national HVE periods and two focused on underage drinking prevention.

The impaired driving enforcement campaign tells the story of Taylor Berhow of Mandan, D, who drove drunk and caused a crash that killed three of his close friends. Taylor was 23 years old and had a BAC that was more than three times the legal driving limit. He was convicted of manslaughter and served six years in prison. Taylor spoke to groups around the state, including high school students, about the consequences of his choices to deter them from driving impaired. Media included TV, radio, digital and social media, cover photos and posters. This campaign has had the most extensive reach and results of any impaired driving campaign implemented to date.

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



## **Video Camera Surveillance Systems – ID1910-05**

**Budget Expended: \$98,980**

### **Project Description**

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

The North Dakota Highway Patrol and six local law enforcement agencies were awarded video cameras in FFY 2019.

## **Alcohol-Testing Equipment – ID1910-06**

**Budget Expended: \$475,000**

### **Project Description and Activity**

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

The Lab purchased a Shimadzu LC/MS/MS and GS/MS to improve the speed and specificity of tests. This equipment is compliant with the Buy America Act. The Lab received and installed the equipment and lab technicians were trained to use it. The Lab is now in the process of certifying the equipment.

## **Traffic Safety Resource Prosecutor (TSRP) Program – ID1910-07**

**Budget Expended: \$145,414**

### **Project Description and Activity**

During the FFY 2019 TSRPs trained over 948 individuals on topics of search and seizure, prosecuting the drugged driver, criminal and traffic legislative changes, DUI case law update, effective witnessing and administrative law. Participants included law enforcement, prosecutors and judges. The TSRPs also provided technical assistance to prosecutors and law enforcement personnel throughout the fiscal year. The TSRPs developed and recorded training on the administrative process that included recent ND Supreme Court decisions and legislative changes. The recorded training will be accessible through the TSRP web page.

The TSRPs have been instrumental in working with law enforcement to reduce the number of dismissed administrative hearings to ensure DUI offenders received immediate sanction. The TSRPs continued to administer the TSRP webpage for prosecutors and law enforcement. The webpage provides information on impaired driving enforcement, courtroom testifying, Standardized Field Sobriety Test (SFST) training manuals, Supreme Court opinions, and memos regarding interpretations of case law, etc.

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

The TSRPs participated in national/regional trainings and conferences including the Annual TSRP Conference and Lifesavers.

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

## **Program Evaluation – ID1910-08**

**Budget Expended: \$45,663**

### **Program Description and Activity**

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

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

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

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

## **DUI Training/Events Coordination – ID1910-09**

**Budget Expended: \$44,179**

### **Program Description and Activity**

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

Events completed under this project in FFY 2019 included:

- Reimbursement of travel expenses for law enforcement to attain the following training:
  - » Advanced Roadside Impaired Driving Enforcement (ARIDE)
  - » Multi-Agency Enforcement Regional Meetings
- Conference arrangements were made and speaker and participant expenses reimbursed for a DRE and State's Attorney's conference held in June 2019.

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

## **Parents Lead – ID1910-10**

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

### **Program Description and Activity**

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

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

Parents Lead is a partnership between the NDDOT Safety Division and the North Dakota

Department of Human Services (NDDHS) Behavioral Health Division. This partnership coordinates the administration of the program and the distribution of program materials through stakeholder and referral groups of each agency.

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

Funding was provided to NDDHS Behavioral Health Division for costs associated with Parents LEAD media placement for underage drinking prevention.

### **DEC/SFST Website Development – ID1910-11**

**Budget Expended: \$0**

#### **Program Description and Activity**

A website will be developed for the Drug Evaluation and Classification (DEC) program to provide law enforcement information related to Standard Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert programs.

There was no activity under this project in FFY 2019.



### **Core Performance Measure Countermeasures Speed-Related Fatalities**

Maintain the number of speed-related traffic fatalities from a five-year (2012-2016) average of 49.6 to a five-year (2015-2019) average of 49.6 by December 31, 2019.

Performance Target: Met

Calendar Year 2018 – Number of Speed-Related Fatalities: 40

### **Program Management – SC1907-01**

**Budget Expended: \$0**

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

Costs consisted of the direct management of the program including program manager salary, travel, and other direct costs. No costs were charged to this project in FFY 2019.

### **Radar Equipment to Law Enforcement – SC1907-02**

**Budget Expended: \$88,013**

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

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

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



## **Oil Country Partnership – Paid/Earned Media – CP1909-04**

**Budget Expended: \$34,979**

### **Project Description and Activity**

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

The campaign ran in July 2019 which was selected due to higher traffic volumes this time of the year including commercial vehicle traffic. The campaign consisted of TV, and digital and social media ads. The TV script is as follows and social and digital media provided similar messages.

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

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

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

**Budget Expended: \$14,935 from the Federal Motor Carriers Services**

### **Administration (FMCSA)**

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



## **Core Performance Measure Countermeasures Motorcyclist Fatalities**

Maintain the number of motorcyclist fatalities from a five-year (2012-2016) average of 11.0 to five-year (2015-2019) average of 11.0 by December 31, 2019.

Performance Target: Not Met

Calendar Year 2018 – Number of Motorcyclist Fatalities: 16

## **Program Management – MC1906-01**

**Budget Expended: \$4,931**

### **Project Description and Activity**

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

## **Motorcycle Safety Education Program (NDMSP) – MC1999-01**

**Budget Expended: State Funds**

### **Project Description and Activity**

The North Dakota Chapter of American Bikers Aiming Toward Education (ABATE) administers the North Dakota Motorcycle Safety Program (NDMSP) on behalf of the NDDOT Safety Division to provide access to statewide rider training to motorcyclists. The NDMSP assists

riders to improve skills and attitudes to reduce riding risk. In 2019, the NDMSP taught 156 rider courses and trained 1,393 motorcyclists.

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

### **Statewide Awareness/Education Campaign – MC1906-02**

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

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

Funds were provided to the ABATE Share the Road campaign to encourage all roadway users to “share the road” with motorcyclists. The Share the Road campaign includes public service announcements, billboards, brochures, posters and other safety publications and is conducted during the peak riding season. ABATE purchased 10 motorcycle safety billboards throughout North Dakota in May and July and an additional large billboard along the Interstate. ABATE secured 93,810 ads for an in-kind value of \$718,302 to promote the campaign.



### **Core Performance Measure Countermeasures Unhelmeted Motorcyclist Fatalities**

Maintain the number of unhelmeted motorcyclist fatalities from a five-year (2012-2016) average of 7.2 to five-year (2015-2019) average of 7.2 by December 31, 2019.

Performance Target: Not Met

Calendar Year 2018 – Number of Unhelmeted Motorcyclist Fatalities: 11

### **Motorcycle Safety Education – Paid Media and Outreach – MC1906-03**

**Budget Expended: \$73,618**

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



**Bob Haas**  
Bismarck, ND

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

A new statewide motorcycle safety campaign was developed that featured a video of Bob Haas sharing his story of preventing a serious crash by applying what he learned by taking a motorcycle safety course. The video was used in social and digital ads. A correlating radio ad was also developed. Roadside banners were placed in 5 locations in North Dakota prior to

the Sturgis Motorcycle Rally in South Dakota.

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



## **Core Performance Measure Countermeasures Drivers Age 20 and Younger Involved in Fatal Crashes**

Maintain the number of drivers age 20 and younger involved fatal crashes from a five-year (2012-2016) average of 19.8 to five-year (2015-2019) average of 19.8 by December 31, 2019.

Performance Target: Met

Calendar Year 2018 – Number of Drivers Age 20 and Younger Involved in Fatal Crashes: 9

### **Program Management – TSP1908-01**

**Budget Expended: \$22,154**

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

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

### **Alive at 25 Defensive Driving Program – TSP1908-03**

**Budget Expended: \$45,000**

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

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

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

### **Teen Intervention – TSP1908-04**

**Budget Expended: \$0**

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

This project consisted of mailing an Early Warning Letter (EWL) to teens and/or parents upon receipt of his/her first moving violation, after a crash, and at 9 months post licensure. The EWL is an effective tool to reduce recidivism among first-time teen violators. A personal letter reminded teens of the importance of obeying the law, the consequences of engaging in unsafe habits early in their driving careers, and that they are responsible for their personal safety and that of others on the road.

No costs were charged to this project in FFY 2019. Costs are paid through other NDDOT cost centers.

### **Driver's Education Curriculum and Support – DE1908-02**

**Budget Expended: \$6,805**

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

The NDDOT Safety Division provided funds to assist the North Dakota Driver and Traffic Safety Education Association (NDDTSEA) to complete the following activities in FFY 2019.

- Continued to update, reproduce, promote, and distribute a driver education curriculum –

the Playbook, a multimodal interface for teachers and students. The Playbook blends 3D animations, real-world videos, interactive presentations and engaging student activities. Provided training, technical assistance, and resources to driver's education instructors to encourage use of The Playbook.

- Planned and conducted the annual NDDTSEA Conference for drivers education instructors throughout the state.
- Continued to update and administer the NDDTSEA website.

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

**Budget Expended: \$1,983**

### **Project Description and Activity**

Grant funds through the GHSA and the Ford Motor Company were used to conduct the 8th annual Ford Driving Skills for Life (DSFL) program in North Dakota in Fargo in August 2019.

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

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

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



## **Core Performance Measure Countermeasures Pedestrian Fatalities**

Maintain the number of pedestrian fatalities from a five-year (2012-2016) average of 6.2 to a five-year (2015-2019) average of 6.2 by December 31, 2019.

Performance Target: Met

Calendar Year 2018 – Number of Pedestrian Fatalities: 6



## **Core Performance Measure Countermeasures Bicyclist Fatalities**

Maintain the number of bicyclist fatalities from a five-year (2012-2016) average of 1.1 to a five-year (2015-2019) average of 1.1 by December 31, 2019.

Performance Target: Not Met

Calendar Year 2018 – Number of Bicyclist Fatalities: 2

# B1

## Core Behavior Performance Measure Countermeasures Observed Seat Belt Usage

Increase the percent of observed occupants using seat belts from 79.3 percent (2017) to 79.7 percent by December 31, 2019.

Performance Target: Met

Calendar Year 2018 – Observed Seat Belt Use Rate: 82.5 percent

### Annual Statewide Observational Seat Belt Survey – OP1905-03

**Budget Expended: \$44,566**

#### Project Description and Activity

NDSU UGPTI conducted the annual statewide seat belt observation survey on behalf of the NDDOT Safety Division to determine North Dakota's seat belt use rate as a measure to evaluate the success of occupant protection programs. This survey was conducted June 2019.

North Dakota's seat belt use by front and outboard passengers was estimated at 83.7 percent in 2019, an increase from 82.5 percent in 2018.

### Observational Child Passenger Safety Survey – OP1905-04-01

**Budget Expended: \$1,648**

#### Project Description and Activity

NDSU UGPTI conducted an observational child passenger safety (CPS) survey on behalf of the NDDOT Safety Division to determine CPS use rates. This survey was conducted in FFY 2018 in unison with the observational seat belt survey. The analysis of survey data was completed by UGPTI in FFY 2019. Survey data showed that the CPS use rate was 94.1 percent. The use rate among those age 0-3 years old was 98.9 percent; 4-9 years old 94.8 percent; and 10-14 years old 87.6 percent. Survey data is being used to inform CPS program administration to improve use rates.

### Web-Based CPS National Safety Council Checklist – OP1905-04-02

**Budget Expended: \$5,069**

#### Project Description and Activity

NDSU UGPTI provided consultant services to develop an electronic CPS checklist for statewide CPS checkups. The checklist is consistent with the National Safety Council (NSC) checklist/form. UGPTI assured compatibility between the checklist/form and the tablet computer to be used by CPS technicians. They also created a preliminary dashboard to share checkup data, resources and activity. Costs included consultant time and the purchase of required equipment including tablet computers, cases and ancillary items for CPS technicians to complete the checklist.

# A1-A3

## Core Activity Performance Measure Countermeasures

Activity Measure	2014	2015	2016	2017	2018
A1: Seat Belt Citations	3,506	3,736	3,297	3,879	3,243
A2: Impaired Driving Citations	673	644	542	723	400
A3: Speeding Citations	5,511	5,413	4,512	4,902	4,141

### Program Management – PT1902-01

**Budget Expended: \$0**

#### Project Description and Activity

Costs consisted of the direct management of the program including program manager salary, travel, and other direct costs. No costs were charged to this project in FFY 2019.

### Web-Based Law Enforcement Reporting System – PT1902-03

**Budget Expended: \$837**

#### Project Description and Activity

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

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

### Law Enforcement Training – PT1902-04

**Budget Expended: \$0**

#### Project Description and Activity

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

There were no funds expended under this project in FFY 2019.

# A4

## Core Activity Performance Measure Countermeasures

Activity Measure	2014	2015	2016	2017	2018
A4: Percent of Crash Reports Submitted Electronically	Not reported	89.2%	99.0%	99.4%	100.0%

### Program Management – TR1904-01

**Budget Expended: \$128,206**

#### Project Description and Activity

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

### Crash Data Systems Enhancement – TR1904-02

**Budget Expended: \$4,463**

#### Project Description and Activity

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

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

### TraCS – TR1904-03

**Budget Expended: \$267,480**

#### Project Description and Activity

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

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

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

### Annual TraCS License Fee – TR1904-04

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

#### Project Description and Activity

Payment was issued to the State of Iowa for TraCS licensing fees for 2019.

Activity Measure	2014	2015	2016	2017	2018
A5: Percent of Misused Car Seats During Checks	78%	77%	76%	73%	72%

### Child Passenger Safety Program Administration – OP1905-02 Budget Expended: \$130,351

### Child Passenger Safety Restraints – OP1905-07 Budget Expended: \$21,949

#### Project Description and Activity

The NDDoH continued to administer the Child Passenger Safety (CPS) Program to provide community services to parents and caregivers to increase the correct use of car safety seats, booster seats, and seat belts by infants, toddlers, children, and tweens (children ages eight through 12). During FFY 2019, the CPS Program:

- Provided technical assistance and resources to the public related to child restraint devices and North Dakota’s CPS law.
- Maintained partnerships with local law enforcement agencies; local public health agencies; childcare providers; Women, Infant and Children (WIC) programs; Head Start programs; Safe KIDS North Dakota; hospital staff; social workers; and schools for program outreach through workshops, presentations, exhibits, newsletters, etc.
- Completed CPS Month activities resulting in 573 classroom presentations and distribution of CPS materials to classrooms. Total outreach efforts are estimated to have reached 14,641 children.
- Purchased and provided car seats and supplies to local agencies to distribute to low-income families in their communities including 609 car seats to 31 distribution programs including two Native American reservations.





- Conducted a variety of CPS workshops and courses including six 32-hour NHTSA standardized courses with a record 71 participants completing all course requirements.
- Assisted approximately 290 certified CPS technicians to maintain their certification through 12 proxies who assist to sign off on CPS technician installs for recertification.
- Coordinated car safety seat checkups throughout the state in partnership with local programs and auto dealerships. The NDDoH assisted with 80 car seat checkups, inspecting over 900 car seats.
- Data from car seat checkups statewide demonstrated:
  - » 72 percent of car seats checked were misused
  - » 53 percent of children were incorrectly secured in the child restraint
  - » 57 percent of car seats were installed incorrectly
  - » 2 percent of the car seats were not appropriate for the child
  - » 48 percent of car seat owners did not register car seat with the manufacturer after receiving car seat
  - » 59 percent of caregivers were not using the tether strap when available on the child restraint in the vehicle

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

### **Child Passenger Safety Seat Education/Administration – OP1905-02-02** **Budget Expended: \$2,000**

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

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

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

## **Other Core Activity Performance Measure Countermeasures**

### **Program Management – DD1911-01**

**Budget Expended: \$541**

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

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

### **Overtime Enforcement – DD1911-02**

**Budget Expended: \$44,871**

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

The NDDOT Safety Division provided grants to 15 agencies in more urban areas of the state to conduct overtime enforcement of North Dakota’s ban on texting while driving with a focus in areas more prominently impacted by severe distracted driving crashes.

Agencies participated in two statewide campaigns April and September 2019. These agencies conducted 981 hours of distracted driving overtime and issued 400 distracted driving citations.

Costs included overtime enforcement hours and mileage.

**Media – Paid/Earned (Media Vendor) – DD1911-03**

**Budget Expended: \$99,758**

**Project Description and Activity**

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



Two campaigns were conducted in FFY 2019 in conjunction with the state and national HVE periods using a mix of radio, paid social media, posters and cover photos.

Distracted driving campaigns focused on texting and driving and provided a powerful statistic on how a distracted driver is much more likely to crash. The NDDOT Safety Division teamed up with Lauren Roscoe, SADD National Student of the Year, and Logan Monson, North Dakota SADD Student of the Year, to develop promoted posts that were placed on Facebook and Instagram.

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

### **Overtime Enforcement – PT1902-05**

**Budget Expended: \$5,624**

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

Funds were provided to the Bismarck Police Department (PD) to conduct concentrated traffic enforcement at high crash intersections focusing on violations for red-light running or failure to yield to the right of way.

The City of Bismarck recently installed confirmation lights at intersections with lighted traffic signals. Confirmation lights are small, blue lights mounted to the top of a traffic signal head that light up simultaneously with the red light of the traffic signal. Confirmation lights allow law enforcement agencies to safely observe and pursue vehicles that illegally enter the intersection on the red light of the traffic signal. The combination of confirmation lights and enforcement efforts has been shown to reduce the number of red light violators and helps to increase the efficiency of enforcing red lights. Red-light confirmation lights do not use automated photography.

The NDDOT Safety Division and the Bismarck PD selected five high-crash intersections with rear-end collisions or right angle crashes. Five additional high-crash intersections were selected as controls for comparison.

The Bismarck PD conducted limited enforcement in FFY 2019 due to several of the confirmation lights being burned out due to harsh winter weather. During the project's enforcement periods, the Bismarck PD had 149 enforcement contacts and issued 64 violations due to red light running and /or disregarding a traffic signal.

Costs included overtime enforcement hours.

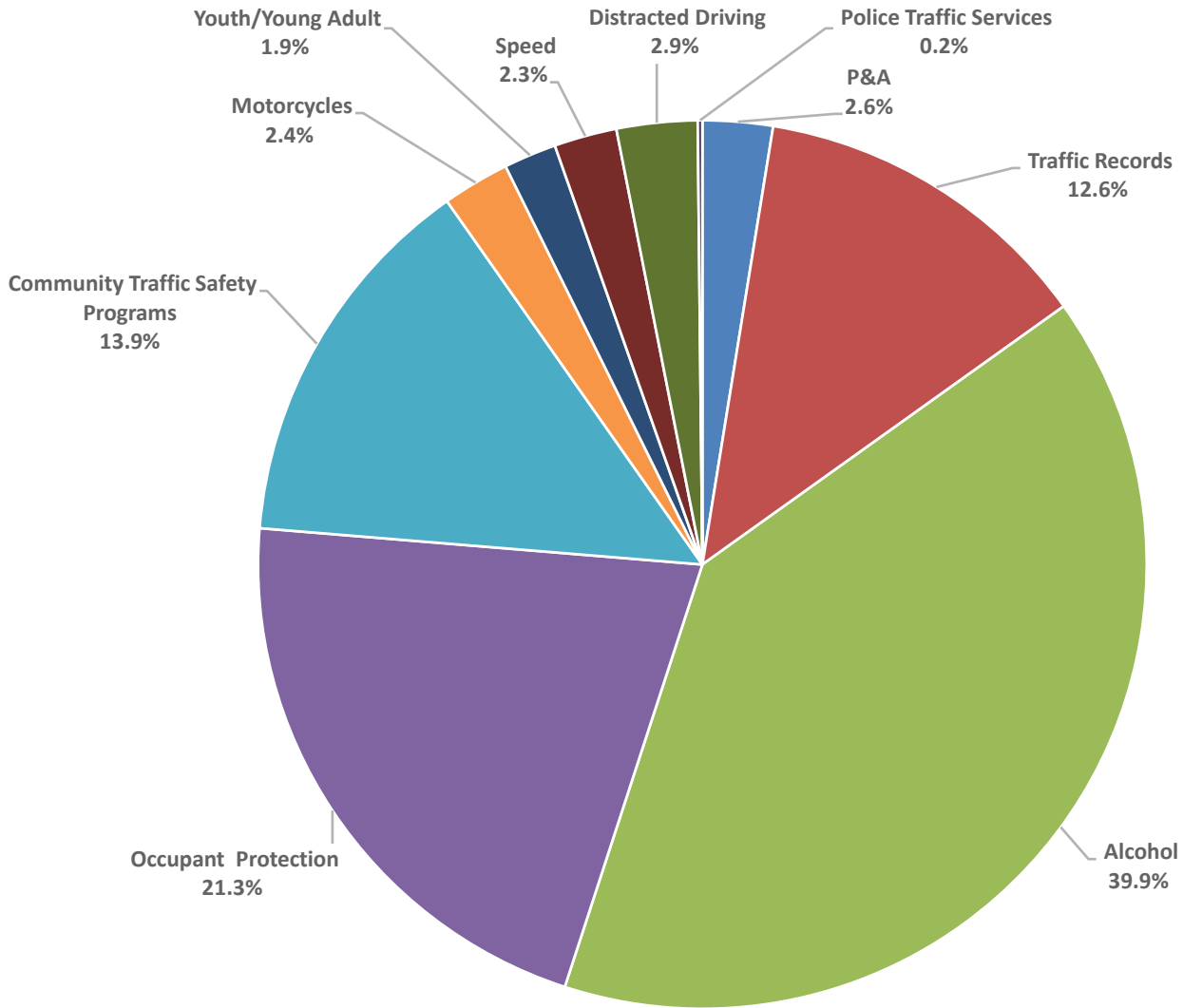
### **Tribal Outreach Programs – CP1909-03**

**Budget Expended: \$0**

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

Grant funds were available to advance the planning, coordination, implementation and evaluation of traffic safety programs on North Dakota reservation lands. There were no grant funds requested by the tribes under this project in FFY 2019.

# Financial Summary



Financial Summary FFY 2019				
	402	405	Total	% of Total
P&A	\$98,366		\$98,366	2.6%
Traffic Records	\$212,734	\$272,154	\$484,888	12.6%
Alcohol	\$115,354	\$1,423,229	\$1,538,583	39.9%
Occupant Protection	\$379,636	\$441,646	\$821,282	21.3%
Community Traffic Safety Programs	\$537,832		\$537,832	13.9%
Motorcycles	\$74,301	\$20,000	\$94,301	2.4%
Youth/Young Adult	\$73,958		\$73,958	1.9%
Speed	\$88,013		\$88,013	2.3%
Distracted Driving	\$113,332		\$113,332	2.9%
Police Traffic Services	\$6,461		\$6,461	0.2%
<b>TOTAL</b>	<b>\$1,699,987</b>	<b>\$2,157,029</b>	<b>\$3,857,016</b>	<b>100%</b>

# Media Calendar

## NORTH DAKOTA DEPARTMENT OF TRANSPORTATION

### FLOWCHART

#### 2018-2019 Advertising Planning Calendar

2018-19	OCT			NOV			DEC					JAN					FEB					MAR					APR					MAY					JUN					JUL					AUG					SEP				
<b>Media Dates</b>	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30			
<b>Holidays</b>							T					C																E							M															L						
<b>Teen/Child</b>	X	X	X	X														X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X															
<b>Enforce</b>				X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X		X	X																			X	X	X	X	X	X	X
<b>Motorcycle</b>																																		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
<b>Native Am.</b>																		X	X	X	X																																			
<b>Commercial</b>																																																								
<b>Statewide TRP's</b>											100	200	200	100																																						200	200	200		
<b>Cable TV</b>								X	X			X	X																							X	X																			
<b>Radio</b>						X	X				X	X							X	X	X	X						X	X	X						X	X	X	X						X	X			X	X	X	X	X			
<b>Social Media</b>				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
<b>Digital Media</b>						X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
<b>Occupant Protection</b>																																																								
<b>Impaired Driving</b>																																																								
<b>Distracted Driving</b>																																																								
<b>Motorcycle</b>																																																								
<b>Native American</b>																																																								
<b>Commercial Motor Vehicle</b>																																																								